

THE
EDGE



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Please join us in July for these two events with two different amazing and inspirational guest speakers.

Summer networking and learning.

Theresa M. Welbourne, PhD

*Executive Director,
Alabama Entrepreneurship Institute &
The EDGE, Will and Maggie Brooke
Professor in Entrepreneurship*

ENTREPRENEUR RESOURCE GROUPS

Monthly Meetings

Learn from Global Head of ERGs & Wellness at Experian, Shannon Snowden



Topic: Driving an entrepreneurial and growth culture through the power of people.

Date: July 9, 2024

Time: 5:00 - 7:00 PM

Location: The EDGE | 2627 10th Avenue

About Shannon Snowden:

Shannon Snowden is the first-ever Global Head of Employee Resource Groups (ERG) and Diversity, Equity and Wellness at Experian. In this role, Shannon evolves the company's commitment to ERGs and Wellness to ensure every employee and key stakeholder feels connected to the organization, culture, and communities in which Experian operates.

Prior to this role, Shannon held the role of Global Risk and Chief Financial Office Learning Manager and led the Inter-Generational Employee Network. In the role as Inter-Generational lead she was responsible for 33 chapters globally with more than 33,000 members. Shannon supports her local community by serving on the Loganville Christian Academy board and enjoys spending time with her family and friends.

Specialties Include: Diversity, Equity, Belonging & Inclusion, HR, Learning and Leadership Development, ERG start ups and growth, Organizational development, Process Design, Program Development, New Business Development, Global Strategy.

[RSVP TO ATTEND](#)

GROWTH AND INNOVATION LEADERS FORUM

Learn from Co-Founder & CEO of BeatBox Beverages, Justin Fenchel

Topic: Launching and Growing BeatBox Beverages
From Shark Tank to Defining a New Beverage
Category

Date: July 25, 2024

Time: 10:30 AM - 12:00 PM

Location: VIRTUAL
(upon registering you will be sent a link to our
Accelevents platform)



The Growth & Innovation Leaders Forum and the Alabama Entrepreneurship Institute are hosting a free summer talk that is open to the public. Please invite any and all entrepreneurs to take advantage of this opportunity to learn and grow from Justin.

About BeatBox Beverages:

The BeatBox journey began in 2012 in Austin, TX. Shortly after their founding, they secured the largest investment in Shark Tank history from Mark Cuban. BeatBox quickly built a team of beverage leaders, helping to define a new category of "Party Punch." In 2023, BeatBox surpassed \$100M in revenue and continues to grow in multiple ways. Last year, they hired nearly 100 employees, achieved B Corp status, and sponsored hundreds of music festivals. BeatBox remains at the forefront of alcohol innovation, aiming to become a household name. They continue to build strong relationships with brand partners, wholesalers, and national chain accounts, with even more planned for the remainder of 2024.

About Justin Fenchel:

Justin Fenchel is a Co-Founder and CEO at BeatBox Beverages, an 11.1% RTD Party Punch served in eco-friendly, resealable Tetra Pak containers. He is an avid fan of music festivals and bringing people together around shared experiences. Leading BeatBox's growth and seeing the impact the company is having connecting people all over the country via the brand, is a dream come true. Fenchel grew up in Southern California and has lived in Austin since 2011. He received his Bachelor of Science in Economics from Pomona College, and his MBA in Entrepreneurship from the McCombs School of Business in Austin, TX. Fenchel is a 2024 recipient of the EY Entrepreneur of the Year award. Prior to founding BeatBox, Fenchel spent five years as an Equity Analyst with Bel Air Investment Advisors.

RSVP FOR THIS TALK

LEARN MORE ABOUT THE GROWTH &
INNOVATION LEADERS FORUM

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Connect with us using the links below

Contact Us

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Email: aei@ua.edu



The Alabama Entrepreneurship Institute is housed at **The EDGE**, Tuscaloosa's home for startups. The EDGE is a partnership between The University of Alabama, the West Alabama Chamber of Commerce, and the City of Tuscaloosa. Resources from all three groups come together to help grow a vibrant ecosystem that supports entrepreneurship, business growth, and personal enterprise. The Alabama Entrepreneurship Institute is a campus-wide initiative powering the programs that are offered at The EDGE.
