

2025 - 2026 MBPC Mentor List

NAME	BIO
<u>Molly O'Brien</u>	Molly is a 2023 graduate from TCNJ School of Business where she studied Business Administration with a focus in Marketing. During her time at TCNJ, she competed in the Mayo Business Plan Competition with a Women's Health and Wellness mobile app, and took home first place with her business partner, Katie Olsen. Since graduating, Molly has worked in CPG Brand Management and is currently the Associate Brand Manager at Church and Dwight on Arm & Hammer Fabric Care.
<u>Sangam Shivaprasad</u>	Sangam graduated from TCNJ School of Science with a degree in Biology. In 2024, she and her teammates won the Mayo Business Plan Competition for their Eldertech platform, Golden Connections, designed to simplify caregiving for senior loved ones. Sangam is now actively working alongside her co-founder, Lauren Cunningham, to bring their idea to life and positively impact the senior care industry.
<u>Rajat Sharma</u>	Rajat is an accomplished business and technology leader with extensive experience in global business development, country start-ups, turnarounds, practice building, new ventures, and M&A integration currently on various advisory boards from innovative start-ups to matured IT firms. Rajat's expertise includes new client acquisition through large multi-million, multi-year business transformation deals with F100 organizations and supersizing existing accounts. While Rajat is not an alum of the School of Business, he has been a long-time guest lecturer, a practitioner in the MBA program, and has served for many years as a Mayo Business Plan Competition judge and mentor.



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<u>Kara McKeever</u>	Kara McKeever graduated from TCNJ School of Business with her degree in Business Administration, Marketing. She went on to earn her MBA with a specialization in Business Analytics and Marketing at NYU Stern University School of Business. Kara is currently the Senior Director of Operations, Warehousing & Logistics and ReVive Skin Care, a role she assumed in 2022, following 5 years as the Director of Operations.
<u>Susan Drozdowski</u>	Susan is the Director of Program Management for Medi-Cal Business Management and Quality and Southern California Permanente Medical Group. Her area of focus is business management and quality. Previously, she was a Director at Kaiser Permanente in the National Sales and Account Management area, and briefly owned her own consulting firm. She has expertise in product development and management, financial planning and analysis, and project management. Susan earned a Bachelor of Science degree in Accounting from The College of New Jersey and continued her education by earning a Master of Business Administration from New York University's Leonard N. Stern School of Business.
<u>Shawn Kelly</u>	Shawn Kelly is the owner of a senior homecare business called 2nd Family. Shawn is also an independent Strategy & Market Research Consultant who advises companies in a variety of industries on strategic matters, informing top line growth, new market expansion opportunities and business transformation. Prior to this, Shawn held various Strategy and Operations roles for companies in Enterprise Software and Life Sciences, including PTC, CA Technologies and Millipore Corporation. Shawn began his career in Finance with Smith Barney and an e-Procurement start-up called ICG Commerce. Shawn received a B.S. in Finance from The College of New Jersey and an MBA from the Tuck School of Business at Dartmouth College.

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<u>Christopher McKenzie</u>	Christopher is currently the Director of Strategic Insights & Analytics at Johnson & Johnson, where he leads a team focused on maximizing brand value through market strategy. He has experience in market research, analytics, forecast, and competitive intelligence. He graduated from TCNJ School of Business in 1998 with his BS in Business Administration - Management. He earned his MBA (specializations in Marketing, Strategy, and Digital Marketing) from NYU Stern School of Business in 2013. Chris has also taught as an adjunct instructor for the School of Business, teaching Marketing and Management classes, for over 6 years.
<u>Sharon Cilione-Berger</u>	Sharon Cilione-Berger is a '93 TCNJ graduate with BS in Marketing (and was also a Kappa Delta). She continued her marketing education getting an MBA at Rider University in 2003. Sharon is a customer obsessed enthusiast working as a VP in Product Management at Comcast. Over the last 20 years there, she's developed products that have scaled to millions of customers ranging from Entertainment products, Customer experience products, interaction frameworks, and intelligent virtual assistants leveraging AI. These products have brought delight to customers, generated revenue, and saved business costs. She's most recently been focused on new product discovery, assessing trends and consumer needs to develop new emerging products and business opportunities.
<u>Melody Feinberg-Criscitiello</u>	Melody is a Corporate Director of Security Mutual Life Insurance Company of New York and the former Chief Risk Officer of Federal Home Loan Bank of New York. She worked in finance roles at JPMorgan, Goldman Sachs and HSBC. She began her career as a CPA at Ernst & Young.

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<u>Phil Prassas</u>	<p>Phil is the founder and CEO of The Prassa Group, a consulting firm that specializes in helping mission-driven organizations with strategic planning, operations, and education and training. Phil's central focus is always on the person behind the project. His primary objective is partnership. Within this trusted relationship, he helps government and non-profit organizations bring their visions to life. By revolutionizing service delivery, streamlining processes and providing impactful training, he works to improve efficiency and effectiveness with every client. He has successfully overseen the rollout of \$100M+ state-level government programs, working closely with federal agencies, departments, and governors' offices. A dedicated volunteer, he serves on the Board of Directors for the Credit Union of New Jersey, is a Trustee for the Somerset Hills Learning Institute, and actively contributes to The Pennington School's Professional Leadership Council and Alumni Association Board. His past service includes roles with the Veterans of Foreign War Post 3022, Ewing Little League, Hopewell Valley Soccer, and the Trenton Health Team. He holds a Doctorate in Educational Leadership (Ed.D.) from Rider University, an MBA from La Salle University, a Master's in Administrative Science from Fairleigh Dickinson University, and dual Bachelor's degrees in Finance and Computer Information Science from Manhattan College. He is also a certified Six Sigma Green Belt and a Professional Scrum Master, bringing a data-driven, agile mindset to everything he does.</p>
<u>Ryan Chiu</u>	<p>Ryan Chiu is a Senior Vice President within Silicon Valley Bank's Global Funding Banking practice; specializing in offering fund-level debt to Venture Capital and Private Equity clients. Ryan previously functioned as the co-founder and CFO of MARCo Technologies LLC., which was the winner of the 2018 Mayo Business Plan Competition. Ryan is a Graduate of the Class of 2019; where he earned a BSc in Accounting and minored in Music.</p>

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<u>Michael Lavelle</u>	<p>Michael Lavelle is a managing director at Appraisal Economics, an adjunct professor of finance at TCNJ, and the author of the 13th Edition of the Basic Finance college textbook. In his professional career, he has appraised thousands of businesses and reviewed countless business plans, pitchbooks, CIMs, and lender presentations. He has served as a judge for the Mayo Business Plan Competition for years, and he stays in touch with many former students. More information is available at www.MichaelJLavelle.com. He would be happy to mentor and help you.</p>