



## TRANSFORMATION | DRIVING CHANGE

November 1, 2013

# TED<sup>x</sup> TimesSquare

x = independently organized TED event

[www.TEDxTimesSquare.com](http://www.TEDxTimesSquare.com)

In the spirit of ideas worth spreading, TED has created a program called TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxTimesSquare, where x = independently organized TED event. At our TEDxTimesSquare event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

This independent TEDx event is operated under license from TED.

# Welcome

Welcome TEDxTimesSquare Fans,

We come together today, having stepped away from the course of our usual routine, a time out so to speak, to listen, reflect, and find inspiration. Sit with that stillness a minute in preparation for the talks to come - any one of which might just transform your life.

I am honored to host and present today's talks to you.

It is always thrilling to take a vision and transform it into reality. It has been my privilege to make that transformation happen for TEDxTimesSquare. The theme of transformation has ignited some exciting ideas and stories that our speakers will share with you. From technology to urban development; from beauty to finance; and from eye glasses to health food, today's talks will illustrate how people are driving change and transforming across a wide range of industries.

I believe transformation begins with an awareness of something beyond ourselves and unfolds as we gain new knowledge. At a certain point, we need to stop what we were doing before and begin anew. Today's speakers will take us through their transformative journeys and give us a glimpse of what it feels like on their path.

I wish you a life and career of wonderful transformations, of new beginnings and of great success. And may we be the driving force of positive change in the world.

Sincerely,  
**Randy Joy, Producer**  
TEDxTimesSquare

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# Agenda

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9:30 AM Seating Begins  
9:45 AM Introduction

## SPEAKERS IN SESSION 1

Tim Tompkins .....	The Power of the Pause
Veronique Gabai-Pinsky .....	Finding Beauty at the Core
Josh Klein .....	What is Your Mother Worth?
Itzhak Fisher .....	Values Change Everything
David Weild .....	Capital: The Fuel Behind World Transformation
Kurt Abrahamson .....	The Sharing Economy

Break for refreshments and networking

## SPEAKERS IN SESSION 2

John Sargent .....	The Decision Point
Sheena Wright .....	United We Transform
Anjali Kumar .....	Transform the Norm
Irwin Simon .....	When you are Green You're Growing...

1:30 PM Doors Open for Egress



**TIM TOMPKINS**  
President of the Times Square Alliance

*“The Power of the Pause”*

Tim Tompkins has been the President of the Times Square Alliance since 2002. He is currently the Co-Chair of the NYC BID Association and a member of the IDA Board. Prior to joining the Alliance, he was the Founder and Director of Partnerships for Parks, which works to support New York City’s neighborhood parks and which won an Innovations in Government Award from the JFK School of Government at Harvard for its work to restore the Bronx River. He has also worked at New York City’s Economic Development Corporation, The New York City Charter Revision Commission, and was briefly the Nationals Editor at the Mexico City News, an English language newspaper in Mexico. He has an undergraduate degree from Yale and an M.B.A. from Wharton, and currently teaches “Transforming the Urban Economy” and “The Arts and Artist in Urban Revitalization” at the Robert F. Wagner Graduate School of Public Service. When not in the most urban and unnatural place on the planet, he enjoys being in New York’s natural areas, ideally sailing or practicing yoga.

[www.timessquarenyc.org](http://www.timessquarenyc.org) | @tmtomp



**VERONIQUE GABAI-PINSKY**  
Global Brand President, Aramis and Designer Fragrances, BeautyBank and IdeaBank at The Estee Lauder Companies Inc. Using craft, culture and creativity to transform beauty from the core.

*“Finding Beauty at the Core”*

Using craft, culture and creativity to transform beauty from the core, Veronique Gabai-Pinsky was named Global Brand President of The Estée Lauder Companies’ Aramis and Designer Fragrances (ADF) division in November 2006. She is responsible for the global business for Aramis, Lab Series Skincare for Men, Coach, Tommy Hilfiger Toiletries, Donna Karan Cosmetics, Michael Kors Beauty and Kiton, and has recently introduced to the portfolio, Ermenegildo Zegna, Marni and Tory Burch. She reports to Fabrizio Freda, President of The Estée Lauder Companies, and is a member of the Companies’ executive leadership team.

