

# Triple Bottom Why



## Marissa Feinberg

Advancing new ideas and connecting people, Marissa Feinberg is Founder and Chief Storyteller of [Triple Bottom Why](#). Marissa's ["triple bottom why"™ method aligns her clients' Whys with their organizations and audiences; identifying Why also highlights values, supporting the triple bottom line: people, planet, and profit](#). Her boutique advisory offers storytelling services in sectors ranging from social and environmental impact to psychedelic health and wellness, and arts and entertainment.

Marissa also serves as fractional PR & Brand Director for [Nushama](#), driven to heal a growing mental health crisis through the evidence-led power of psychedelics. To humanize medicine, Nushama provides sustained relief from depression, anxiety, addiction and trauma-induced mood disorders with ketamine-assisted psychedelic therapy. Marissa has worked with the organization from idea to inception to becoming the nation's leading ketamine therapy brand in less than three years, [earning 200+ news stories](#). [Marissa has also benefitted from this therapy and is passionate about sharing her personal story](#).

[Marissa is known for co-founding Green Spaces in 2008, one of the first coworking and events spaces in NYC, for environmental and social entrepreneurs, acquired by MissionHUB](#), becoming Impact Hub NYC. For this work, Marissa has been recognized by *Gotham Magazine's* "The List" and profiled in *Mashable*, *Crain's*, *Forbes*, *Triple Pundit*, and *NY1*, among many others. [Marissa also featured many of these organizations in her Forbes blog](#). Marissa subsequently served as Vice President, Marketing + PR, of MissionHUB, the acquirer network of Impact Hub coworking campuses in San Francisco, Berkeley, New York City, and Washington D.C., as well as the SOCAP Conference for impact investors.

[As her startup was widely featured in the media](#), and Marissa developed a passion for generating awareness for people and organizations that aligned with her values, she decided to launch Triple Bottom Why after her acquisition, supporting organizations through the power of storytelling as a growth strategy. From social design to coworking and psychedelic therapy, Marissa specializes in educating and building new, innovative markets.

Marissa raises the profile of her clients, building the platform for them to achieve their goals, whether they are raising awareness or capital. From Fortune 500 companies to Series A

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startups, Marissa and her clients have been featured in *The New York Times*, *TechCrunch*, *Mashable*, *BBC World*, *Bloomberg*, *Fast Company*, *Entrepreneur, Inc.*, *Forbes*, and *NBC*, among innumerable others.

Expanding her focus from impact to psychedelics in recent years, Marissa felt conflicted until her client Shaun Paul, CEO of the regenerative agriculture social enterprise Ejido Verde, said, “Environmental problems are human problems; it’s the people who are harming the planet.” Since April 2023, Marissa has been hosting “Psychedelics for Climate Action” events ([winter 2024 event](#), [spring 2023 event](#), [fall 2023 event](#)), questioning whether a shift in climate action can be caused by a change in consciousness and building community with leaders and enthusiasts in these sectors. Participants have mainly been sourced by her email list of 14,000 socially conscious New Yorkers cultivated from her years of hosting environmental and socially conscious events at Green Spaces and Impact Hub NYC.

[Marissa frequently gives “Articulate Your Why” talks and speaks about marketing and brand storytelling for startups and social enterprises](#) for the Social Venture Circle and NYU Entrepreneurial Institute, among others. Marissa graduated from Syracuse University S.I. Newhouse School of Public Communications with degrees in PR and marketing. She serves on the boards/advisories of Green Map, The Predistribution Initiative, Ecodeo, Entertainment for Change, NYU Stern's Annual \$300K Entrepreneurs Challenge, and The Artist Co-op. Marissa is also a SAG-AFTRA actress, represented by Take3Talent and AMT Agency.

## Email List

### Background

Mainly, environmentally and socially conscious New Yorkers who attended events at Green Spaces NY and Impact Hub NYC from 2008 - 2016.

After 2016, the same demographic has been engaged in “Articulate Your Why” talks at the Assemblage, online during the pandemic, and more recently with psychedelic-climate events, and Nushama Psychedelic Wellness campaigns.

## Mailchimp Statistics 3-22-24

**13,622 Subscribers**

40% average open rate

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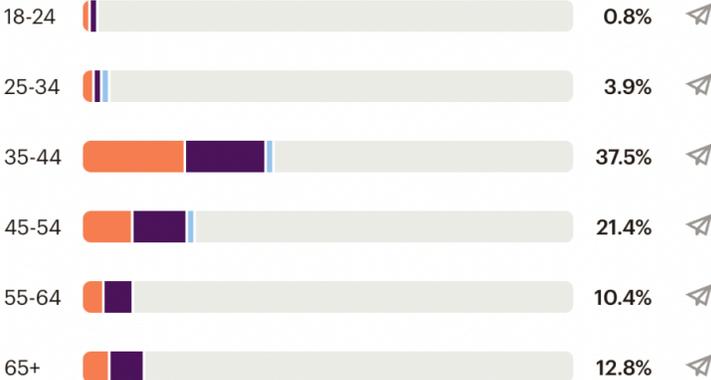
## MORE DATA

### Gender



- 44.3% Female
- 42.6% Male
- < 0.1% Another Identity
- 13.1% Unknown

### Age Range



## Email marketing engagement

Your subscribers, broken down by how often they open and click your emails.

**9%** **Often**  
Your percentage of subscribers who are highly engaged and often open and click your emails.

**47%** **Sometimes**  
Your percentage of subscribers who are moderately engaged and sometimes open and click your emails.

**39%** **Rarely**  
Your percentage of subscribers who are not very engaged and rarely open and click your emails.

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## Top locations

Based on your contact's IP address when they interact with your **emails and signup forms**.

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1. **New York, NY**  
USA 

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2. **Brooklyn, NY**  
USA 