

SEO

Seizing
Every
Opportunity



TUESDAY, APRIL 20, 2021

Honoring:

FRANK A. BAKER

*Co-Founder & Managing Partner
Siris Capital Group, LLC
SEO '92 Alumnus*

MARC BENIOFF

*Chair and CEO
Salesforce*

Dinner Chair:

DAVID M. SOLOMON

*Chairman and Chief Executive Officer,
The Goldman Sachs Group*

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Dear Friends,

It is a great honor to welcome you to SEO's 2021 Virtual Annual Awards Dinner. While the ongoing effects of COVID-19 prevent us from gathering in person, we are thrilled with your participation in this celebration—either returning or for the first time. On behalf of SEO, we offer our deep appreciation for your support.

The challenges of the past year, including the pandemic and the continuing struggle for racial justice, have shown clearly that SEO is as important as ever. With your support and partnership, thousands of SEO participants are gaining the skills and confidence necessary for academic and professional success.

We encourage you to learn more about how **SEO Scholars** are achieving their dreams of college graduation, and how participants in **SEO Career**, **SEO Law**, **SEO Alternative Investments**, and the **SEO Leadership Institute** are excelling in coveted business sectors. SEO is providing opportunities to those who have historically been excluded from the full promise of our country, thereby moving us closer to our vision of a more equitable society.

Tonight, we honor two individuals who are models of extraordinary leadership and philanthropy:

- **Frank Baker**, Co-Founder & Managing Partner, Siris Capital Group, LLC; SEO Board Member & Alumnus
- **Marc Benioff**, Chair and CEO, Salesforce

Beyond their pioneering professional achievements, each is incredibly passionate about opening doors for others, knowing a successful future depends on equitable opportunity. We are deeply grateful for their commitment to this event's success and thrilled to publicly recognize their accomplishments.

Finally, we extend heartfelt thanks to our great friend, David Solomon, Chairman & Chief Executive Officer, The Goldman Sachs Group, for chairing tonight's Awards Dinner and his leadership in helping to make it our most successful ever.

Most importantly, we are proud to call you partners and friends in our shared work, and we look forward to seeing you – in person – next spring!

Together we are making a difference!



A handwritten signature in blue ink that reads "Henry R. Kravis".

Henry R. Kravis
Chairman
SEO Board of Directors

A handwritten signature in blue ink that reads "William A. Goodloe".

William A. Goodloe
President & CEO

David M. Solomon
Chairman and Chief Executive Officer



April 20, 2021

Dear Friends,

It is my pleasure to welcome you to SEO's 2021 Virtual Awards Dinner. As the chairman of this year's event, I am honored to help strengthen an organization that has opened doors of opportunity for thousands of talented young people all across the country.

So many of you have given your time and money to support this organization, but I especially want to recognize the tremendous contributions to both business and philanthropy of tonight's honorees—Frank Baker and Marc Benioff. I know they share our commitment to SEO and its work, and I'm so pleased to recognize them on this special celebration.

Frank and Marc understand what all of us have known for many years: SEO's programs change lives. The SEO Scholars program shows us what's possible when underserved students get the rigorous education and personal support they deserve: **90% of SEO Scholars graduate from college.**

In addition, SEO Career, SEO Law, and SEO Alternative Investments every year provide hundreds of talented young people with opportunities in competitive businesses, and the SEO Leadership Institute is helping the program's alumni continue to grow professionally and increase their impact on society.

We at Goldman Sachs have seen the transformational impact of SEO's programs first hand for decades. In 1980, my predecessor John Whitehead worked closely with SEO founder Michael Osheowitz to develop the program. In fact, Goldman Sachs was a founding-partner firm of SEO Career.

Today we continue to see those efforts bear fruit. In the past three years, more than 85% of the 160 SEO interns at Goldman have earned offers to join us after graduation. And more than a few, I suspect, will go on to have long careers at our firm—for today Goldman employs 250 SEO alumni, including one partner and ten managing directors.

It goes without saying this has been a very challenging year for all of us. But through it all, SEO has been there, helping young people learn, grow, and thrive. Your support makes it possible for SEO students to continue on their paths to college and success, and so I want to thank you personally for all you've done to help these students realize their full potential.

Sincerely,

A handwritten signature in black ink, appearing to read "D.M. Solomon", with a stylized flourish at the end.

