

## **John Sampogna, CEO & Co-founder of Wondersauce**

With over 15 years of experience, John Sampogna is the Chief Executive Officer and Co-founder of Wondersauce, an agency specializing in brand storytelling, paid media, e-commerce, and digital experiences. Today, he manages a team of over 100 creatives, strategists, producers, and technologists at Wondersauce, and is well-regarded industry-wide for his innovative approach to digital marketing and brand storytelling.

Sampogna's early career journey began at Atlantic Records, where he originally aspired to discover talent within the music industry. However, witnessing adverse changes within the field, he pivoted his aspirations towards a fresh creative domain that offered him a chance to interact and captivate audiences in a new way: the advertising industry. Beginning his advertising career as an Executive Assistant at Schematic, which later became Possible Worldwide, in just eight months he was promoted to Account Manager of Client Services, where he led projects for clients like Nokia, Scholastic, Core Performance, Canoe Ventures, and IAB. Embracing a desire for new challenges, he transitioned roles in 2010 and became Account Manager of Client Services at Code and Theory, where he managed a diverse portfolio of clients including L'Oréal, Vogue, Atlantic Records, Goldman Sachs, and 24th Letter.

In 2011, Sampogna made a pivotal career move by co-founding Wondersauce with Eric Mayville. Inspired by his generation growing up with the Internet, Sampogna became one of the first in his space to embrace and leverage social media as a creative tool for growth, earning him recognition on Business Insider's list of "30 Most Creative People In Advertising Under 30". Under his leadership, Wondersauce achieved rapid growth, growing from a team of two to 75 in just five years and servicing clients such as Scotts Miracle-Gro, Brookfield Place, Golf.com, and Subway, amongst many others. In 2016 Wondersauce landed on Inc. Magazine's Inc. 5000's list of America's Fastest-Growing Companies and was officially acquired by Project Worldwide, an advertising holding company.

Sampogna's insights have been featured in numerous media outlets, including Glossy, Adweek, CNBC, Medium, Yahoo, and Digiday. Sampogna holds a Bachelor of Arts in Media Studies from Hunter College.

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## **Kate Webb - CEO & Co-founder of Sun Moon Rising**

Kate Webb is a Certified Sommelier and the Co-founder and CEO of Sun Moon Rising, the world's first astrology-inspired wine brand. Growing up in Texas, Webb always dreamed of living in New York City—one of those classic American aspirations that she could not shake. At the age of 23, with no job lined up, no friends waiting, and just a three-month sublet to her name, she decided to take the leap. Packing her 150-pound dog and her wine cooler into her car, she drove across the country to chase her dream in the city that never sleeps. It was a

bold move, fueled by a passion for hospitality and a desire to carve out a unique path in the world of wine.

Once in New York City, Webb quickly immersed herself in the city's vibrant culinary scene. With sheer determination and an unwavering commitment to her craft, she earned her place as a Michelin-starred and Wine & Spirit Education Trust (WSET) Certified Sommelier. Working in some of New York City's most prestigious restaurants, she became known for creating memorable wine experiences that resonated with her guests. However, when the Covid-19 pandemic hit in 2020, Webb saw an opportunity to pivot. Reflecting on her career and passions, she discovered a powerful connection between wine and astrology, both of which are rooted in people, community, and self-reflection. Realizing that no wine brand catered specifically to the 12 Zodiac signs, she co-founded Sun Moon Rising in 2023 to fill the gap.

As the driving force behind Sun Moon Rising, Webb leads all business operations and product development, collaborating with a board of certified astrologers and award-winning winemakers to create a lineup of wines that reflect the characteristics of each Zodiac sign. The brand is certified sustainable, upholding organic practices, labor ethics, and small-batch, high-quality wine production. Webb's mission extends beyond crafting exceptional wines; she is also dedicated to elevating New York as an emerging winemaking region. Through Sun Moon Rising, Webb aims to showcase the unique quality of New York wines and share this innovative, astrology-inspired wine experience with a global audience.

Outside of her work, Webb enjoys cooking, hosting gatherings, dining at NYC's best restaurants, and taking long walks with her dog.

