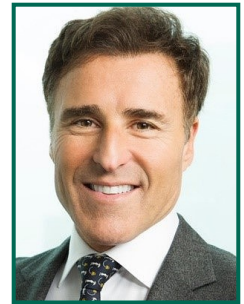


A Panel Discussion of Entrepreneurship Post-COVID

Ken Freirich '90 (host), Cathy Hill (moderator),
David Cynamon P'22, Matt Finick '92, Winnie Wan '74, and Helena Yohannes '04

David Cynamon P'22 FOUNDER AND EXECUTIVE CHAIRMAN K2 Pure Solutions

David is Founder and Executive Chairman of K2 Pure Solutions, a company that manufactures water purification and disinfection products using safe, environmentally sustainable technology. In 1995, he acquired controlling interest in KIK Corporation, a plant that produces in the household, personal care and over-the-counter drug categories. Under his leadership, KIK expanded from 1 to 23 manufacturing facilities and sales climbed from \$16 million to over \$1.3 billion in 12 years. The company currently employs 4,000 people.



In 2001, David was recognized as one of Canada's Top 40 under 40 by The Globe and Mail's Report on Business magazine. The following year, he was named the Ernst & Young Entrepreneur of the Year for the Canadian manufacturing sector. David was co-owner of the Canadian Football League's Toronto Argonauts from 2003 to 2010. The team captured the Grey Cup Championship in 2004 and David was named Magna Sport Executive of the Year in 2005.

Honored with the B'nai Brith Foundation's Annual Award of Merit, David was presented with the Queen Elizabeth II Diamond Jubilee medal by Prime Minister Stephen Harper. He is a partner at residential real estate development firm METROPIA and the Liberty Entertainment Group, a developer and marketer of landmark establishments and restaurants in North America. David currently serves as a board member of the Gerry & Nancy Pencer Brain Trust at Princess Margaret Hospital and the Friends of Simon Wiesenthal Center for Holocaust Studies. He is Co-Chairman of the Sinai Health Foundation Board of Directors.

Matt Finick '92 STRATEGIC ADVISOR Self Employed

I was an early executive and helped build two media/tech unicorns (Marvel Entertainment and ROBLOX). While I love numbers and putting in processes that scale, I am also a huge people person. I have deep relationships across groups at Marvel/Disney, Fox, Discovery, Legendary, EA, ROBLOX, Mattel, and Hasbro. My range of experience focuses on operations and finance:

- Ops guru who can rapid scale (Marvel/Roblox) or downsize to extend runway (Leap Motion/Piazza)* Fundraising, venture equity and debt, large Kickstarter campaigns, structured finance (including fil)
- Finance; VP of Finance and CFO experience, including Legal/HR/customer success
- BD and launching new divisions; Prepaid cards, direct ads, licensing, gaming IP deals
- Attracting and onboarding talent; recruiting teams, e.g., quintupling from 20 to 100+ full-time employees in two years.



I also take serve as an advisor, investor and mentor between projects. I am currently advising:

- Akili Network: The first and only dedicated free-to-air children's educational television network in Kenya.
- CounterFind: Image recognition tech that identifies and removes all counterfeit merchandise ads.
- Listeners on Call: Connecting individuals with someone to listen—immediately (www.listeneroncall.com)

When I'm not working, I am usually surfing or reading to my two-year-old daughter.

Ken Freirich '90 (host)

RECENTLY RETIRED

Focusing on family, philanthropy & music

As a seasoned entrepreneur and executive, Ken has successfully started, built, operated and grown a variety of world-class organizations. For the past 16 years, he has helped transform Health Monitor Network into becoming the largest patient education-engagement company in the U.S. The company grew tenfold under Ken's leadership. In May 2019, Ken led the organization through a transaction that brought a significant investment to the company, led by WestView Capital Partners to support and propel its dynamic growth.

Prior to joining Health Monitor Network, he was CEO of TransLocal Health Corporation. Previously, he was president of IntelliHealth, initially a joint venture between Aetna U.S. Healthcare and Johns Hopkins, a leading consumer and professional health information, technology and commerce provider. He was also the founder and publisher of The Collegian Magazine while a student at Skidmore. He completed an Executive MBA certificate program at Columbia University Graduate School of Business, through the Thomson Information Publishing Management Development program.



