

## **TAG Connect Uplifts Underrepresented Tech Entrepreneurs**

On September 10th, [TAG Bridge Builders](#) hosted TAG Connect, its annual event designed to bridge the gap between underrepresented tech entrepreneurs and corporate procurement opportunities. The event aimed to foster future collaborations by connecting entrepreneurs with key decision-makers from top companies.

In a Shark Tank-style format, six presenting entrepreneurs showcased the value and impact of their business solutions to a panel of six corporate leaders from BlackRock, Honeywell, Jabian Consulting, The Home Depot, and UPS. From tech innovations to community-driven initiatives, the entrepreneurs demonstrated the unique benefits of their offerings, sparking interest from potential buyers, and hoping to establish potential business partnerships that can lead to long-term success.

By establishing vertical connections between established businesses, Georgia's underrepresented entrepreneurs can facilitate long-term sustainability and overcome the barriers to being connected to corporate vendors. This proactive approach to fostering connections and empowering tech entrepreneurs contributes to a more diverse and inclusive tech industry, ultimately fostering mutual innovation and growth.

The panel of buyers included:

- Maranie Brown, Vice President, Data Platforms & Solutions, BlackRock
- Dan Gordon, Principal & Atlanta Office Lead, Jabian Consulting Group
- Guenther Huber, Vice President/CFO, Honeywell
- George Olepere, Vice President, Blackrock
- Geri Lynn Williams, Assistant General Counsel, The Home Depot
- Keidra Dobbs, Procurement Finance Manager, UPS

The presenting entrepreneurs included:

- Gustavo Sanabria, CEO/Owner, Immersive Global Solutions, LLC
- Carolyn Pitt, CEO, Productions.com
- Kevin Mobolade, CEO/Founder, Swipe Credit
- Randy Satterlee, CEO, VanRan Communications
- Alfredo Narez, Founder, The PMF Academy
- Robert Joseph, President/Co-Founder, Team MindShift

### **Looking Ahead**

TAG Bridge Builder's next entrepreneurial-focused event, TAG Invest Connect, will take place on October 24th at Southern Company Gas. In this event, startups owned by underrepresented entrepreneurs will pitch their companies to a panel of investors, competing for a first-place prize of \$10,000 and a second-place prize of \$5,000.

For more information, or to register, please visit <https://www.tagonline.org/bridge-builders/tech-entrepreneurs/bridge-builders-tag-invest-connect/>