

Open For Business boosts its Research Advisory Board with the appointment of two new members

Dr Vivienne Ming and Paul Jansen join Open For Business' Research Advisory Board in order to further strengthen the economic case for LGBT+ inclusion.

Washington, D.C., 29 April 2019 — Open For Business, a coalition of global companies making the case that inclusive and diverse societies are better for business and essential for economic growth, appointed two new members – Dr Vivienne Ming and Paul Jansen – to its Research Advisory Board.

Dr Vivienne Ming, a theoretical neuroscientist, entrepreneur, and author, is frequently featured for her research and inventions in *The Financial Times*, *The Atlantic*, *Quartz* and *The New York Times*. Dr Ming's work on "The Tax of Being Different" calculated a financial cost of not being a straight white male¹, and she speaks frequently on her AI-driven research into inclusion and gender in business. Previously a visiting scholar at UC Berkeley's Redwood Center for Theoretical Neuroscience pursuing her research in cognitive neuroprosthetics, Dr Ming is currently a faculty member of Singularity University focusing on cognitive neuroscience and she co-founded Socos Labs, an independent think tank exploring the future of human potential. In her free time, Dr Ming has invented AI systems to help treat her diabetic son, predict manic episodes in bipolar sufferers weeks in advance, and reunited orphan refugees with extended family members. She sits on boards of numerous companies and nonprofits including StartOut, The Palm Center, Cornerstone Capital, Platypus Institute, Shiftgig, Zoic Capital, and SmartStones. For relaxation, she is a wife and mother of two.

Paul Jansen is OutRight Action International's Senior Advisor for Global Advocacy. Prior to joining OutRight International, he worked as an international consultant from Sitges, Spain, mainly on organisational and strategic reviews for LGBTIQ organisations and networks, as well as key population networks working on HIV issues. Before his consultancy work, Jansen held positions in various organizations across the globe. In Salzburg, Austria, he was the Program Director for Salzburg Global Seminar in the areas of education, nature and sustainability issues, as a side step from his LGBTIQ work. In Bangkok, Thailand, Jansen worked as organizational sustainability advisor in APCOM, the Asia Pacific Coalition on Male Sexual Health. At Hivos, he served as the Program Officer for LGBT Rights/MSM & HIV in The Hague, The Netherlands, and as Country Director of the Hivos office in Johannesburg, South Africa.

On her appointment, Dr Ming said: "The most effective advocacy today is driven by deep insights from data. That's why I'm very pleased to be working with Open For Business, an organization that is using hard economic evidence to drive change in countries where LGBT+ rights are challenged."

On his appointment, Jansen said: "I am excited and honoured to be part of Open For Business's Research Advisory Board. To advocate the economic case for LGBT+ inclusion, we need the data and thus evidence and facts that shows discrimination against LGBT+ people hurts economic interests and business development. Through the publication of innovative research that is endorsed by local LGBT+ communities, the work done by Open For Business plays a crucial role in the advancement of equality for LGBT+ people everywhere by supporting and amplifying corporate sector voices and initiatives aimed at tackling LGBT+ discrimination, marginalization and exclusion."

¹ Dr Vivienne Ming, "There is a tax on being different", *Financial Times*, July 3, 2016, <https://www.ft.com/content/1929cd86-3eb6-11e6-8716-a4a71e8140b0>

Commenting on the boost to the Research Advisory Board's bench strength, **Jon Miller, Founder and Executive Editor of Open For Business and Partner at Brunswick Group**, said: "We are delighted to have Dr. Vivienne Ming and Paul Jansen join our Research Advisory Board. They bring with them deep expertise, which will further strengthen the rigour of our research and ensure the economic case for LGBT+ inclusion is even more robust. This is especially important to us, as our work in promoting LGBT+ inclusive societies around the world is grounded in research and data. Since Open For Business was founded in 2015, we have significantly shifted the conversation about LGBT+ inclusion – it is no longer just a human rights issue, it is a business and economic one too."

- NOTES FOR EDITORS -

About Open For Business

Open For Business is a coalition of global companies making the case that inclusive, diverse societies are better for business and essential for economic growth. The purpose of the coalition is to advance LGBT+ inclusion globally, by presenting and promoting a positive economic and business case for equality of opportunity for everyone, across the world. For more information on Open For Business, please visit <https://open-for-business.org/>.

About Open For Business's Research Advisory Board

The work of Open For Business is supported by a Research Advisory Board, which provides ongoing guidance and feedback, and helps to ensure the economic case for LGBT+ inclusion is comprehensive and up to date.

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