

WITT – Annual Leadership Panel, 10/26/2021 – Speaker Bios

Sunny Bray Cartmell is the Founder and CEO of [Catalyst Collective](#), a consultancy equipping organizations with tools for better outcomes, greater impact, and increased revenue growth. She has been invoking positive change for over 15 years, she has built her career around relationships and impact, specializing in launching and growing businesses into new markets. She's led for-profit companies and non-profit organizations, making great strides in both.

She started Catalyst Collective in 2018 with the goal of changing the world. Catalyst Collective is a catalyst for change through the collaboration of funders, corporations, community leaders and nonprofits; therefore, creating transformative and meaningful change. Sunny is leveraging her skills and experience through Catalyst Collective to look for strategic opportunities to strengthen the community. Through marketing, development and technology services, Catalyst Collective is equipping organizations with mission-critical resources.

Last year, Sunny was named to the [All-Star Board by Nashville Post Magazine](#), the Nashville Business Journal recently named her a [2021 40 Under 40 Winner](#), she became a mother for the first time, and continued her contributions to the community. She serves as the Director of Marketing for [Women in Technology of Tennessee](#), an Advisory Board Member for [The Women's Fund](#), and a member of [BrainTrust](#), [The Table](#) and the [Rotary Club of Nashville](#). Her past board service includes Agape Animal Rescue, Special Olympics YP. She is an Alumni of both Young Leaders Council Alumni and Nashville Emerging Leaders.

Prior to founding her company, Sunny successfully launched the professional networking organization, Network Under 40: Nashville in 2016. Within only three years, she achieved growth of 2,500+ members, while highlighting the work of 40+ nonprofit organization partners and community sponsors.

Sherry Deutschmann is a serial entrepreneur, author, and passionate advocate for entrepreneurship. In 2019, Sherry founded BrainTrust, a company dedicated to helping women entrepreneurs grow their businesses.

Prior to founding BrainTrust, Sherry was founder and CEO of LetterLogic, Inc., a company she grew to \$40 Million and sold in 2016. LetterLogic was named an INC 5000 company (fastest growing privately held businesses in the US) for ten consecutive years.

Sherry attributes the success of LetterLogic to its unique culture in which the needs of the employees came before those of the customer or shareholder. That culture led Sherry and LetterLogic to be featured in the New York Times, Forbes Magazine, Business Leaders, INC, and Fast Company. Sherry was honored by President Barack Obama as a White House Champion of Change in 2016.

Sherry's book, *Lunch with Lucy – Maximize Profits by Investing in your People*, was released in March 2020 and received national honors, winning both the 2021 Gold Foreword Indies Business Book Award and the 2021 Bronze Axiom Business Book Award.

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Shani Dowell is the founder and CEO of Possip. Shani has grown Possip to serve almost 1,000 schools across 28 states and nearly 500,000 parents and staff members.

A product of Houston public schools and a public school teacher and parent, Shani sees Possip as a tool to strengthen schools and communities.

She started her career as a consultant at Bain & Co. and helped launch the Boston office of the Posse Foundation, a nonprofit organization that works to increase student leadership, retention and engagement on college campuses.

She has also worked for Houston Independent School District, KIPP Foundation, Teach For America, Bridgespan Group, and Relay Graduate School of Education.

Shani earned her BA at Howard University in Washington, DC, and her MBA at Stanford University. Shani is part of the Google For Start-Ups Women Accelerator and Black Founder Fund. She is the Entrepreneur-in-Residence for the Twende Cohort with the Nashville Entrepreneur Center.

Taren Rodabaugh <https://www.linkedin.com/in/tarenrodabaugh/>

Casey Santos is Chief Information Officer for Asurion, a leading global tech protection and support company. As CIO, Santos is responsible for Asurion's core technology operations behind the company's tech care products and services along with the company's enterprise technology services. Prior to joining Asurion in March 2021, Casey held the role of Head of Business Process Innovation, Workflow and Automation at global asset management firm, AllianceBernstein. In addition, she served as the Chief Information Officer at General Atlantic from over four years, delivering innovative technology to a global team of investment professionals and investors and working closely with multiple companies in General Atlantic's portfolio.

Casey began her career at NASA's Mission Control as a propulsion systems engineer supporting multiple Space Shuttle missions including the first Mir/Space Shuttle docking mission and the first Hubble Space Telescope repair mission. She left NASA to be an IT consultant, implementing technology to serve multiple industries, such as Oil and Gas, Finance, Automotive, and Electronics. Casey also worked as a strategy consultant in McKinsey's Business Technology Offices in Madrid and New York before transitioning to be head of IT at McKinsey's private investment office.

Ms. Santos holds a B.S. in Aeronautics and Astronautics from MIT, an M.B.A. from the Wharton School and a MA in International Studies from the Lauder Institute at the University of Pennsylvania. She is currently a board director for the Women's Forum of New York and a board member of the YMCA of Greater New York where she has co-chairs the Hispanic Achiever's event. She formerly was a Board Member of BritishAmerican Business and the Wall Street Technology Association and was co-head of the Hedge Fund Technology Group. She also serves or has served on the advisory boards of Aiden, Box, Zoom, Masergy, Agio, and the Financial Technology Forum.