The Goldman Sachs Group





STATE OF NEW YORK
EXECUTIVE CHAMBER
ALBANY 12224

ANDREW M. CUOMO
GOVERNOR

April 20, 2021

Sponsors for Educational Opportunity
55 Exchange Place, Suite 601
New York, NY 10005

Dear Friends:

It is a pleasure to send greetings to everyone who participates in the 2021 Annual Awards Dinner, hosted by the Sponsors for Educational Opportunity and held virtually this year, in an effort to maintain safe social distancing, in our fight against COVID-19.

Since 1963, SEO has provided educational and career programs to young people from underserved communities to maximize their opportunities for higher education and future success. SEO has helped public high school students get into good colleges, assisted students to find challenging internships, and aided graduates as they enter the working world.

Tonight, you come together for a special online event to pay tribute to SEO students, alumni, and distinguished honorees who are truly committed to educational philanthropy and professional excellence. I join in congratulating Frank Baker and Marc Benioff, as well as everyone affiliated with SEO, for their ongoing efforts to give back to the community through the education and advancement of our next generation.

With warmest regards and best wishes for a safe and enjoyable evening, and much success ahead.

Sincerely,

ANDREW M. CUOMO

WE WORK FOR THE PEOPLE
PERFORMANCE * INTEGRITY * PRIDE

printed on recycled paper



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

April 20, 2021

Dear Friends:

It is a great pleasure to join with Sponsors for Educational Opportunity in welcoming everyone to its 2021 Annual Awards Dinner.

My administration is dedicated to making New York a place where young people of all backgrounds have access to the opportunities they need to reach their full potential, and we rely on the efforts of partners like SEO as we work to advance our Equity and Excellence for All agenda and make this vision a reality. Since its founding in 1963, this organization has served as a bedrock of support for underserved high school and college students through its SEO Scholar and Career, Law, and Alternative Investment programs, providing future leaders with coursework, training, and mentorship that prepare them to thrive in school, in their careers, and beyond. As you gather virtually to celebrate the achievements of these remarkable students and alumni, I applaud SEO's staff and supporters for all they do to uplift and empower students across the five boroughs, and I look forward to the ways they will continue to help us forge a fairer, more equitable tomorrow.

On behalf of the City of New York, congratulations to tonight's honorees. I offer my best wishes for a wonderful dinner and continued success.

Sincerely,

A handwritten signature in black ink, reading "Bill de Blasio".

Bill de Blasio
Mayor

Dinner Program



**Tuesday,
April 20, 2021**

*Online and Open
to All*

Welcome

William A. Goodloe

President & Chief Executive Officer, SEO

Dinner Chair Remarks

David M. Solomon

Chairman and Chief Executive Officer, The Goldman Sachs Group

SEO Scholars Program Video

Mille Hau

Vice President, SEO Scholars

& SEO Scholars Students

Remarks

Gayle King

Co-Host, CBS This Morning

SEO Scholars Students' Presentation

Fund-An-Opportunity

SEO Professional Programs Video

SEO Board Chairman Remarks

Henry R. Kravis

Co-Chairman and Co-CEO, Kohlberg Kravis Roberts & Co.

SEO Alumni Leadership Award

Presentation To:

Frank A. Baker

Co-Founder & Managing Partner, Siris Capital Group, LLC

SEO Board Member and '92 Alumnus

Michael W. Osheowitz SEO Founder's

Award Presentation To:

Marc Benioff

Chair and Chief Executive Officer, Salesforce

Closing

Henry R. Kravis

Honorees



FRANK BAKER

*Co-Founder & Managing Partner
Siris Capital Group, LLC
SEO '92 Alumnus*

Mr. Frank Baker is a Co-Founder and Managing Partner of Siris Capital Group LLC, the predecessor fund of which was formed in 2006. Siris is a middle-market private equity firm focused on deep value, control equity investments around special situations in the telecom, technology and technology-enabled business service sectors.

Prior to forming Siris, Mr. Baker was a Managing Director at Ripplewood Holdings LLC, a global private equity firm. Mr. Baker started his career in investment banking at Goldman Sachs & Co. in their Mergers and Acquisitions Group.