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## **Hillary Cohen, CEO & Co-founder of Every Day Action**

Hillary Cohen, a seasoned professional with more than 11 years of experience in the entertainment industry, is the Co-founder of Every Day Action, a 501(c)(3) nonprofit organization that aims to eliminate food waste by redistributing unused meals from film and TV sets to communities across Los Angeles facing food insecurity.

Following attaining her Bachelor's degree in Film and Theater from Clark University, Cohen began her career as a Talent Scout and Booking Assistant at Nous Model Management. In 2008 her professional ambitions evolved, propelling her into a behind-the-scenes role as the First Assistant Director for her debut project, the independent film "Boy Band". This exposure to the film industry prompted Cohen's acceptance into the Director's Guild of America Assistant Director's Training Program, where she worked on various TV shows, including "Private Practice", "The Mentalist", "The Office", and "Men of a Certain Age". Upon program completion, she served as Additional Second Assistant Director on popular TV show "Mad Men" prior to joining "NCIS: Los Angeles" in 2012. Eventually being promoted to Producer, Cohen became responsible for managing COVID testing at the onset of the global pandemic in 2020.

Throughout all of these experiences, Cohen couldn't help but notice the amount of food waste being generated on sets across Hollywood. Teaming up with fellow assistant director and friend Samantha Luu, Cohen co-founded Every Day Action during the pandemic shutdown. Since launching, Hillary has helped spearhead the legal partnership acquisition of major studios and production companies such as Netflix, HBO, Disney, CBS, and Sony, among others. Today, the organization is rapidly becoming the nonprofit film industry standard for reducing food waste on sets, actively working to eradicate hunger across Los Angeles, and addressing wage disparities in the entertainment business through Every Day Action's Film Industry Driver Program. Since launching, the organization has successfully redistributed more than 60,000 unused meals from film and TV sets annually.

To Cohen, providing food to those in need is a form of love and care. She believes that every individual has a unique story that deserves to be heard and emphasizes the importance of offering a listening ear. Her work through Every Day Action has landed her guest appearances on the Kelly Clarkson Show, Good Day LA, and E! News, among others.

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### **Ryan Adams - Former President & Chief Operating Officer at GeoLinks**

Ryan Adams is the President and Chief Operations Officer of GeoLinks, a leading enterprise-level telecommunications company. He oversees major projects and the daily operations of the organization, working directly with the executive leadership team and department managers. His leadership and inherent ability to both establish and cultivate long-lasting rapport has propelled the company to become a known leader in network construction, service quality, product innovation, and closing the U.S. digital divide, enabling the company to secure notable national grants from the FCC such as the Connect America Fund (CAF) and the Rural Digital Opportunity Fund (RDOF). Adams has also spearheaded efforts that have won GeoLinks accolades such as the "Innovations in Networking and Corporate Partnership Award" from the California Education Network Initiatives in California (CENIC) and the Christine Haska Distinguished Service Award for donating life-saving services during natural disasters in California.

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### **Kalli Combs - Founder & Creative Director**

Kalli Combs is the owner and Creative Director of Social Pal Kal, LLC. From online businesses to brick and mortar businesses, Kalli's passion for educating local entrepreneurs has driven her to empower business owners and make a positive impact. For this reason, clients would describe her social media strategies as superior. She specializes in social media marketing, strategic posting strategies, brand consulting, one on one virtual training classes, and corporate social media training seminars.

Over the years, Kalli has taught small business owners and entrepreneurs how to strategically expand their digital footprint. She has worked with clients amidst multiple industries, including restaurants, financial services, music artists, and the beauty industry. Her diverse background has allowed her to excel at creative brand consulting, as well as teaching social media marketing courses at Louisiana State University Shreveport.

In 2020, Kalli opened Social Pal Academy, which teaches business owners and entrepreneurs how to increase their social media growth. Her innovative thinking has also allowed her to create the SB Black Biz App, an app that features nearly 400 black-owned businesses in Shreveport-Bossier City. In her spare time, Kalli enjoys helping newbierepreneuers excel in the digital marketing world through reputable social media practices tackling brand growth. With Kalli's strong dedication and knowledge, she can strategically grow your brand with effective results.