Women in Entrepreneurship Lunch & Learn Seminar

*Code-switching for Success: Navigating the Behaviors and Contexts of Entrepreneurial Spaces*

Blanca Catalina García
Founder & CEO, BCG Innovation

Blanca Catalina has over 15 years of experience as an educator, ecosystem builder, coach, mentor and leader in multicultural communities. She creates spaces where people with diverse stories can feel safe and experience transformational growth. Blanca is well known for her ability to implement specialized and sustainable learning and mentorship programs in diverse communities, across divides. After leading the award-winning BIG Incubator in Atlanta, focused on Black and Latina women-led tech companies, for digitalundivided, Blanca has been a coach and educator for emerging entrepreneurs, as well as an expert instructional designer and ecosystem builder in the tech entrepreneurship space. Blanca is the CEO and Founder of BCG Innovation, an innovative program design consultancy. She has led programs for emerging entrepreneurs across the Southeast, including Goodie Nation and Walker’s Legacy PROSPECTUS. Blanca also currently serves as one of the MBDA@ATDC Startup Catalysts at the Advanced Technology Development Center at Georgia Institute of Technology. Blanca has helped thousands of entrepreneurs and innovators across the southeastern U.S. to start, launch and fund their entrepreneurial ventures. All are welcome to join us!

**Friday, March 19, 2021**

12:00-1:00 p.m. (virtual)

Register: [https://forms.illinois.edu/sec/754898574](https://forms.illinois.edu/sec/754898574)

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