

Melissa S. Jackson is a digital strategist and certified project manager who has worked with startups, non-profits and for-profit institutions alike to build digital products and experiences for over a decade. As the Managing Director for Rutgers Advanced Institute for the Study of Entrepreneurship and Development, she oversees the programmatic thrust of multiple centers related to [tech commercialization](#) and [urban revitalization](#) with an emphasis on how entrepreneurs are able to achieve more with less.

Her most notable work includes the [Black and Latino Tech Initiative](#), a pre-accelerator whose mission is to connect early stage startups to venture capital. She is also the host of a podcast called '[VC Cheat Sheet](#)' a collection of one on one conversations with investors and entrepreneurs cracking the code on how to raise venture capital.

Melissa's debut into tech was through [Lean Startup Machine Newark](#) where she helped startups validate business ideas and incubate companies at a very early stage. She produced several experiences through [Brick City Tech](#) including a live podcast series featuring entrepreneurs and investors – particularly highlighting people of color. Melissa is also the owner\operator of [Normel Solutions](#), a web development company that supports non-technical entrepreneurs by building web presence with WordPress and other tools.

Melissa's mission is to demystify how entrepreneurs under resources constraints engage with technology and continues to do so gracefully with her platform.