PHOTO: ROLAND LE BRETON

Name: Rachel Sterne
Place: New York, NY
Years: August 1983-Present

Brief Biography

Rachel Sterne and her three siblings grew up in Park Slope and Westchester County. As a young woman she had interned with the United Nations and also worked for LimeWire.

After interning at the U.N. Rachel realized something needed to be done about the media in terms of its role in providing the public with up to date news. As a result, in 2006 she created her own news website called GroundReport. This website allows people to submit information to the website editors. Once the information is received it is looked at and based on a rating system, certain stories will be featured on the website in greater detail than others.

She also started Upward Strategy which acts as a consultant for those people that are looking to start a business, for nonprofits, and also for consumer brands. She was also made the Chief Digital Officer for the Bloomberg administration. In addition, she also works as a professor at Columbia Business School.

Major Achievements

Rachel has a long list of achievements which includes but is not limited to:

BusinessWeek's Most Promising Social Entrepreneurs (2009)
American Democracy Institute Fellow (2010)
Christian Science Monitor 30 Under 30 (2012)
Crain's 40 Under 40 (2011)
Fast Company 100 Most Creative People (2011)
Fast Company Most Influential Women in Technology (2011)

Forbes 30 Under 30 (2011)
Fortune 40 Under 40 Up and Coming (2011)
Wall Street Journal FINS Tech's Top Women Under 30 (2011)
Metropolitan New York Library Council Recognition (2011)

For More Information
Groundreport.com
http://www.facebook.com/rachelsterne

Resources
http://mycrains.crainsnewyork.com/40under40/profiles/2011/rachel-sterne
http://www.fastcompany.com/women-in-tech/2011/brainiacs/rachel-sterne
http://images.businessweek.com/ss/09/04/0403_social_entrepreneurs/11.htm
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.fortune/4.html
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by: Jenn Delisle