

22-23 SEPTEMBER, 2020

6:00 am PDT | 9:00 am EDT | 4:00pm EAT/EEST



LIVE WEBINAR  
**EMPLOYMENT  
REWIRED**  
LEARNINGS FROM  
YOUTH IMPACT LABS



## Moderators & Panelists

SEPTEMBER 22, 2020

### Session 1: 4:00 - 5:00: Introduction, high level overview of YIL & learnings

#### Moderator



**Mike Albu, Secretariat of the Donor Committee for Enterprise Development, BEAM Exchange**  
Mike is specialist in market-system analysis and private-sector development, with 30 years' experience of project design, strategic management, monitoring & evaluation and policy research for international NGOs and donor agencies in Africa and south Asia. He leads the BEAM Exchange [www.beamexchange.org](http://www.beamexchange.org), a global onlineplatform for knowledge exchange and learning about using market systemsdevelopment (MSD) approaches to reduce poverty.

#### Panelist



**Phil Greiner, Director, Economic and Market Development, Mercy Corps**  
Phil is an international development professional with twenty years of experience including positions at Mercy Corps, DAI Global, LLC and Peace Corps. Mr. Greiner's experience includes directing both technical and operational teams to achieve effective and successful project start-ups and implementation, leading proposal efforts, managing a diverse portfolio of projects for a diverse portfolio of clients, and providing strategic vision and technical support.



**Khaleel Najjar, Senior Project Manager, Mercy Corps**  
Khaleel has extensive experience in the field of Innovation, IP assets management, and technology transfer. Khaleel started his career as a patent examiner in the Jordanian patent office then worked as the head of the Intellectual Property Office in the Royal Scientific Society of Jordan, wherein he managed all inventions and innovations. Khaleel's career evaluating hundreds of patents and inventions positioned him well for technology analysis.



**Jerioth Mwaura, Program Lead, Mercy Corps**

Serving as the team lead for Youth Impact Labs at Mercy Corps, Jerioth plays a major role in testing solutions to job creation at scale and providing innovative financial and technical assistance to high potential social enterprises. Through her commitment to this role, she has helped Youth Impact Labs in supporting 15 social enterprises to pilot innovative solutions to youth employment which have created economic opportunities for over 20,000 young people in East Africa.

**Session 2: 5:30 - 6:30: Role of Technology in Accelerating Job Creation**

**Moderator**



**Gituku Ngene, Post Investment & Learning Advisor, Mercy Corps**

Gituku is a strategy, innovation and learning specialist with extensive experience in sustainable development and economic transformation in frontier markets. He currently leads post investment and learning at the Youth Impact Labs, a Google.org-funded innovation program at Mercy Corps, where he works with high growth enterprises to address youth unemployment in East Africa and the Middle East.

**Panelists**



**Ronit Avni, Founder, Localized**

Localized, is a new social enterprise that makes it easy for expat professionals to give back without moving back. Localized enables diaspora professionals to mentor, train and teach remotely in their language-of-origin. Ronit is a serial entrepreneur, human rights advocate and Peabody Award-winning media producer with 15 years of leadership experience; Ronit's work has been featured in dozens of international news outlets.



**Adam Grunewald, Co-founder & CEO, Lynk**

Lynk, is Nairobi based technology platform offering the infrastructure needed for informal sector workers to succeed in the gig economy. Lynk provides consistent income and career growth to thousands of informal sector workers each month and has quickly grown into one of the continent's largest service marketplaces. Starting his career at Google, Adam gained important experience in product management, marketing, and design. While working with Google in Kenya, Adam came face to face with the massive challenges and opportunities that exist within the country's informal labor sector.



**Nina Oduro, Leadership Technical Advisor, IREX**

Nina is the leadership, youth, and training technical Advisor supporting IRE's leadership programs and the Center for Applied Learning and Impact's initiatives on research, learning, and innovation. Nina leads IREX and KaziRemote's Skills for Virtual Gigs Initiative focused on youth in Mombasa, Kenya and IREX's youth-led labor market assessment in Kampala, Uganda. Nina brings experience in youth leadership development, education, and training programs to her role supporting the technical aspects of leadership development programming, including provisioning of training and technical assistance, product development and external outreach.



**Farhan Kalaldehy, Founder & CEO, Impact MENA**

Impact MENA is a Regional Consulting and Advisory firm providing services to investors, governments, Universities and other stakeholders in the entrepreneurship and innovation ecosystem in the Middle East and North Africa. Farhan was the Executive Director for Queen Rania Center for Entrepreneurship (QRCE) from 2010-2014. Prior to that, Kalaldehy was the Excellence Manager and Project Manager at Economic Zones World (EZW) and Jebel Ali Free Zone (JAFZA) in UAE.

**Session 3: 9:00 - 10:00: Does digital technology, help create more inclusive opportunities?**

**Moderator**



**Zena Itani, Program Performance and Quality Director, Mercy Corps**

Zena is the Gender Advisor for Mercy Corps in Jordan. For two decades, she has worked with underserved communities across the United States - and more recently in Jordan, Lebanon, Iraq, and Syria - to secure accessible, equitable social services, with a focus on sexual and reproductive health. An Arabic speaker and dual US-Lebanese national, she has degrees from Columbia University and the University of Michigan, and was a Fulbright scholar at the American University in Cairo. You can usually find her in Amman or Beirut, and always on Twitter @Zenaltani.

