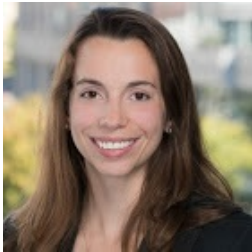


## March 2021 | Monthly Update

### Women in Tech Leadership

*In honor of Women's History Month, Augment is highlighting women in leadership at our portfolio companies. Check out some notable women leaders below!*



**Marisa Weidner**  
**MBA Intern at Augment Ventures**

Marisa is a second-year MBA student at the Michigan Ross School of Business interning at Augment for the Winter semester. She has experience with strategy design and execution, market and customer analysis, and user research across both the public and private sectors from her prior career as a consultant at Accenture before business school. Post-MBA, she hopes to pivot into the startup scene and is interested in strategy / PMM roles at FemTech and Health / Wellness startups.

**Marisa's Top Piece of Advice:**

Understanding when to ask for help is key to getting up to speed but also making sure you grow as an employee.

**Favorite Part of Interning at Augment:**

Getting exposure to the venture capital world, entrepreneurs, and new industries, and of course learning from Sonali and Nikhil.

Learn more about Marisa [here](#)



**Binh Petit**  
**Senior Director,  
Product Delivery  
& PMO**  
**Crowdz**

As the head of Product Delivery & Program Management Organization for

Crowdz, Binh leads a 25+ person global team and is responsible for the strategy and execution of product development. Binh values the importance of building a positive and fun company culture that enables everyone to perform their best at work, especially crucial given the current remote work situation.

**Binh's Top Piece of Advice:**

Transitioning from a big corporation to startup life has been a bit of a learning curve but I've also found it incredibly rewarding. My authentic nature and collaborative approach has helped me to quickly connect with both internal and external stakeholders and adapt to the fast pace of the startup environment. To be successful, you have to be open minded, self-driven, follow through on your deliverables, and



**Jasmyn Haas**  
**VP of Customer &  
Employee  
Relations**  
**Flume**

Jasmyn is a customer experience advocate and accomplished people leader with over

20+ years of proven ability to successfully craft business strategy and implement programs, marketing plans, and business initiatives in fast-paced innovative technology environments. Her greatest pleasure is creating raving fans and employees.

**Jasmyn's Top Piece of Advice:**

Fairly early in my career, I started a new role as Retail Merchandising and my manager asked me to meet him in the parking lot for my first store visit. I was nervous and very curious why and quickly learned that he evaluated the parking lot, sidewalk, and windows for trash and spots before ever walking in the store. Everything leading up to the store is a reflection of the store itself. Just like everything leading

be outcome driven. It's okay to fail; but as they say...fail fast, own your mistakes and move on.

Learn more about Binh [here](#)

up to your website, help center or support team is a reflection of your company. Keeping things "clean," organized, and consistent helps portray a good first impression.

Learn more about Jasmyn [here](#)



**Marissa Wiseman**  
Data Scientist  
[Cloud](#)  
[Agronomics](#)

Marissa joined Cloud Agronomics in 2020 and has been a force to reckon with from the earliest moments. She's been instrumental in elevating the standards of their Data Science practice leveraging her past experience, and bearing down on a problem she cares deeply about - Climate Change.

**Marissa's Top Piece of Advice:**  
Have a strong sense of accountability.

Learn more about Marissa [here](#)



**Megan Fitzpatrick**  
Directory of Content Strategy  
[Mercatus](#)

Megan is a content strategist by day and mom by night, although she finds it is harder than ever to distinguish between those two. She reinvented her career after 20+ years as a journalist and enjoys climbing a steep learning curve.

**Megan's Top Piece of Advice:**  
The airplane oxygen mask life lesson: If you want to take care of others, take care of yourself first.

Learn more about Megan [here](#)

## Women in Business: Current Trends

**10 Women Changing the Landscape of Leadership:** Check out this [New York Times piece](#) featuring interviews with ten rising female leaders across multiple industries, including science, agriculture, finance, and technology.

**The Greatest Stories of Female Entrepreneurs of the 21st Century:** In honor of International Women's Day, [Forbes highlighted](#) some of the most historic female entrepreneurs of the 21st Century.

**Goldman Sachs to Invest \$10 Billion in 'One Million Black Women' Initiative:** In light of the events during the summer of 2020, Goldman Sachs pledged to invest \$10 billion to support and impact the lives of Black women over the next 10 years. CEO David Solomon spoke about this initiative in [Essence magazine](#).