Mr. Baker has an M.B.A. from Harvard Business School and a B.A. from the University of Chicago. He is a Trustee of the University of Chicago, a Director of Sponsors for Educational Opportunity (SEO), a Director of Robert F. Kennedy Human Rights and an Advisory Board member of All Star Code.



MARC BENIOFF

*Chair and CEO,
Salesforce*

Marc Benioff is Chair, Chief Executive Officer of Salesforce and a pioneer of cloud computing.

Under Benioff's leadership, Salesforce is the #1 provider of Customer Relationship Management (CRM) software globally.

Benioff was named "Innovator of the Decade" by Forbes and is recognized as one of the World's 25 Greatest Leaders by Fortune and one of the 10 Best-Performing CEOs by Harvard Business Review. For his leadership on equality, Benioff has been honored by GLADD, the Billie Jean King Leadership Initiative and Variety Magazine with its EmPOWERment Award.

A member of the World Economic Forum ("WEF") Board of Trustees, Benioff serves as the inaugural Chair of WEF's Forum Center for the Fourth Industrial Revolution in San Francisco.

Benioff is the owner and co-chair of TIME, and Benioff is author of the New York Times bestseller *Tailblazer: The Power of Business as the Greatest Platform for Change*.

Benioff received a B.S. in Business Administration from the University of Southern California, where he is on its Board of Trustees.

Dinner Chair



DAVID M. SOLOMON

*Chairman and Chief Executive Officer,
The Goldman Sachs Group, Inc.*

David is Chairman and Chief Executive Officer and a member of the Board of Directors of The Goldman Sachs Group, Inc.

Previously, he was President and Chief Operating Officer and prior to that, he served as Co-Head of the Investment Banking Division from 2006 to 2016. Before that, David was Global Head of the Financing Group, which includes all capital markets and derivative products for the firm's corporate clients. He joined Goldman Sachs as a partner in 1999.

Prior to joining the firm, David held leadership roles at Irving Trust Company, Drexel Burnham and Bear Stearns.

David is a member of the Board of Trustees of Hamilton College and serves on the board of The Robin Hood Foundation.

David earned a B.A. in Political Science from Hamilton College.

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Since forming the Chairman's Council in 2016, the following ambassadors and advisors of SEO's Chairman of the Board have been dedicated, game-changing investors in the progress of young people, addressing issues and advancing the dialogue to improve access and diversity in educational and career opportunities. SEO is deeply grateful to these individuals for their commitment.

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		Paulson Family Foundation	

SEO Junior Leadership Board

The SEO Junior Leadership Board and SEO Scholars San Francisco Leadership Council, representing dedicating alumni and volunteers, focus on supporting mentoring and fundraising efforts that help further SEO's mission, while also engaging in activities to enhance their own career and leadership development. SEO thanks it members of the past year:

Tamara Cockfield <i>Analyst,</i> JP Morgan Chase	Eugene Gimose* <i>Investment Banking Associate,</i> Piper Sandler	Ashley C. Lhérisson* <i>Litigation Associate,</i> Sullivan & Cromwell, LLP	Derek Oliver* <i>Investment Banking Associate,</i> Goldman Sachs	Rafael Telahun* <i>Vice President</i> TA Associates
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SEO Scholars San Francisco Leadership Council

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		Berit Hoffman <i>VP of Product,</i> Sisu		

*SEO Alumnus/a



SEO

Seizing Every Opportunity

We propel human potential.

For over 50 years, we have been an innovator in education, mentorship, positive peer pressure, high standards, and networks to turn untapped potential into newfound greatness.

Every SEO participant is not on the same journey. Some are underserved youth with dreams of college graduation. Others are high achievers but underrepresented in the fields they seek. All are hungry for opportunity.

Opportunities make a better world for all of us. SEO programs make all the difference. No other organization has our metrics and track record.

We are creating an ecosystem of excellence: empowering individuals to move from high school through college graduation, from disadvantaged to middle class, from underrepresented interns and fellows in coveted industries to prestigious careers, from successful professionals to positions of economic influence.

We are propelling human potential.

Our participants are seizing every opportunity.

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SEO Scholars is a free, eight-year academic program that gets public high school students in New York City and San Francisco to and through college – **with a 90% college graduation rate.**

SEO ensures that our Scholars are prepared for admission to competitive colleges and experience a rich and rewarding college education.

