

HKVCA Brownbag Luncheon Talk
Female Leadership: Key Challenges in the Fundraising Process
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Allison Baum
Managing Director,
Fresco Capital Advisors

Allison Baum is a Managing Director of Fresco Capital Advisors. She is involved in all aspects of investment and operations of the fund, while maintaining a focus on education technology. Previously, as Regional Director of Asia at General Assembly, she established and grew the company's first education programs for technology, business, and design in Hong Kong. She originally joined the company in its early stages in New York where she developed and scaled their first long-form and immersive courses. Throughout this process, Allison has worked with startups of all sizes across the New York, San Francisco, and Hong Kong communities.

After earning a B.A. in Economics and a Secondary Degree in Film Studies from Harvard University, Allison worked in Equity Derivatives Sales & Trading at Goldman Sachs in New York and as an Associate Producer for the Microlending Film Project, a documentary about micro finance for women around the world. She continues to contribute to the cause for female empowerment through an education initiative called Arts and Enterprise for Women, which teaches business skills to refugee and asylum seekers in Hong Kong. She is also dedicated to social impact in Hong Kong as a member of the World Economic Forum's Global Shapers Community.



Camille Tang
President, Co-Founder, Executive Member of the Board,
ConvenientPower Group

ConvenientPower leads global wireless power charging innovation. Using its patented technology, the Group commands the largest number of recognized 16 world first's in wireless power charging innovation including:

- World 1st office building with wireless charging: Deloitte "The Edge", Amsterdam
- World 1st in cars with Toyota Avalon, Prius and now Lexus NX
- World 1st wireless charger for a mobile phone and a tablet
- World 1st wireless charging of largest number of compatible mobile phones simultaneously
- World 1st wireless charging through the largest distance of compatible mobile phones in the market
- World 1st in Apple "Made for iPhone" certified wireless charging products

ConvenientPower is the first Hong Kong company to initiate, co-found, co-lead and co-architect a global technology standard together with leaders in the global electronics and technology value chain.

Responsible for strategic development and partnerships, intellectual property management, finance and risk at ConvenientPower, Camille previously held senior and advisory positions in innovation strategy, R&D, design, sales and marketing, finance and MIS with Bunge, Harvard Business School, Blanc de Chine, Swiss Bank Corporation, HSBC Investment Bank, Continental Grain, Macys California.

Based in Hong Kong, Camille received Bachelor of Arts, with Distinction, Stanford University, and Master in Business Administration, Harvard University. She has two sons. She enjoys hiking and sculptures.



Cat Purvis
Director and Co-Founder,
Exicon

- Over a decade of experience in the mobile, Internet and software industries
- Founded nearly 10 companies in the digital space including an ad network, Mobile magazine, consulting company, developer matching service, email marketing company, App Management company, API management platform
- COO for one of the top 5 Internet consultancies, Icon Medialab.
- Ran Food company in China later sold to largest catering company in the world
- Built 2 factories, 2 warehouses 17 restaurants and 3 amusement parks, each with 400 staff.

Cat Purvis is the Founder of Exicon, a cloud platform for App and API Management, with global clients including Handset manufacturers, Operators, Brands & Enterprises. It is a 2012 Red Herring 100 Global tech companies winner.

During her career, Cat has built companies, teams and divisions all over the world, in the UK, US as well as in China where she lived for 5 years. Previous roles include COO at Icon Medialab and GM at a start up in Beijing which was later sold to a global player.

Born and raised in China, Cat is truly an international woman. Speaking English, French, Mandarin and German she has lived, worked and studied in many places. A firm believer in the power of education, she studied Management and Statistics at St Andrews University and also has a Diploma in Marketing and qualifications in Process Re-engineering.

Cat is also a regular swimmer in international Masters competitions including the World Masters Championships in Sweden. Her dream is to do a family swim tour with her husband and 4 kids in the Greek Islands.



Linda Wu
Managing Director,
Gowell Software

Linda Wu is the Managing Director of Gowell Software, an education company recognized for its award-winning language learning platforms and in-person training services. Currently, Gowell is expanding into the overseas studies preparation business in Hong Kong and China, delivering widely recognized college preparation and test preparation programs from leading educational organizations such as the U.S.'s ACT, through one of the largest learning center networks in China. Linda started her career as a corporate finance banker at Morgan Stanley in New York and Hong Kong. She was subsequently a senior manager at the Hong Kong property investment company, Hysan Development, and later CFO of Sun Hung Kai Properties' data center operator, iAdvantage. Linda is currently an Advisory member of City University of Hong Kong's Linguistics and Translation department. She graduated with a B.A. from Brown University in 1992.



Diana Olteanu-Veerman
Co-president,
85Broads Hong Kong

Diana is an investment analyst with focus on real estate equity and major real estate asset trends. She also consults on real estate assets and writes investment research on real estate assets and equity and equity trading strategies.

She formerly worked as a McKinsey consultant, an M&A banker for Credit Suisse and BAML and as a real estate equity analyst for Green Street Advisors. She spent most of her career in Amsterdam and London and came to Hong Kong several years ago.

Diana is co-president of 85Broads Hong Kong, a women professional networking organization, set up by Goldman alumni in NYC and currently owned by Sallie Krawcheck, and a Director of Green Investments, a long short equity fund, with a real estate consultancy and investment research arm.