[www.esteelauder.com](http://www.esteelauder.com)



**JOSH KLEIN**  
Unorthodox Systems Thinker

*“What is Your Mother Worth?”*

Josh Klein is the quintessential hacker – a cross-disciplinary, pattern-recognizing polymath who takes his greatest joy from combining the unexpected and seeing the result work in new and better ways. Josh Klein is a passionate hacker of all things. He examines systems, he takes them apart, and he puts different pieces together to produce something new and more effective. He hacks. Everything. His list includes social systems, computer networks, institutions, consumer hardware, animal behavior, and many more. Klein knows that the greatest innovations come from rethinking ordinary situations or hacking a do-it-yourself movement with roots inside the engineering community.

@joshuaklein



**ITZHAK FISHER**  
Executive Vice President, Global Business Development at Nielsen

*“Values Change Everything”*

Itzhak Fisher serves as Executive Vice President, Global Business Development for Nielsen. Appointed in January 2011, Itzhak is responsible for strategic business development initiatives and mergers and acquisitions to benefit clients and their priorities. In addition, Itzhak is the Founder and Chairman of Pereg Ventures, the Nielsen backed early stage venture fund. Previously, Itzhak led Global Product Leadership, guiding the development and delivery of all Nielsen product solutions to the marketplace. Before that, he was Executive Chairman of Nielsen’s Online Division, encompassing Nielsen//NetRatings and Nielsen BuzzMetrics solutions.

[www.nielsen.com](http://www.nielsen.com) | @Itzhakfisher



## DAVID WEILD

**Chairman and CEO of IssuWorks, Head of Capital Markets Thought Leadership at Grant Thornton**

*“Capital: The Fuel Behind World Transformation”*

David Weild is Founder, Chairman and CEO of IssuWorks and heads Capital Markets Thought Leadership at Grant Thornton. The studies that he and Ed Kim co-authored documented the long-term decline in equity capital formation in the United States and provided the core arguments that gave rise to the JOBS Act and many of the specific provisions contained in the JOBS Act. He has been called “The father of the JOBS Act.” David also has called for a “JOBS Act 2” – language increasingly heard on Capitol Hill. His and Ed Kim’s written work was cited by a broad range of legislators, regulators, academics, the IPO Task Force and the White House Jobs Council leading up to the JOBS Act. David has testified to Congress (most recently in October 2013) and at the SEC (most recently at the Roundtable on Decimalization) on these and other market issues. He also attended the signing of the JOBS Act by President Obama in the Rose Garden on April 5, 2012.

[www.weildco.com](http://www.weildco.com)



## KURT ABRAHAMSON

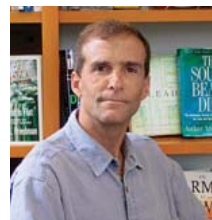
**CEO of Sharethis.com**

*“The Sharing Economy”*

Kurt is the CEO of ShareThis, the top platform for distributed content (according to ComScore) that touches the lives of 95 percent of the U.S. internet population. Kurt has led the company through a transformation from its early days as a sharing widget to a powerful social intelligence marketplace. ShareThis’ data and insights help publishers make content more engaging and advertisers make campaigns more effective.

Prior to joining ShareThis, Kurt served as CEO of SocialMedia.com, a leader in online display advertising, which was acquired by LivingSocial. Before SocialMedia.com, Kurt spent several years at Google, where he led the global launch of Google AdSense as Director of the Content Media Group. He also served as Google’s Director of Global Sales & Operations Strategy and as Director of Sales Operations for North America.