In high school, the SEO Scholars program includes:

- Several hundred hours of SEO classes on Saturdays, after school, and during summers
- Tutoring
- One-on-One Mentoring
- Summer Enrichment Programs
- College Admissions Advising

SEO Scholars

Seizing Every Opportunity



By the Numbers:

90%

of SEO Scholars graduate from a four-year college

2,000+

high school and college students served annually

85%

of SEO Scholars are first-generation college graduates

75%

of SEO Scholars attend a school ranked as top-100 in *U.S. News & World Report*

In college, SEO supports students through the myriad challenges they may face as low-income, first-generation college students. Services include:

- College Readiness Workshops
- Individualized Academic Advising
- One-on-One Support
- Career Exploration and Networking Events

SEO Seizing Every Opportunity

For more information:
www.seoscholars.org

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SEO Career is the nation's premier program for recruiting and training high-achieving students who have been historically excluded in industries across Wall Street and Corporate America. We target Black, Latinx, and Native American college students for challenging summer internships, with **80% earning full-time job offers**. What sets us apart is a combination of coaching, training, exposure, high standards, and a powerful, lifelong alumni network.

SEO Career Internship Areas:

Asset Management, Consulting, Finance/Accounting, Human Resources, Investment Banking, Investment Research, Marketing, Operations, Private Credit, Private Equity, Real Estate, Sales, Sales & Trading, Technology, and Transaction Services



By the Numbers:

80%

of SEO Career
Interns receive
full-time
offers from
SEO partner
companies

750+

college
students in the
SEO Career
Summer Intern
Class of 2021

150+

partner
companies
offering
internships in
39 cities

7,000+

USA alumni

40+

years of
matching
talent with
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By the Numbers:

150+

Fellows in the
Class of 2021

45

SEO Law partner
firms in 13 cities
around the nation

1,700+

SEO Law
alumni

Fellows have
become: successful
lawyers, advocates,
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www.seolaw.org

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Through our annual **Alternative Investments Conference (AICON)**, we strengthen access and provide career development opportunities for professionals at every point in the investing chain by facilitating connections among historically excluded managers and limited partners, including one-on-one meetings.

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By the Numbers:

90%

of Alternative Investments
Fellows secure full-time
roles in the sector

130+

candidates in pipeline
for 2021 AIFP

50+

Alternate Investments
partner firms



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For more information:

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SEO Leadership Institute

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By the Numbers:

10,000+
Alumni Across the USA

19,000+
Alumni Around the Globe

9
Leadership Institute partners

Launched in 2020, our newest program, the SEO Leadership Institute, provides ongoing development for SEO alumni, customized for each stage of their career. There are three distinct features to the Leadership Institute: making connections, professional and personal development, and civic engagement. Our Leadership Institute develops our alumni into the leaders who will realize SEO's mission of creating a more equitable society.

Special thank you to the Robert Wood Johnson Foundation for generously funding the SEO Leadership Institute.



For more information:
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Marie-Josée & Henry R. Kravis

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extraordinary leadership as Chairman on SEO's Board of Directors.

Congratulations, David

*Patrick, Philip and the
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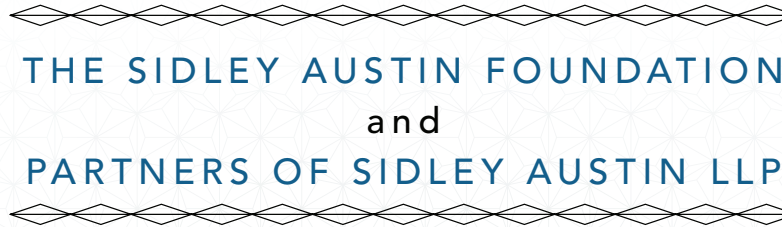
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AND

MARC BENIOFF

*Chair and CEO,
Salesforce*

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We are excited to welcome our SEO interns this summer in New York and Greater Los Angeles!

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Leslie Williams and James Attwood

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We believe in the promise of young people

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**Janice Lee &
Joseph Bae**

for their continued support of the 2021 Annual Awards
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To my friend Frank,

You inspire ^{*us*} ~~me~~ every day.

Never stop.

