



## MICHELE BONGIOVANNI

### CEO/FOUNDER, HEALRWORLD LLC

Michele Bongiovanni is currently the CEO and Founder of HealRWorld LLC, a social impact firm whose big data platform aggregates sustainability information (People, Planet, Profit) on large and SME enterprises to increase the adoption of sustainable products and services both domestically and globally and foster positive change. HRW has partnered with D&B, the global leader in business information, as a value added content provider of business credit and profile data.

Michele has led corporate strategy, marketing, and online product development/management for over 20 years in the financial services sector. She launched Dow Jones' first ever website for Barron's, and served on the launch team for Smart Money Interactive and the Wall Street Journal Interactive Edition. She led the development and launch of Merrill Lynch's Small Business site, as well as the re-launch of D&B's Small Business site. Michele feels very blessed to have been able to leverage her passion for innovation and entrepreneurship at large, Fortune 500 firms such as Black Rock, Dow Jones & Co., D&B, McCann Erickson & Merrill Lynch.

She served as Senior Director of Product Development and Innovation at D&B, and led the development of an online system for real time detection/rating of small business fraud which was patented. She was invited to serve in the first-ever D&B Leadership Management Program and launched the D&B Global Trust Seal.

In addition, she served on the Merrill Lynch Global Bank Platform Team leading client research and strategy, led the most comprehensive client data analysis ever performed at the firm, and managed the \$2B lockbox product with PNC Bank where she innovated and patented Merrill's lockbox sales management tool. She also led the Communications Strategy Team for the Merrill Lynch Global Bank Group and served as a VP of Marketing.

Michele is an active volunteer for the United Nations and member of UN Women. She has a BA in Economics with a Concentration in Finance and Mini-MBA in Digital Marketing from Rutgers University. She resides with her husband and three lovely children in Hillsborough, NJ.