**Panelists**



**Enock Wangila, Partner Evaluation Analyst, Mercy Corps**

Enock provides support on engagement design, grant management and post investment support to partners within Youth Impact Labs. He has extensive experience in market research, due diligence and providing engagement execution support. Prior to joining Mercy Corps, Enock worked as a research consultant, providing market insights to drive decision making for small and larger organizations alike.



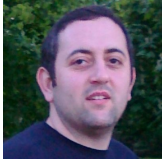
**Daniel Maison, Co-founder & CEO, Sky.Garden**

Daniel leads on strategy, partnerships, investments/fundraising and the overall expansion & growth of Sky.Garden. Through his commitment to this role, he has helped Sky.Garden be the fastest growing SME focused e-commerce platform with the fastest payment and shipping in the region. Previously, Daniel worked as a Regional Director for Uwin Iwin International and was instrumental in the company's expansion across Sub-Saharan Africa.



**Saleem Najjar, Co-founder, Sharqi Shop**

Sharqi Shop is a social enterprise platform that enables local and refugee artisans in Jordan to access the international market. Saleem is an entrepreneur, product manager, researcher, and e-commerce director with more than ten years of experience in the market. He has built partnerships with global organizations such as UNICEF, EU, Oasis500 and Mercy Corps. His work has received the European Youth Award, Nasa Apps prize, and Spark Award.



**Zaid Masri, CEO Salalem**

Before the current focus on edtech, Zaid had a long career in investment management, technology and corporate transformation. Previously Zaid worked at Capital Bank (Strategy VP, HR EVP, and Core Banking Transformation Lead), AB Invest (Portfolio Manager and Financial Analyst) in addition to previous experience at Standard Chartered Bank, and Batelco. Zaid holds a bachelors in Computer and Communications Engineering form the American University of Beirut (AUB), an MBA from the University of Oxford and is a CFA charter-holder.

SEPTEMBER 23, 2020

**Session 4: 4:00 - 5:00: Building Resilience for the Digital Gig Economy Worker**

**Moderator**



**Ashley Aarons, Senior Advisor Markets and Employment, Mercy Corps**

Ashley is a markets system and employment specialist with experience in supporting programs develop, improve and measure market systems programming. Ashley has a strong private sector development, finance and results measurement track record with other donor initiatives such as DCED and the BEAM Exchange. He currently focuses on providing technical support to Mercy Corps’ global portfolio of over 50 employment programs.

**Panelists**



**Ezana Raswork, Founder & CEO, Taskmoby**

Taskmoby is a rapidly growing OnDemand Home Services gig platform in Ethiopia. TaskMoby was launched in 2018 by Africa 118, a leading provider of local digital services for small and medium enterprises with over 100 employees in Ethiopia, Kenya, Uganda, Tanzania and Ghana. Ezana’s 20 years of experience include roles in senior general management, digital marketing, mobile telecommunications and consumer marketing.



**Sharmi Surianarain, Chief Impact Officer, Harambee Youth Employment Accelerator**

Sharmi is a fierce advocate for opportunity and social justice for young people and women across the African continent. Harambee develops African solutions for the global challenge of youth unemployment. Sharmi leads on Harambee’s impact and systems change agendas and oversees Harambee’s work in new markets. She brings extensive experience in human capital management, education, and facilitating links to employment across Africa, India, and the United States.



**Michelle Hassan, Kenya Country Manager, BFA Global**

Michelle has over 10 years of experience working in the financial inclusion space. She has worked alongside development finance institutions, banks and startups to understand the low-income consumer. Michelle is also the country lead for Catalyst fund which supports startups across Latin America, Africa, and Asia to create innovative, affordable and relevant financial solutions for underserved populations, designing tailored venture building projects.

## Session 5: 5:30 - 6:30: What's Next? The Future of Youth Employment

### Moderator



**Britt Rosenberg, Director of Corporate Partnerships, Mercy Corps**

Britt develops and manages strategic relationships with national and multinational corporations that meet core corporate social responsibility and business objectives while also creating important social impact in the communities where Mercy Corps works. Britt has a special focus on developing multi-dimensional partnerships to drive impact through philanthropy, employee engagement and volunteerism, managing strategic global relationships with Google, Starbucks, Walmart and others.

### Panelists



**Natasha Jamal, Director MEA, Mastercard Center for Inclusive Growth**

Natasha leads the Center's strategy and programs across the Middle East & Africa (MEA). She joined Mastercard in 2013 to head up communications for the Middle East and North Africa (MENA), based in Dubai. As part of her role, she oversaw internal, external, and digital communications, as well as the company's CSR efforts across the division. She also played a key role in shaping Mastercard's financial inclusion narrative.



**Gituku Ngene, Post Investment & Learning Advisor, Mercy Corps**

Gituku is a strategy, innovation and learning specialist with extensive experience in sustainable development and economic transformation in frontier markets. He currently leads post investment and learning at the Youth Impact Labs, a Google.org-funded innovation program at Mercy Corps, where he works with high growth enterprises to address youth unemployment in East Africa and the Middle East.



**Rani Deshpande, Consultant in financial inclusion & capability, youth livelihoods**

Rani has over twenty years of experience in management, strategy, and technical assistance in the fields of financial inclusion, poverty alleviation, and youth economic empowerment. Previously, as Director of Financial Capability and Employment at Save the Children, she oversaw a \$30M portfolio of global programs designed to provide adults and youth with the opportunities, skills, and tools they need to earn and manage a decent income. She also directed the YouthSave project, a \$12.5M, 13-partner consortium initiative to investigate the potential of savings accounts as a tool for youth development and financial inclusion.

**Najem Ghraibeh, Economic Policy Officer, Department for International Development**