[www.Sharethis.com](http://www.Sharethis.com) | [@kurtabra](https://twitter.com/kurtabra) | [@sharethis](https://twitter.com/sharethis)



## JOHN SARGENT

**CEO of Macmillan Publishing**

*“The Decision Point”*

John Sargent is the CEO of Macmillan Publishers, the global trade division of the Verlagsgruppe Georg von Holtzbrinck based in Stuttgart, Germany. Macmillan Publishers has major trade publishing operations in the US, the UK, Australia and Germany with smaller operations in South Africa, India and China. Prior to Macmillan, John worked as CEO of Dorling Kindersley Inc. and as President of the Children’s Book Division of Simon & Schuster. He serves on the executive board of the Association of American Publishers. John received a B.A. in Economics from Stanford and an M.B.A. in Finance from Columbia. John lives in Brooklyn with his wife Connie and their two children.

[www.macmillan.com](http://www.macmillan.com)



## SHEENA WRIGHT

**President and CEO, United Way of New York City**

*“United We Transform”*

Sheena Wright was named President and CEO of United Way of New York City in October 2012. Prior to joining United Way, she served as President and CEO of the Abyssinian Development Corporation (ADC), where she was responsible for leading and managing one of the nation’s premiere community and economic development organizations. During her tenure, ADC built 785 units of residential housing in 78 buildings and nearly a half million square feet of community, commercial and retail space, including the first new high school building in Harlem in 50 years, creating over 1,000 jobs in the process.

[www.unitedwaynyc.org](http://www.unitedwaynyc.org) | [@unitedwaynyc](https://twitter.com/unitedwaynyc)

# Speakers



## ANJALI KUMAR

**General Counsel and Head of Social Innovation at Warby Parker**

*"Transform the Norm"*

Anjali Kumar is an idea acupuncturist, lawyer, designer, traveler, writer, and explorer. In slightly more official terms, she is the General Counsel and Head of Social Innovation at Warby Parker, a transformative lifestyle brand offering designer eyewear at a revolutionary price while leading the way for socially-conscious businesses.

Anjali was Senior Counsel at Google NY, where she was a commercial and product attorney on areas ranging from Google X to advertising technology to YouTube. She also curated the @Google speaker series, bringing Googlers around the globe face-to-face with some of today's most prominent thinkers. Pre-Google, Anjali was General Counsel at Acumen Fund, an attorney at Shearman & Sterling and led strategic planning at Robin Hood Foundation. She is currently an Adjunct Professor at Fordham University and served as a board member of ISSUE Project Room.

[www.warbyparker.com](http://www.warbyparker.com) | [@itsanjali](https://twitter.com/itsanjali)



## IRWIN SIMON

**Founder, President, Chief Executive Officer and Chairman of the Board of The Hain Celestial Group, Inc.**

*"When you are Green You're Growing..."*

Irwin D. Simon has been the President, Chief Executive Officer and a Director of The Hain Celestial Group, Inc. since its founding in 1993. Hain Celestial (NASDAQ: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company in North America and Europe, committed to providing "A Healthier Way of Life™". In its last fiscal year, Hain Celestial generated \$1.7 billion in sales and, today, has nearly 4,000 employees worldwide and 24 manufacturing facilities. Previously, Mr. Simon was employed in various marketing capacities with Slim-Fast Foods Company and The Haagen-Dazs Company, a division of Grand Metropolitan PLC. Mr. Simon serves as a Director on the Boards of Jarden Corporation and MDC Partners Inc.

[www.hain-celestial.com](http://www.hain-celestial.com)

# Our Team

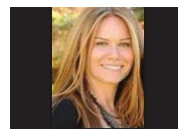


## RANDY JOY EPSTEIN

**Founder & Co-organizer**

[www.randyjoy.com](http://www.randyjoy.com)

[@randyjoy](https://twitter.com/randyjoy)



## EILEEN MAZER

**Host Committee Member & Image Consultant**

[eileen@meaningfulimage.com](mailto:eileen@meaningfulimage.com)



## ADAM FOX

**Host Committee Member & Marketing Chair**

[www.intelliga.com](http://www.intelliga.com)

[@intelliga](https://twitter.com/intelliga)



