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UP-AND-COMERS

SAVER BROKER MARKETER



Priya Haji SAVEUP

The serial social entrepreneur, 42, got into business as a teenager in Texas, helping her father build a free health clinic. In 2004 the Stanford grad founded World of Good, which sold products made by women in more than 70 countries; eBay bought it in 2010. Her current company, SaveUp (founded in 2011), is a gamelike site that links to users' financial accounts and awards points for saving money and paying down debt. Points give users a shot to win \$2 million, cars, vacations and gift cards. SaveUp has raised nearly \$7 million and has helped members bank \$149 million and pay off \$122 million in debt.



David Tobin MISSION CAPITAL ADVISORS

The Syracuse English major won his first job in Dime Bancorp's distressed real estate group in 1992 after talking with the hiring manager about writers Charles Bukowski and Jerzy Kosinski, a shared interest. Tobin, 42, started his own distressed real estate loan brokerage, Mission Capital, in 2002 in a SoHo loft. (Neighbors: indie record labels and Keith Richards' business manager.) Today Mission uses its digital platform to enable 35,000 active clients to bid and conduct due diligence on \$40 billion in loans a year. Now based in Tribeca, Mission has logged \$60 billion-plus in financing and sales overall.



Amy Jo Martin DIGITAL ROYALTY

Martin, 33, got her start in sports p.r. with the NBA's Phoenix Suns, introducing players and sponsors to social media. The Arizona State alum launched Digital Royalty in 2009 to develop social media strategies for teams, leagues, athletes and brands. First client: Shaquille O'Neal, whom Martin helped pull in 6.4 million Twitter followers. Digital Royalty generates seven figures in annual sales through retainer fees, its cut of social media endorsements and Digital Royalty University, which provides social media training. Current clients: DoubleTree, Fox Sports, Hard Rock Hotel & Casino and Zappos' Tony Hsieh.