

# ACTIVATE

An 8-week immersive learning experience with the goal of making entrepreneurship more inclusive and accessible to Black Northwestern students.

## SPRING 2022 PROGRAM PARTICIPANTS



### **Carmella Baldwin, SoC '22**

Originally from Detroit Mi, Carmella is a travel enthusiast with over 8 years of experience in the aviation industry, who takes every opportunity to learn about the people & cultural differences that make each country so special. While pursuing a Masters In Leadership for Creative Enterprises (MSLCE), she is producing her podcast, Lift Love Launch. With a focus on wellness and wellbeing practices, she intends to utilize this platform to engage, inspire and uplift the BIPOC community of women entrepreneurs.



### **Herminio Bodon, McCormick + SoC '24**

Herminio, born and raised in southern Puerto Rico, is a second year PhD student in Computer Science and Communication Studies. He is deeply passionate about using computing to enhance abilities with the ultimate goal of empowering people. He is currently exploring ways to better store and manage memories leveraging computational system



### **Evans Dingwiza, McCormick '22**

Evans, born and raised in Zimbabwe, is a Computer Engineer in McCormick, class of 2022. He is interested in tech ideas that change the world and move it into the future. He has experience in software development from his studies and working as SDE intern at Amazon.



### **Chika Dunga, Kellogg '23**

Chika's an MBA candidate at Kellogg with an interest in e-commerce, retail, and marketing strategy. Both a poet and a quant, she's used her background in consulting, business development, partnerships, events, and marketing to combine data, wicked work mastery, and business strategy to tell powerful stories that win supporters, create growth, and drive results. Some notable achievements are developing a sales strategy that uncovered \$32M in untapped revenue; managing and retaining a \$2M dollar client, writing a marketing proposal to secure a six-figure deal from Toyota for a Nigerian nonprofit.



### **Micheal Ewarawon, SESP '24**

As a Chicago native, Micheal has been exposed to the many challenges that local businesses in various neighborhoods throughout the city face. These experiences, coupled with a desire to offer a service impactful to society, led him to create Emantuez Enterprises, a digital agency with a primary focus on web design.



### **Mychaela Mathews, Weinberg '25**

Mychaela is studying Neuroscience and History on the Pre-Health track. She is involved in the NU Bioscientist program and is a Jackie Robinson Scholar. Originally from Vero Beach, FL, Mychaela has been involved in several organizations including being a member of the Northwestern University Cheerleading Team and an Outreach Coordinator for the Northwestern Undergraduate Research Journal.



### **Mercy Omwoyo, Weinberg '24**

Mercy, born and raised in Kisii, Kenya and studies Computer Science with a minor in Data Science. Having been involved in various Youth Empowerment programs such as street Children Rehabilitation programs, she is working on creating a chatbot that raises awareness on mental wellness, sex education among other issues for the Kenyan Youths. Outside Class she is involved with Northwesternxa, Waldron Student Council, and African Students association.



### **Sierra Thoulouis, SoC '23**

Born and raised in Minnesota, Sierra is studying Radio, TV, Film and Sociology. She has worked on multiple film productions as an independent producer in the Chicagoland area, collaborating with local artists on projects that uplift marginalized voices, including Open Television's mini series, Ghareeb. In the future she hopes to combine her artistic talents and business knowledge to open the door for underrepresented identities in the entertainment industry and use storytelling to heal, inspire, and connect diverse audiences.