Fondly,

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&

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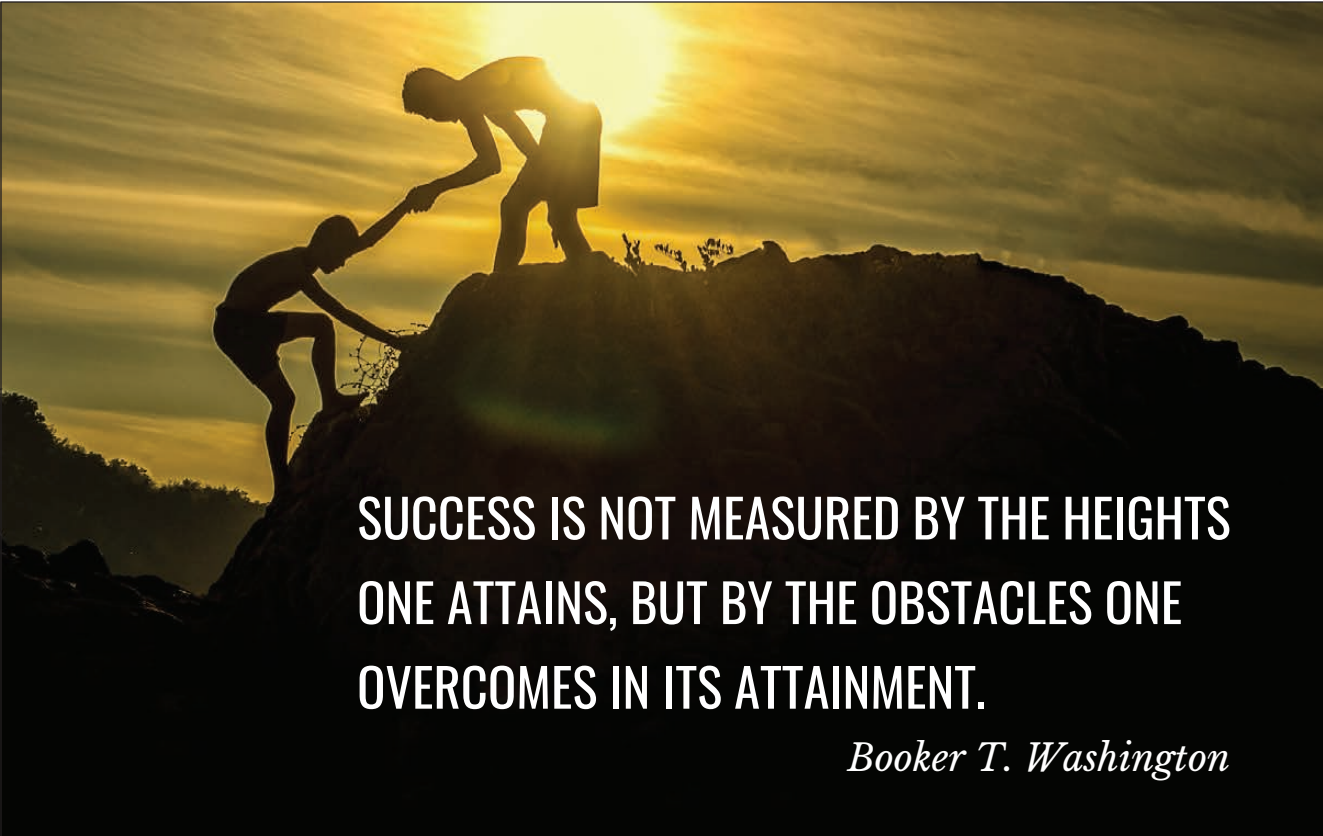
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Thanks

Susan & Joe Plumeri

for their leadership support of the 2021 Awards Dinner,
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commitment to SEO Scholars, and Joe's dedicated service
as a member of SEO's Board of Directors.

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*Co-Founder and Managing Partner,
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Marc Benioff

*Chair and CEO,
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Thank you to this year's Dinner Chair:

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*Chairman and CEO,
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Honoree

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Marc Benioff

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TP ICAP is honored to participate in the 2021 SEO Annual Awards Dinner and proud to support the ongoing success of the SEO Scholars program.

Congratulations to the SEO students, alumni and this year's honorees, **Frank A. Baker** and **Marc Benioff**.

