

# ALUMNI FEATURE



## MATT BRITTON

CGS'95, COM'97

Founder and CEO of Marketing Intelligence Platform Suzy

The author of the bestselling book *YouthNation: Building Remarkable Brands in a Youth-Driven Culture*, Matt Britton is a leading expert in digital and social media and in marketing to the millennial generation. Britton launched his entrepreneurial career as a college senior at BU. From there, he built a digital and social media marketing agency, MRY, from a one-person startup to a company with over 500 employees. Britton has advised the marketing strategy of brands like Microsoft, Procter & Gamble, Ford Motors, Visa and Google. He is now the CEO of Suzy, described as “Siri for brands.” Suzy works with some of the world’s biggest brands to give business leaders real-time, on-demand feedback on their business decisions. Britton is an international keynote speaker and regularly shares his expertise at media outlets like CNBC and *The New York Times*.



## CHRISTINE MASTRANGELO

CGS'00, CAS'02

Partner and Chief of Staff at Cue Ball Capital

Christine Mastrangelo is proof that you can use a humanities degree in creative ways. After graduating from BU with an English major, Mastrangelo eventually launched herself into a career mixing business and social justice. At the venture capital firm Cue Ball Capital, Mastrangelo helps launch and support women-led and women-focused enterprises. In a recent interview with BU Today, Mastrangelo said sound investing requires multidimensional thinking: “When creating my own point of view of whether a business has long-term, sustainable durability, I think about the problem they are solving, how this resonates with their customer and audience, and if this is expressed in the most efficient and effective way. I am happy that my studies of the humanities and literature at BU lend to my work now.”



## ADANTA AHANONU

CGS'08, QUESTROM'10

Site Director at Year Up

Adanta Ahanonu works for a national nonprofit that empowers urban young adults with the skills and support to attain professional careers and higher education. As a site director, Adanta oversees her site’s activities, growth strategy, and performance. Adanta started her career in a different direction—studying international relations at Boston University and going into the future leaders training program at Hanover Insurance Group. Adanta worked in a consulting role in the IT department and took full advantage of Hanover’s emphasis on employee community service. She found that she enjoyed mentorship and volunteering, and eventually she “fell in love” with Year Up. In an interview with BU Today, Ahanonu advised students, “There are so many wonderful organizations and nonprofits—the main piece is figuring out which one best fits the work you’re most passionate about.”



## FABIEN COUSTEAU

CGS'89, MET'91

Aquanaut, Oceanographic Explorer and Documentary Filmmaker

Fabien Cousteau brings the beauty of underwater habitats to viewers around the world. He has produced two documentary TV series, including *Shark: Mind of a Demon*. To capture footage of the sharks in their natural state, Cousteau operated a 14-foot submarine that looked and moved like a shark. In 2014, Cousteau spent 31 days 60 feet below the surface of the Atlantic Ocean, completing scientific research on issues like climate change and pollution. Cousteau then founded the Fabien Cousteau Ocean Learning Center to restore the world’s water bodies through active community engagement and education. “The ocean is our lifeblood,” he said in an interview with CGS. “It dictates climate change, viability, fresh water, cultivation, farming, and energy—all the things we depend on. Without more knowledge of our ocean world, we really don’t know much about ourselves.”