

M. YASMINA MCCARTY

GreenMango

Co-Founded with Nandini Narula

2008 Global Fellow



BIG BOLD IDEA

Deliver the power of online marketing technologies to low-income entrepreneurs in developing countries, enabling them to grow their businesses and increase their income.

ORGANIZATION OVERVIEW

GreenMango levels the playing field for poor entrepreneurs by providing an affordable, accessible marketing platform that is designed to help small entrepreneurs in developing countries grow their businesses. Launched in Hyderabad, India, GreenMango gives them access to new sales channels, enables them to market their businesses to new customers, and validates their work through the reviews of their past customers. The platform centralizes credible information and its multiple access points (internet, in-person, and SMSReach clients across all income segments).

PERSONAL BIO

Yasmina McCarty is the co-founder and CEO of GreenMango, a social enterprise in India that helps low-income entrepreneurs grow their business. She currently works at the GSM Association as a Manager for the Mobile Money for the Unbanked Program. In this role, she supports mobile network operators in emerging markets as they develop their mobile money services. Previously, Yasmina spent nearly five years in the microfinance sector, working with microfinance organizations in LAC, South Asia and Africa. Yasmina started her career in marketing, developing advertising campaigns and corporate brands. She holds an MBA from London Business School and Columbia Business School and a BS cum laude from Northwestern University. Yasmina is a TEDIndia Fellow (2009), Echoing Green Fellow (2008), and Cartier Women's Initiative Laureate (2007).

Organization/Fellow Location

Miami, US

Impact Location

Asia

India

Organization Structure

For-profit

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