Ken is a songwriter, drummer and philanthropist who combined his passions and started a record label in April 2019. Better World Records will release incredible music across many genres that will bring people together and have a positive impact on the world. The company has strong philanthropic beliefs is committed to being the catalyst for using music to create change and to fund charitable projects across the globe. Better World Records will be a hub for charitable music initiatives and is pursuing partnerships with musicians, record labels and music companies for unique collaborations. It's first band Random Acts of Kindness released Healthcare Workers Rock! last fall. The song was written by Ken to give healthcare workers the recognition they deserve for putting their lives on the line each and every day. Ken served as the executive producer and recruited P!nk Drummer Mark Schulman to play drums on the song and fellow Skidmore Alumni GRAMMY Award-winning Producer and Mixer Scott Jacoby to produce and mix the song and GRAMMY Award winner Emily Lazar to master the single. You can check it out at healthcareworkersrock.org

Ken also plays drums in a rock band called MedROCK, a nonprofit he helped start six years ago and played drums with The Who in Los Angeles in October 2019 as part of a cancer charity benefit. He continues to be inspired by all of the students in the business plan competition.

Cathy Hill (moderator)

FACULTY

Skidmore College

An attorney with more than 25 years of experience in creating and advising businesses, Catherine Hill was appointed the eighth F. William Harder Chair of Business at Skidmore College in 2012. She is Executive Director of the New York Executive Clean Energy Leadership Institute (NY EXCEL), co-sponsored by Skidmore College and NYSERDA. NY EXCEL will educate entrepreneurs and executives about the markets, financing models, permitting requirements, technology, and other aspects of the clean-tech industry. Its goals are to increase the number of clean-energy entrepreneurs in the state, create well-paying jobs in New York communities, and provide solutions for addressing the long-term challenge of energy independence. Hill owns and manages CooperHill, a strategic consulting practice. CooperHill advises progressive, visionary businesses and institutions on economic development, sustainability, energy efficiency and renewable energy. The firm's clients include colleges, universities, national laboratories, and startup businesses.



Prior to starting CooperHill, Hill was an attorney at WilmerHale and then at Whiteman, Osterman & Hanna, where she started the CleanTech practice group, helping to develop a significant portion of the wind-power generation in New York State; leading the series of transactions that helped to create Plug Power, the first fuel-cell manufacturer in the United States to go public; and mentoring numerous small companies from startup to success. Hill was also general counsel and vice president of corporate strategy at Mechanical Technology Inc., where she helped to create MIT MicroFuel Cells, a direct methanol fuel-cell developer.

Hill earned bachelor of science degrees in business and theater from the University at Albany and a JD degree from Albany Law School. She has published several articles on sustainability and climate change and routinely speaks on the impact of regulation on renewable energy.

Winnie Wan '74

BOARD DIRECTOR AND EXECUTIVE ADVISOR
Chameleon Biosciences, Inc.

Winnie Wan, PhD, is a biotech industry veteran, with extensive experience in launching and building diagnostic and bio-therapeutic businesses with start-ups and within large corporations for over 30 years. She has successfully commercialized disruptive technologies from inception. These technologies include the analytical systems for drug development at ForteBio, Inc. (acquired by Pall Corporation), the anatomical pathology systems for cancer diagnosis at Becton Dickinson, the cell analysis systems at Guava Technologies, Inc. (acquired by Millipore Corporation), and the HIV drug model at SyStemix, Inc. (acquired by Novartis). Dr. Wan serves as Board/Advisor for many startups over the years. Currently, she serves as Executive Advisor and Board of Inhalon Biopharma, Chameleon Biosciences, Kryptos Biotechnologies, Inc. and Life Science Angels.



She is also an Executive Mentor for Santa Clara University's Global Social Impact Program. Previously, Dr. Wan was Founding CEO/Board or Executive positions at OncoHealth Corp., BEING Biopharma, Inc., ForteBio, Inc., GeneTrol BioTherapeutics, Inc.; Guava Technologies, Inc.; Becton Dickinson's CIS Division, SyStemix, Inc. She received her BA from Skidmore College; PhD in Biochemistry from Yale University, post-doctoral training in cell biology at Rockefeller University and MBA from Columbia University.

Helena Yohannes '04

CO-FOUNDER
2•4•1 Cosmetics

Helena Yohannes is the Co-Founder of 2•4•1 Cosmetics, an effortless and clean beauty brand that instills confidence, kindness and integrity.

The privately owned company she started with her twin sister, Feven Yohannes, quickly made its own lane within the beauty industry, landing on Oprah's Favorite Thing's 2020 List and receiving ongoing mentoring from makeup icon and entrepreneur Bobbi Brown.

Though Eritrean, Helena was born in a refugee camp in Sudan. At the age of 4, she and her family immigrated to Rochester, N.Y. after being granted political asylum in the US.

Helena went on to earn a baccalaureate degree from Skidmore College in Government and Sociology. She currently lives in Los Angeles, where her company is headquartered. She enjoys the sunshine, plant-based meals and focusing on empowering women—one eyeliner at a time.

