

# Corinne Gray

INNOVATION & IMPACT VENTURE STRATEGIST

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## SUMMARY

Creative and driven impact venture and investing professional with 11 years of experience in corporate and social innovation, social ventures, and Diversity, Equity, and Inclusion (DEI). Passionate about activating networks and ecosystems to leverage the power of entrepreneurship to solve complex social and environmental challenges. Superior people leadership, interpersonal, analytical, and problem-solving skills used to lead diverse, high-performing teams in the design and execution of projects that transform organizations.

## AREAS OF EXPERTISE

Corporate Innovation Management • Impact Investing • Data Analysis • Stakeholder/Relationship Management • Digital Marketing & Media • DEI • Employee Engagement • Entrepreneurship • Community Engagement • Facilitation Program & Project Management • Social Enterprise • Strategic Partnerships • Sustainability • Design Thinking

## WORK EXPERIENCE

### Director, Portfolio & Investment Strategy • Unreasonable Group • Remote

2020 — Present

Unreasonable Group is a U.S.-headquartered, international company that supports growth-stage social entrepreneurs, channels exclusive deal flow to impact investors, and partners with institutions to repurpose capital to solve global problems.

Build and recruit a hyper-engaged community of impact investors, increasing direct capital placement into Unreasonable ventures. Manage relationships with VIP investors, leading on communication and deal flow. Lead on portfolio data collection, metrics, and impact reporting. Identify gaps in services and develop new products to increase support to Unreasonable portfolio companies.

- Built and led a team to acquire and retain investors for a new Investment Club targeting underrepresented impact investors, directing \$2M in capital to ventures, 50% of whom have under-represented founders.
- Led design and development of VIP investor experiences.
- Collaborated with Tech. teams to improve platform, data, and algorithms to match entrepreneurs to funding and support.

### Innovation & Diversity, Equity, and Inclusion (DEI) Consultant • Remote

2019 — Present

Design and lead client projects focused on DEI, social and cultural innovation, and community engagement.

### Flexibility • Remote • 09.2021 – Present

As a freelance DEI consultant, support the company's management consulting to top firms by facilitating client projects and trainings on unconscious bias, leadership equity, and justice; building long-term DEI plans; and collecting and analyzing data for climate surveys and cultural assessments.

### Caribbean Development Bank • Remote • 03.2020 – 08.2020

Served as lead consultant on the Cultural and Creative Industries Innovation Fund. Researched and analyzed the creative industries, policy instruments, and funding ecosystems for each of the Bank's 19 member states.

- Compiled, designed, and produced a first-of-its-kind knowledge product containing 100+ data points on the region's creative industries, analyzing gaps in cultural funding infrastructure, and proposing programming to key stakeholders.

### Mercy Corps • Uganda • 11.2019 – 03.2020

As innovation consultant, met with refugee communities, NGO, and business stakeholders in Uganda to develop a community engagement strategy to increase engagement and participation in innovation centers across 3 refugee camps.

- Community engagement strategy—which included recommendations for innovation programming—served as integral component in enabling innovation centers to run independently after Mercy Corps' funding ended.

### Co-founder • Uncomfortable Revolution • Remote

2018 — Present

Uncomfortable Revolution is a magazine and online retail platform on a mission to change the narrative on disability.

Design and lead strategies for content, product, community engagement, marketing, budgeting, operations, and business development. Identify and execute on strategic corporate partnerships.

- Generated \$0.5 million in annual revenue (2021) through organic and paid advertising.
- Secured paid speaking engagements on DEI with organizations including Starbucks, UNICEF, and Unite 2030.
- Negotiated and landed strategic partnership with the Thomas Jefferson University Autism Center.

**Innovation Officer • United Nations High Commissioner for Refugees • Geneva, Switzerland** 2014 — 2017

UNHCR is the UN agency mandated to aid, protect, and assist refugees and forcibly displaced communities.

Developed and executed a strategy to champion innovation among staff, partners, and refugee communities. Led corporate innovation program and product development cycle of idea management platform. Led incubators and accelerators for entrepreneurs developing technologies to enhance refugees' lives. Represented UNHCR at high-level meetings including Skoll World Forum and the World Economic Forum in Davos. Served as interim deputy lead for the Innovation Unit, managing 10 staff.

- Spearheaded new partnership between MIT D-Lab and a Ugandan refugee-led nonprofit, still in existence today.
- Led global innovation challenge and accelerator in partnership with What Design Could Do and the IKEA Foundation, sourcing 700+ innovations. Served on jury and mentored winning teams in business development.
- Led digital communications strategy to build a network of partners and supporters of UNHCR Innovation.

**Associate Director, Marketing & Communications • Devex • Barcelona, Spain** 2012 — 2014

Devex is a social enterprise and media platform for the global development community.

Led a team to execute on marketing strategy, content strategy, special campaigns, and events. Served as lead digital strategist for projects with partners including PSI Foundation, UN Foundation, European Commission, and Chevron. Collaborated with Product teams to expand and improve platform features for members.

- Developed a digital communications strategy for the European Commission that was incorporated as best practice for all the Commission's communications officers.
- Led organic and paid social media advertising strategy which expanded marketing funnel by 600%.

**Communications Director • Paradigm Shift • Johannesburg, South Africa** 2011 — 2012

Paradigm Shift was a startup providing business training and micro-credit to migrant entrepreneurs.

Traveled throughout townships in Johannesburg and Cape Town to document migrant entrepreneur models and collect qualitative and quantitative data to measure program impact. Developed partnership proposals for South African businesses to boost their Black economic empowerment scorecard. Developed a range of communications and fundraising materials.

- Launched e-commerce platform for migrants' products, working with migrant artisans to develop product catalog.
- Facilitated business development training and programming for 2 cohorts of migrant entrepreneurs.

**Marketing Specialist • Social Enterprise Alliance • Washington, DC** 2010 — 2011

Social Enterprise Alliance is a membership network for social enterprises in the U.S. and Canada.

Hired to boost membership sales among social enterprises in the U.S. and Canada, as well as lead membership experience and engagement. Produced impact reports for partners and donors. Led and executed marketing strategy.

- Researched and co-wrote a White Paper for the White House Office of Social Innovation.
- Led development of website and membership platform. Increased membership sales by 30%.

**EDUCATION, AFFILIATIONS & SKILLS****Education****Master of Business Administration (Innovation & Global Leadership Fellowship)**

Massachusetts Institute of Technology • Boston, MA • 2018

**Master of Arts Management (Fulbright Fellowship)**

Carnegie Mellon University • Pittsburgh, PA • 2010

**Bachelor of Arts, Music**

University of the West Indies • St. Augustine, Trinidad and Tobago • 2005

**Training****Venture Capital Fellow**

Material Change Institute • Remote • 2020-present

**Certificate, Sustainability Studies**

Massachusetts Institute of Technology • Boston, MA • 2018

**Professional Certificate, Impact Investing and Social Enterprise Management**

Middlebury Institute of International Studies • Monterey, CA • 2017

**Affiliations**

**Board Member** • Imagine Her • Uganda • 2019 – Present

**Board Member** • Youth Social Advocacy Team • Uganda • 2019 – Present

**Real Time Academy Member: Global Issues** • Shorty Awards • 2016 – Present

**Jury Member** • European Commission Social Innovation Competition • 2016

**Language Skills**

**English** (fluent) • **French** (basic proficiency) • **Spanish** (basic proficiency)