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Kammy Moalemzadeh

for his generous support of the 2021 Annual Awards Dinner,
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2021 honorees:**

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Marc Benioff

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Honorees **Frank A. Baker** and **Marc Benioff**

We also wish to recognize SEO
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and Board Members **Chris Lee** and
Verdun Perry for their commitment
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Congratulations to
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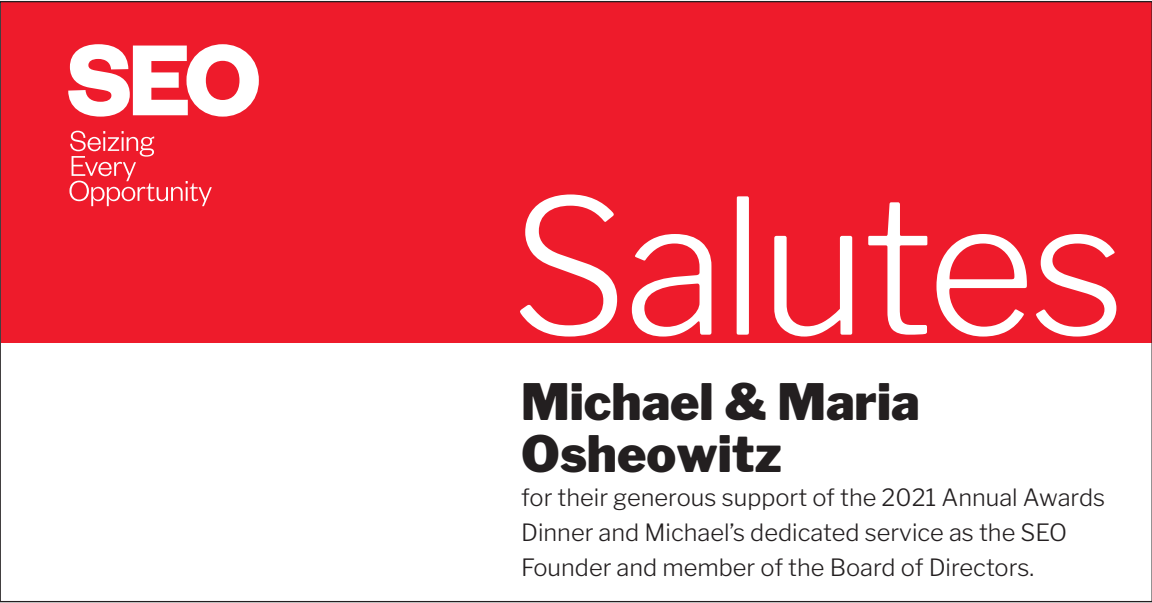
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for your leadership in providing innovative programs that close the opportunity gap for so many young people.

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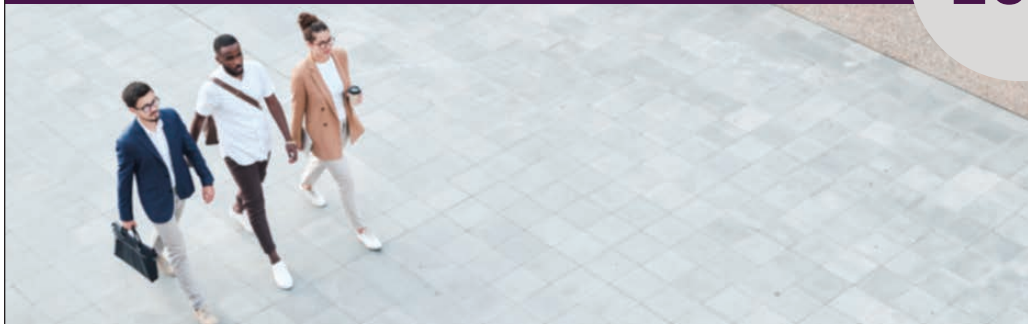
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Congratulations to this year's honorees, and thank you to SEO for your extraordinary work in bringing out the very best in our next generation of leaders.

AMY AND DAVID SORKIN

2021




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Congratulations to the
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ZMC congratulates Frank Baker on this deserved honor.

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SEO and its mission to
propel human potential
and congratulates honorees

Frank Baker
*Co-Founder and Managing Partner of Siris Capital Group
and SEO Alumnus (Career '92) and SEO Board member*

&

Marc Benioff
Chair and CEO of Salesforce





Learning is the passport to tomorrow.

