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WOMEN-FOCUSED VC GINGERBREAD CAPITAL ANNOUNCES NEW PARTNER, ITA EKPOUDOM, AND INVESTMENT TEAM MEMBERS

Menlo Park, Calif., July 9, 2018 --GingerBread Capital LLC (GBC), a venture capital fund that makes investments in women founders of high-growth-potential businesses, is pleased to announce that **Ita Ekpoudom** has joined the firm as Partner.

Ita was the founder & CEO of Tigress Ventures, a consulting firm focused on building women-led businesses. She most recently served as a venture partner at Plum Alley Investments overseeing its investment pipeline. She has also held product management roles at TravelClick and American Express. Ita began her career at Goldman Sachs as an analyst in Credit Capital Markets and then as an institutional trader of preferred stock. Ita holds an MBA from The Wharton School, University of Pennsylvania and a bachelor's degree from Princeton University.

"Linnea has been a trailblazer throughout her career and a strong champion of women on Wall Street," she said. "I look forward to leveraging her deep deal-making expertise as we guide emerging female founders and their ventures from early growth stages to exit."

"Ita's formidable intellect and experience, and her extensive network of visionary women leaders will greatly accelerate our mission to change the equation for women-led startups seeking venture capital," stated GingerBread Founder & CEO **Linnea Roberts**. "I am excited to have Ita as a partner in expanding GingerBread's portfolio of powerhouse companies and innovators."

Other members of the GBC investment team include:

- **Tadia James**, Senior Associate. Tadia is a former associate with JP Morgan and currently working toward an MBA at the Stanford Graduate School of Business. She has valuable experience in business and operations management and a keen eye for sourcing and cultivating relationships with top emerging founders.

- **Cary Conrad**, Entrepreneur in Residence. Cary is a serial entrepreneur and expert in enterprise solutions. He has extensive experience working with companies in scaling sales teams and managing operations.

About GingerBread Capital LLC

GingerBread Capital (GBC) makes early through later-stage investments in the next generation of women founders and entrepreneurs leading high-growth businesses. GBC helps women gain access to the knowledge, networks, and capital they need to build and scale successful enterprises, and encourages other women to do the same. GBC was founded in 2016 by Linnea Roberts, a former Managing Partner in the Technology sector at Goldman Sachs, where she also led the firm's diversity efforts until her retirement, the same year she launched GBC.

To learn more about GBC's investment strategy, team, and portfolio, visit www.GingerBreadcap.com.