



## NY Tech Alliance Announces Demoers for Annual Women’s Demo Night









November 23, 2021 (New York, NY) – [The NY Tech Alliance](#), a group dedicated to representing, inspiring, supporting, and helping to lead the technology community and ecosystem in New York City, has announced the four women founders participating in their annual Women’s Demo Night on December 7, 2021, from 5:30pm ET – 7:30pm ET. The event will be hosted by [Sapna Shah](#), Founder, [Retail X Series](#) and feature demos from [Allia Mohamed](#), Co-Founder & CEO, [openigloo](#); [Barbara Jones](#), Founder & CEO, [LilliiRNB](#); and [Ursula Lavrencic](#), Co-Founder & CEO, [Hopalai](#). The NY Tech Alliance’s Women’s Demo Night is powered by Xandr and in partnership with Retail X Series. Attendance is free and open to the public and those interested in attending can now [RSVP](#) on the New York Tech Alliance website.

### December's NY Tech Meetup

Women's Demo Night - Tuesday, December 7th @ 5:30 pm ET



RSVP at: [https://www.nytech.org/dec\\_nytm\\_2021](https://www.nytech.org/dec_nytm_2021)

<b>Hosted by:</b>	<b>Demos by:</b>		
			
Sapna Shah Founder	Barbara Jones CEO	Allia Mohammed Co-founder & CEO	Ursula Lavrencic Co-founder & CEO
			
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“Every December we host our Women’s Demo night and every year incredible women come to demo their companies to the NYC ecosystem, and this year is no exception” said Andy Saldaña, Executive Director, New York Tech Alliance. “From solutions in Real Estate, Point Of Sale integrations, and educational equity, these women represent different industries ripe for innovation where they are making incredible strides and we are so excited for them to speak to and inspire our members all around the world.”

**Sapna Shah** is an angel investor, retail expert and three-time entrepreneur. She has a focus on startups that have female and/or underrepresented founders and serves on the Board of Directors of the New York Tech Alliance. Her current company, Retail X Series started in 2017 and is an ecosystem for retail startups with events, resources, community, and a podcast allowing them to learn from other founders, retailers, and investors to help launch their businesses. Before starting Red-Eye Partners, an independent Wall Street Equity Research Firm, Sapna Co-Founded menswear e-commerce retailer Mind

The Chap, and held executive roles at Linens n' Things, Inc., Ann Taylor, and Gap, and also worked in investment banking. Sapna holds a B.S. in Economics From the Wharton School, a B.A. in East Asian Studies from the College of Arts and Sciences at University of Pennsylvania, and M.B.A. from Columbia Business School.

**Barbara Jones** is the Founder and CEO of LilliiRNB, Inc., a leading IT consulting firm that helps Fortune 500 companies and Government agencies in areas of POS, data analytics, fraud prevention and IT staffing. Jones started her career programming in Java at a start-up company called 360Commerce. It was there she learned how to write Point of Sale software. There, she would create the first ever mobile application that allowed Home Depot to check out customers without them needing to be at the register, which they later purchased. Soon after she began consulting and 360Commerce was sold to Oracle and the POS application she helped develop became Oracle Retail, a billion-dollar software still used and sold this day. After consulting for several years, Barbara realized she wanted to create an IT consulting company specializing in Oracle Retail consulting. She founded LilliiRNB in 2013 and the rest is history.

**Allia Mohamed** is the co-founder and CEO of openigloo, a website and app that connects renters with highly-rated landlords. Based in Brooklyn, Allia is on a mission to bring transparency to rental markets and support tenants throughout their housing journey. She brings a decade of experience working in finance, venture capital, and consulting. Previous to founding openigloo, she served as a VC investor where she managed a startup portfolio as an advisor and board member. She holds a Master of International Affairs from Columbia University and a Bachelor of Commerce from Dalhousie University.

**Ursula Lavrencic** is an entrepreneur, designer, award-winning artist, and co-founder of Hopalai, the startup behind KOBI, a learning to read app that provides support which making daily reading practice enjoyable for all readers, even those who struggle. Her mission and passion is to invent, design, and develop tools that help kids learn to read. As a mother of three, she understands deeply the importance of good education. Before founding Hopalai, Ursula worked at the intersection of design, art, and science leading diverse projects in the art and business world. She has exhibited across North America and Europe and co-created one of the landmarks of downtown Pittsburgh - an art piece called "Cell Phone Disco".

#### **ABOUT THE NY TECH ALLIANCE**

The mission of the NY Tech Alliance is to represent, inspire, support, and help lead the New York technology community and ecosystem to create a better future for all. Founded in 2016 with the merger of NY Tech Meetup and the New York Technology Council, the organization has over 60,000 individual and institutional members, reflecting the full spectrum of the greater New York area tech community and making it the largest tech organization in the region. Led by Executive Director Andy Saldaña with Acting Chair Thatcher Bell, the NY Tech Alliance hosts numerous events each month, including Developing Pride, Latina Luminaries, Founder Spotlights, and NY Tech Meetup Celebrating Black Women Founders. With the launch of the NY Tech Alliance Foundation and NY Tech Volunteer Corp in 2020, the organization has expanded its ability to impact issues important to the technology sector and New York.

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