



\$30K Entrepreneurship Competition | John P. Ellbogen
Official Rules, Requirements, and Judging Criteria
Academic Year: 2016 - 2017

Keynote Speaker

Anat Baron

Tech Entrepreneur/Brand Builder/Former Head of Mike's Hard Lemonade

Anat Baron never stands still, moving at warp speed while staying ahead of trends (and often shaping them). A natural-born risk taker with a sharp analytical mind, collaborative leadership style, captivating storytelling ability and wicked sense of humor, she's navigated easily between executive and entrepreneur in wide-ranging industries. Baron is a renowned expert in building winning teams, developing groundbreaking products and services, enhancing customer loyalty, improving brand experiences and driving profitability for companies of all sizes.

An innovative leader, Baron has worked with well-known hotel brands including Four Seasons, Holiday Inn and Radisson. She's since been a Hollywood executive and producer (her first movie aired on CBS), management consultant (working with both entrepreneurs and multinationals including KLM) and travel expert on television and online (including Yahoo and Conde Nast).

More recently, while at the helm of Mike's Hard Lemonade, Baron helped grow the company into a \$200 million juggernaut within three years, creating a brand new category in the ultra-competitive beverage alcohol industry. Amazingly, she succeeded at Mike's despite her allergy to alcohol.

After departing Mike's, using her Hollywood know-how, Baron wrote, produced and directed *Beer Wars*, a feature-length documentary that explores the David and



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Goliath story of the \$100 billion US beer industry. This widely viewed film (distributed by Warner Bros.) examines capitalism and free enterprise in 21st-century America.

She is currently the Founder and CEO of StashWall, Inc., an early-stage technology startup. The platform provides a visual and intuitive way to integrate and connect all areas of your life in one convenient, secure and accessible place.

Driving Baron's success is her belief that organizations should thrive on change rather than fear it. Her real world experience allows her to share proven strategies for building customer value, creating breakthrough products, driving innovation and generating sustainable growth.