

InnovateHealth Yale

A program in social impact and entrepreneurship

Mentor in Residence



Jordan Goldberg

CEO and Co-Founder

stickK.com

Thursday, March 10 - 5pm

Yale School of Public Health
60 College Street, Room 216
New Haven, CT

Do Well by Doing Good: How to Build a Sustainable Social Enterprise

Jordan Goldberg is CEO and co-founder of stickK.com, a goal-setting website based on behavioral economics research conducted by co-founders and Yale economists Ian Ayres and Dean Karlan. The billion dollar question is how do we get people to adopt healthy behaviors. Jordan's experience places him at the forefront of applied behavioral economics, harnessing social media trends, technology and the power of incentives to help individuals create lasting change. Jordan has been frequently interviewed for both print and television media, appearing on NBC's TODAY Show and CBS News Sunday Morning, and in *The Wall Street Journal*, *The New York Times*, and *The Economist*. A graduate of Yale University with a bachelor's degree in American Studies, Jordan is also a recipient of the Yale School of Management's Silver Anniversary Scholarship.

This program is made possible by the generous support of the Donaghue Foundation.

InnovateHealth Yale is committed to one concept: change. Using the principles of entrepreneurship and innovation to promote health and prevent disease. InnovateHealth Yale is a home for those interested in creating innovative solutions to health challenges. InnovateHealth.Yale.edu