



The Nature of Water

MARCH 6TH & 7TH, 2023
MLK JR. BUILDING, WEST PAULEY BALLROOM, 2ND FLOOR
2495 BANCROFT WAY, BERKELEY, CA 94720

CYNTHIA KOENIG

Founder, Wello



BIOGRAPHY

Cynthia's expertise lies at the intersection of business, innovation and impact. She has helped launch ventures of all shapes and sizes, ranging from community-run ecotourism businesses in Mexico and Guatemala to a national strategy for sustainable tourism in Bhutan. She is the founder of Wello, an award winning social venture that co-creates disruptive innovations designed to provide better, more reliable access to safe water. She is currently a Technical Product Manager at Amazon, where she develops and builds new-to-world products.

Cynthia earned MBA/MS degrees from the University of Michigan's Ross School of Business and School of Natural Resources and Environment and holds a BA in Anthropology from Trinity College. She is an Unreasonable Institute Fellow and a member of the Erb Institute for Global Sustainability's External Advisory Board.

TALK TITLE

Wello: A Novel Approach to the Global Water Crisis

QUOTE

"Great ideas only become solutions once you act on them"

Cynthia Koenig

SPECIAL THANKS TO