## SASHA SALAMA

**Communications Chair & Media Trainer**

[www.sashasalama.com](http://www.sashasalama.com)

[@sashasalama](https://twitter.com/sashasalama)



## JULIETTE LAMONTAGNE

**Co-organizer**

<http://about.me/juliettelamontagne>

[@jlamontagne](https://twitter.com/jlamontagne)



## CHRISTOPHER BISHOP

**Host Committee Member & Social Media Chair**

[www.linkedin.com/in/christopherbishop123](http://www.linkedin.com/in/christopherbishop123)

[christopherbishop123](https://twitter.com/christopherbishop123)



## AMY GOLDSMITH

**Host Committee Member**

[www.tarterkrinsky.com](http://www.tarterkrinsky.com)



## ORUMÉ HAYS

**Accounting Chair**

[orumecpaaccounting.com](http://orumecpaaccounting.com)



## BRETT HEIMOV

**Host Committee Member**

[www.wswdc.com](http://www.wswdc.com)



## LAWRENCE KOPP

**Host Committee Member & Media Trainer**

[www.thetascgroup.com](http://www.thetascgroup.com)

[@TheTASCGroup](https://twitter.com/TheTASCGroup)



## SEAN O'CONNOR

**Associate Social Media Chair**

[brightful.ly](http://brightful.ly)

[@aseoconnor](https://twitter.com/aseoconnor)

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**NASDAQ OMX**  
[www.nasdaqOMX.com](http://www.nasdaqOMX.com)

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade—from risk management to trade to surveillance to clearing.



**ENTREPRENEURS' ORGANIZATION NEW YORK**  
[eoaccess.eonetwork.org/ny](http://eoaccess.eonetwork.org/ny)

The Entrepreneurs' Organization (EO) – for entrepreneurs only – is a membership organization designed to engage leading entrepreneurs to learn and grow thru Peer-to-Peer Learning, Once-in-a-Lifetime Experiences and Connections to Experts.



**SAVVY LADIES**  
[www.savvyladies.org](http://www.savvyladies.org)

Savvy Ladies is a 501(c)(3) non-profit organization dedicated to empowering women through financial education and encouraging them to take control of their financial future.



**CEO CLUBS | NYC**  
[www.ceoclubsny.com](http://www.ceoclubsny.com)



**INTELLIGA COMMUNICATIONS**  
[www.intelliga.com](http://www.intelliga.com)

Intelliga is a strategic marketing consultancy focused on the holistic requirements of clients both large and small with the ultimate goal of raising their brand equity and their bottom line.



**MANHATTAN CHAMBER OF COMMERCE**  
[www.manhattanc.org](http://www.manhattanc.org)

Manhattan Chamber of Commerce (MCC) is a vibrant business membership organization comprised of a cross section of 10,000 business members and subscribers ranging from sole proprietors to large corporations and multi-national firms. Connect with entrepreneurs, leaders and executives by becoming an MCC member today and help your business grow.



**TIMES SQUARE ALLIANCE**  
[www.timessquarenyc.org](http://www.timessquarenyc.org)

The Times Square Alliance, founded in 1992, works to improve and promote Times Square – cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century.



**SIGHT EFFECTS**  
[www.sfxnyc.com](http://www.sfxnyc.com)

Sight Effects is a creative service agency. Our company focus is event production and management, design, staging, and video production.



**NEW YORK ENTREPRENEUR WEEK**  
[www.entrepreneurweek.net](http://www.entrepreneurweek.net)



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## See you next time!

We hope you have enjoyed today's talks and will spread the transformational ideas far and wide. We believe in the power of teams to drive change and we would like to add you to our TEDxTimesSquare family. Please do join us at future events. We would love to hear your thoughts on TEDxTimesSquare and the transformational ideas presented.

*Randy Joy*

Email: [randy@RandyJoy.com](mailto:randy@RandyJoy.com)

Twitter: [@RandyJoy](https://twitter.com/RandyJoy)

[www.TEDxTimesSquare.com](http://www.TEDxTimesSquare.com)

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