Marcela Sapone is the co-founder and CEO of Hello Alfred. As CEO, Ms. Sapone leads the company in its mission to make help a universal utility in every home and redefine city living. Alongside her co-founder, Jessica Beck, she holds the distinction of presenting the first women-led company to win first prize at the TechCrunch Disrupt SF Startup Battlefield competition. She writes and speaks frequently on principled leadership, human-centered technology, and her commitment to being a steward of good jobs and meaningful work. One of the first founders in the sharing economy to advocate for fairly compensating service workers by hiring them as W-2 employees instead of freelance contractors, she has worked with the US Department of Labor and the White House under the administration of President Barack Obama, as well as The Brookings Institute and The Aspen Institute's Economic Opportunities and Financial Security program. Her writing has appeared in Forbes, Quartz, and Recode, among other publications.

Named one of Goldman Sachs’s “most intriguing entrepreneurs,” Ms. Sapone has been nominated for the Financial Times’ ArcelorMittal Boldness in Business Award, included in Fast Company’s Most Creative People list, and featured as the face of Consumer Tech in Forbes 30 Under 30.

Marcela Sapone holds an M.B.A. with distinction from Harvard Business School. Prior to founding Hello Alfred, she began her career as a consultant at McKinsey & Company before working in private equity and co-creating WHITESPACE, a seed-stage venture fund.