



PRESS RELEASE

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Date: Thursday, September 7, 2023

Keynote announced + 9 Indy executives selected to interview The Startup Ladies' Top 9 at the November 15, 2023 #InvestInWomenFounders Summit

Indianapolis - Monday, September 7, 2023

The Startup Ladies second annual **#InvestInWomenFounders Summit** will take place on Wednesday, November 15, 2023 at the Delta Faucet HQ in Indianapolis from noon-6pm. This half day conference will gather our current investor members, along with a new group of investors in an effort to fund female founders and business owners growing scalable startups.

Psychology and marketing expert, **Mindy Weinstein, PhD, MBA** will deliver the keynote presentation. Dr. Weinstein's talk will focus on content from her new book, "The power of scarcity, leveraging urgency & demand to influence customer decisions." Weinstein reveals scarcity's psychological underpinnings, its deep influence on decisions, and its ethical application. This is a topic close to the heart of anyone responsible for generating revenue. More information [here](#).

Following the keynote, nine very accomplished executives and exited founders will interview nine **women-owned** businesses ready to scale in front of 150+ founders, qualified investors, and senior level corporate executives expected to be in attendance.

To avoid [pattern matching](#), each founder is paired with a seasoned entrepreneur or senior executive from a major company. These proven entrepreneurs/execs interview the founder (think Oprah style interview) and ask questions that will allow founders to cover the content in their decks.

These moderated conversations are more personal, relaxed, and allow the audience to engage with the founder in a supportive way. Each interviewer goes through extensive training alongside the woman business owner they have been matched with prior to the event.

Following are the nine Indianapolis executives who have been selected to be interviewer's at this year's Summit:

- Jantina Anderson, Associate HR Director, Carrier
- Amy Brown, CEO, Authenticx
- Liz Conzo-Kershner, Senior Director - Strategy, Insights, & Advanced Analytics at Delta Faucet Company
- Jon Dartt, Startup Ladies Board Member and retired VP Sales, Delta Faucet Company
- Christi Garcia, Recruiting Talent, E-gineering, LLC
- Jon Gilman, Director, Microsoft
- Joanna Milliken, CEO, Emarsys
- Brian Powers, Founder and Former CEO, PactSafe
- Eric Prugh, Chief Product Officer, Authenticx

It is the **interviewer's job** to champion the founder, get to know who is in the room, and ask questions of the investors to ultimately help founders secure investment, and be introduced to prospective investors, advisors, and clients. More information about each interviewer can be found [here](#).

—> **Tickets to the Summit may be purchased [here](#).**

About The Startup Ladies

The Startup Ladies is a for-profit membership organization that identifies, educates, connects, and increases investment in women entrepreneurs starting up and scaling businesses. Through in-person events, live virtual training, eLearning, and one-on-one mentoring, entrepreneurs go from: idea, to market, to growth. Individuals with financial capacity learn how to invest in startups, and are then connected to investor-ready founders. Corporations providing ancillary services to founders and funders secure new deals. All genders are welcome to participate and become members. Learn more about membership and attending events at:

TheStartupLadies.org.