



**BRIDGE  
BUILDERS**  
SOCIAL JUSTICE & EQUITY

# TAG Connect

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## RECAP JANUARY 2023

Look for an invitation for our April event

Our inaugural [TAG Connect](#) on January 24th at Comcast's Regional Headquarters in The Battery Atlanta was a huge success! This sold-out event welcomed **100 attendees**, including **6 sellers** and **7 buyers**. The program was followed by a networking reception at Punch Bowl Social, sponsored by [Honeywell](#). To date **7 meetings** have been scheduled!

## 1/24/2023 PARTICIPANTS

### SELLERS

- Elkanah Reed, CEO, [WORKOPTI](#)
- David Hailey, CEO, [Countifi](#)
- Ron Robinson, CEO, [3D Printer Technology](#)
- Hannah Olan representing Andre Peart, CEO, [ConConnect](#)
- Dan Kelley, CEO, [Kelley Technology Group](#)
- Farah Allen, CEO, [Labz](#)

### BUYERS

- **BlackRock** - Marc Balizer, Managing Director
- **Comcast** - Russell Pugh, Senior Director of Procurement
- **Cox Enterprises** - Evelyn Bolden, Senior Director of Strategy & Investments
- **Gray Television Co./ WANF** - Erik Schrader, Vice President/General Manager
- **Home Depot** - Geri Williams, Assistant General Counsel of Strategic and Enterprise Contracts
- **Honeywell** - Larissa Karsten, Director of Strategic Sourcing
- **UPS** - Melissa Adams, Supplier Diversity Manager



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## TAG CONNECT FEATURED IN ATLANTA NEWS FIRST



## PROGRAM HIGHLIGHTS





# SOCIAL MEDIA FEEDBACK

The event had positive feedback on social media posts.  
See what people are saying:



**Hannah Olan** (She/Her) • 1st

Tech startup professional just trying to make the world a better place.  
1w • 🌐

Had an incredible time speaking at the inaugural **Technology Association of Georgia** Connect event for Black founders - speaking on behalf of **Andre P.** and the **ConConnect** team. I certainly felt the greatness in the room and am in awe of the incredible talent of **David Hailey, Ron Robinson, Farah Allen, Dan Kelley, MBA, Elkanah Carnell Reed!** #technology #techstartup #founders #ATL



**Farah Allen** • 2nd

Tech that creates communication-rich, immersive Web and Metave...

Great event!

Like | Reply

6d ...



**Elkanah Carnell Reed** (He/Him) • 1st

CEO + CPO at WORKOPTI by Content Economy Co.  
17m • Edited • 🌐

I am living black history!

Last week I participated in **Technology Association of Georgia** x **TAG Bridge Builders** TAG Connect. It was an amazing experience where I got to pitch directly to Leaders in person at **Comcast Business, Gray Television, Cox Communications, Cox Enterprises, Honeywell, Splitit,** and **BlackRock** at **Comcast** HQ in person.

I am excited about the deals that will get done for **WORKOPTI by Content Economy Co.** in 2023 as a result of TAG Connect because we met buyers who actively desire to buy from Black Enterprise SaaS CEOs like me.

At **WORKOPTI by Content Economy Co.** we are focused on helping Leaders find success faster. Our strategy management platform solves some of the strategy management issues Leaders currently face and reduces meetings in the process.



**Stacie Hagan** • Following

Human Resources and Operations Executive  
5d • Edited • 🌐

So proud of the first TAG Connect day held by the Technology Association of Georgia (TAG) as a key initiative of our BridgeBuilders Program! Congratulations to **Dr. Loretta Daniels, Organizational Leadership, CDP** and the whole TAG team for achieving this important milestone! So proud to have co-lead the Social Justice & Equity Task Force with Michael Sullivan of the Southern Company!  
[https://lnkd.in/g3g\\_AvX4](https://lnkd.in/g3g_AvX4)  
#technology #leadership  
<https://lnkd.in/gzyQPf3P>



Event created in Georgia to uplift Black entrepreneurs sells out

peachtreelv.com • 2 min read



**Naomi Donaldson** (She/Her) • 1st

FinTech | Product | Strategic Partnerships

Seriously hate that I missed this.

1d ...



**Arkati Group**

1K followers  
6d • 🌐

A BIG congratulations to TAG Bridge Builders for hosting its first TAG Connect this week! The event offered six black technology entrepreneurs the opportunity to pitch their solutions and services to corporate buyers and decision-makers. Hearing their "shark-tank" presentations and individual stories was a blast.

Be on the lookout for Bridge Builders' next TAG Connect and, in the meantime, learn more about the program here: <https://lnkd.in/gZvbdBj8>

#ProudSponsor #Purpose #onlyarkati



**Ryan Lemme** • 2nd

Strategic Partner | Talks about HR Solutions + Benefits | Let's Con...

I've gotten to know a few of these amazing founders over the last year. Excited to see what the new year has in store for all!

Like | Reply

1w ...

<https://www.tagonline.org/bridge-builders/>

# ABOUT TAG Connect

**Technology Association of Georgia** launched **TAG Bridge Builders** to remove the barriers impeding progress and diversity in Georgia. Bridge Builders is a Social Justice & Equity initiative designed to bring the technology and business community together to drive change.

TAG Bridge Builders has developed **TAG Connect**, an event that connects Black tech entrepreneurs (sellers) with access to procurement opportunities from buyers.

In a shark-tank style sales presentation, each entrepreneur has the opportunity to present their products or services directly to corporate decision-makers.

## GET INVOLVED

We are looking for venues, reception sponsors, and nominations for "Buyer" and "Seller" companies for our 2023 events. **Contact [loretta@tagonline.org](mailto:loretta@tagonline.org).**

## EVENT CO-CHAIRS

TAG Connect is designed and led by our co-chairs, Dr. Loretta Daniels, Director of TAG Bridge Builders; Louis Gump, President of Digital Current, LLC; Stephen D. Hassett, Technology CEO; Ann McDonald, Director of Business Development, Morris, Manning & Martin, LLP and; Larry K. Williams, President & CEO of the Technology Association of Georgia

## TAG's Commitment to Social Justice & Equity

To Ensure:

- Georgia's technology workforce reflects the state's overall workforce
- Black tech professionals advance to mid-level managerial and senior leadership positions
- Black tech entrepreneurs participate fully in Georgia's growth economy



## THANK YOU TO OUR TAG BRIDGE BUILDERS INVESTORS

