



CELEBRATING WOMEN TRANSFORMING INDUSTRIES

VIDEO TRANSCRIPT

Annette Rippert, Group CEO, Strategy & Consulting, Accenture

We're seeing massive change across industries, and along with that, the opportunity to reshape, reinvent and transform at hyper speed a culture of equality is foundational to that seismic leap into the future and that's why we have partnered with Springboard Enterprises.

Kay Koplovitz, Founder & Chairman, Springboard Enterprises

Our mission is to bring women to parity, to raise funding and build scalable companies. Be a full participant in the innovation economy. (800+ Springboard Portfolio Companies)

Annette Rippert, Group CEO, Strategy & Consulting, Accenture

Marking springboards 20th anniversary (20 years of excellence Springboard Enterprises). We're thrilled to be recognizing four extraordinary CEOs as we celebrate women transforming industries. Obsess has made me completely rethink the future of upscale retail. In today's Digital World, your website becomes your flagship store, a place to provide a rich and connective experience.

Neha Singh, Founder & CEO, Obsess

What Obsess does is create 3-D 360 virtual stores for retailers that live on the e-commerce websites. You don't need to download an app. You don't need a headset. It's all very easily

accessible through all that. We are reinventing online shopping to make it more discovery driven, branded and contextual. The amazing thing about virtual stores is that you don't have to be constrained by the limits of a physical store. You could make your products look like beautiful art pieces and that's what we do. This is an exciting time for retail, 5G is going to transform e-commerce further, it's going to make it faster, more interactive and richer.

Kay Koplovitz, Founder & Chairman, Springboard Enterprises

b♥well is what I've been waiting for for years, Kristen Valdes at b♥well is putting the consumer in control of her own health care management while providing an opportunity to control costs.

Kristen Valdes, Founder & CEO, b♥well

You can consider us a launching off point for consumers where all of the programs, all of the data and all of the information that they need about their health can be launched from one simple navigation location on their smartphone. When my own daughter got sick, I found it impossible to navigate her care. It took me over seven years to find my daughter's diagnosis. There's no question that giving consumers access to their medical records can absolutely save lives.



Annette Rippert, Group CEO, Strategy & Consulting, Accenture

We live at a time when all of us around the world have a new appreciation for the speed and quality of clinical drug trials. Medable shows us the wonder of discovery, how digital innovation can and will save lives.

Michelle Longmire, Founder & CEO, Medable

Medable enables a patient to participate in a clinical trial through a mobile application on their own phone. We're simultaneously collecting data from patients in China, Germany, Israel, the United States, the U.K. . Medable is on a mission to make a big impact to clinical trial timelines. We think that we can reduce timelines by 50 percent. This ensures that we're getting new medications to patients faster in a world where we have seven thousand uncured diseases in many that are sub optimally treated.

Kay Koplovitz, Founder & Chairman, Springboard Enterprises

The future of retail and sustainability. Stephanie Crespin of Reflaunt is bringing the circular economy to luxury brands by giving them control of the resale of their own product while maintaining the integrity of their brand.

Stephanie Crespin, Founder & CEO, Reflaunt

Giving a second life to a product and purchasing second hand is one of the most environmentally friendly choice shopping choice. And yet it's also the most affordable.

So brands want to embrace the secondhand markets and want to integrate it, but still want to retain the full control over their customer journey and over their customers data. Reflaunt delivers on this since we create the ecosystem and that whole customer journey with the brand's DNA, with the brands look and feel and it's integrated and part of their whole customer journey.

Kay Koplovitz, Founder & Chairman, Springboard Enterprises

Women control over 80 percent of the decisions in both consumer products and in health care. It's important to have women in these industries because we are the users. We know how to improve and how to correct them.

Annette Rippert, Group CEO, Strategy & Consulting, Accenture

These four women CEOs are transforming their respective industries through their vision and their sheer tenacity. Thank you, Kay and Springboard, for identifying and cultivating such great talent.

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