

Growing Microfinance to Scale

Presenter Bios

Customer Acquisition: Reaching and Retaining Your Customers

Ginger McNally is Senior Vice President of the Strategic Consulting team at Opportunity Finance Network. With the Strategic Consulting team, Ginger provides consulting services to community development financial institutions and their partners, including foundations and banks, to help them improve their financial, operational, and management performance.

Ginger founded Mission + Money Matters, a consulting firm that supports the growth and innovation of community investment strategies domestically and internationally. She has extensive experience in community development work having served as Chief Executive Officer of the Santa Cruz Community Credit Union, an innovative \$86 million community development credit union, and its affiliated nonprofit, Santa Cruz Community Ventures. She also designed and implemented a national infrastructure for Catholic Relief Services in El Salvador in order to create access to credit and technical assistance for over 4,000 entrepreneurs.

Ginger has a Master of International Public Administration with a specialization in International Economic Development from Monterey Institute of International Studies. She pursues her commitment to global equity and ending poverty by serving on the Board of Trustees of Freedom from Hunger and as Chair of the Audit Committee of the Firelight Foundation.

Maria Semple, Principal of The Prospect Finder LLC, is an experienced researcher, trainer, and frequent speaker on prospect research, email marketing and simple social media strategies. She consults with nonprofit organizations, financial services firms and small businesses interested in finding their best prospects for long-term business relationships. She is a regular monthly contributor to the Tony Martignetti Nonprofit Radio Show, available on iTunes. Maria Semple authored two downloadable and interactive e-books, filled with dozens of prospecting resources. For additional information, visit www.theprospectfinder.com.

Maria's firm is also an Accredited Constant Contact Solutions Provider, assisting small business owners and nonprofits with their email marketing needs and social media strategies. Maria is a Constant Contact Authorized Local Expert, enabling her to deliver seminars on leveraging the power of Email Marketing and Social Media. Finally, as a "LinkedIn Evangelist", Maria helps nonprofits and small businesses understand how to use this free tool to increase visibility.