We proudly support SEO, because their work helps students in underserved communities achieve their academic potential. And that means a brighter future for all of us.

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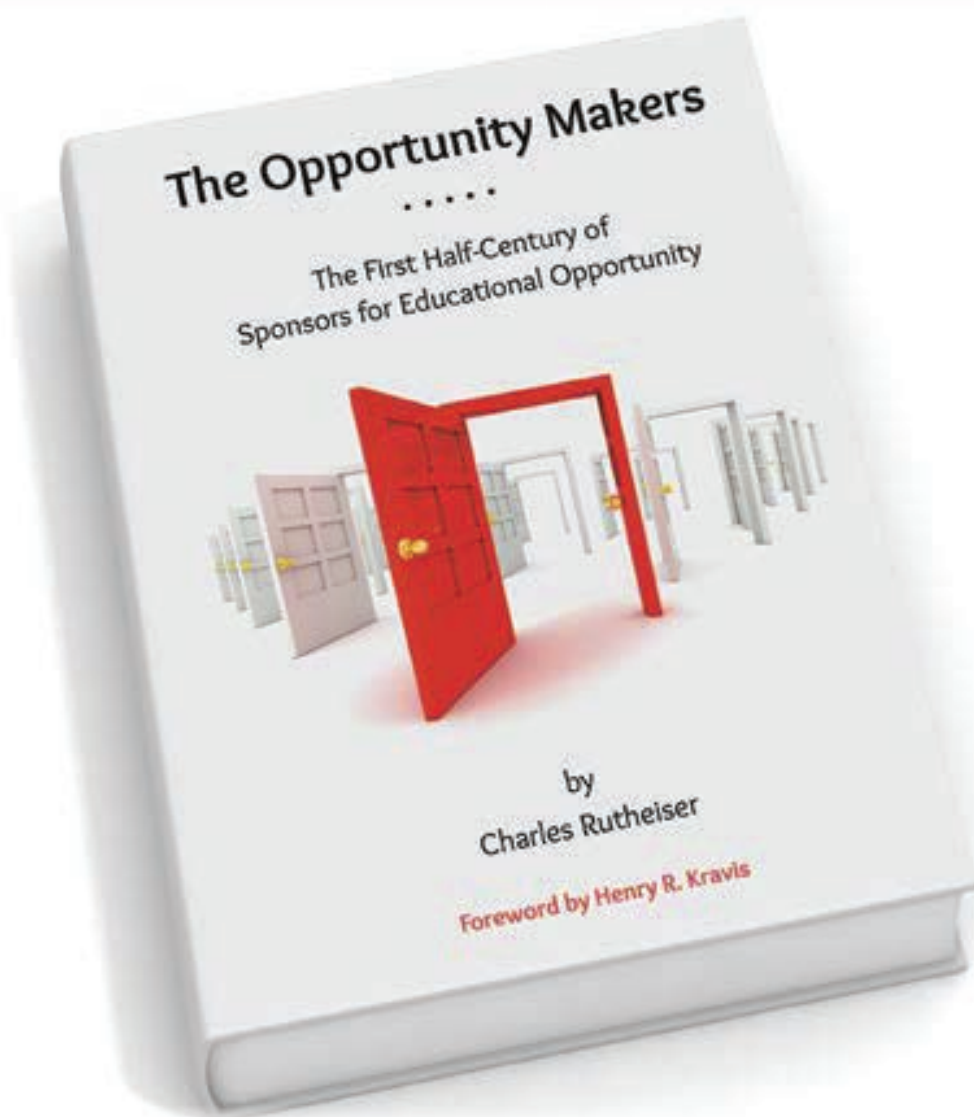
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Ben Hecht
President, Living Cities

SEO

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All proceeds will go to support SEO Scholars. #OppMakers #PayItForward

“Listening to my mentor talk about her life and her story really motivated me to create my own story; one that is just as prosperous and compelling as hers.”

—Briana K., 11th Grade SEO Scholar



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—Kenneth U., SEO Mentor



The Mentor Application opens on May 1, 2021

To learn more, visit: www.seoscholars.org/join-us/mentor

For questions, please contact Allison Casey at allison.casey@seo-usa.org



55 Exchange Place, Suite 601
New York, NY 10005
212.979.2040
www.seo-usa.org

