



Black Panther Movie Screening Brings Atlanta Tech Founders Together



Joseph Ugalde
Internal Communications Content Manager

Published 1/12/2023

Clients, prospects and partners are accustomed to seeing exceptional accomplishments when they engage with SVBers. Still, it's not every day that actual superheroes are involved. Such was the case on November 10, when SVB's Atlanta-based Startup Banking team hosted a private screening of Marvel Studio's film "Black Panther: Wakanda Forever" for founders at an intimate local theater a day before it opened to the public.



Jaisa Gooden welcomes early arrivals at the “Black Panther: Wakanda Forever” screening

Vice President of Startup Banking Jaisa Gooden hosted the event, with support from Administration Manager Jaqueline Sandy.

“Jackie and I were talking about the movie coming up,” said Jaisa. “And I had already been anticipating it because of my involvement with SVB at AfroTech and knowing that the movie premiere was happening at the same time. I was considering doing a Black Panther screening in Austin with the 10 Atlanta founders that I brought out there for AfroTech and the other SVB clients and SVB members that were going to be there, but I was a little overwhelmed at the idea of trying to plan a movie premiere in a city I didn’t know well. And then Jackie suggested, ‘Why don’t we do it in Atlanta before you go out there for AfroTech?’”

The plan then came together, with Jaisa promoting the event and Jackie managing logistics. “It was really just teamwork across both of our groups and a lot of persistence,” said Jaisa. “I also have to thank Director, SVB Startup Banking Rochelle Stewart from the new strategic channels team because she also played a big role in helping to make it happen.”

Jaisa Gooden joined SVB in February 2022 to lead the Startup Banking team serving pre-series A companies across Georgia, Alabama and Mississippi. In her first few months, she focused on establishing relationships and building the SVB brand. “A lot of Atlanta-based founders had the impression that SVB didn't work with early-stage companies,” she noted. “So, I've done a lot of work to reframe how people think about SVB and to help them better understand how we're going to be showing up in the market going forward.”



Before the screening, (left to right) Liquidity Solutions Chief of Staff Walter Ward III, Jaisa Gooden and Jaqueline Sandy pose with a client on the red carpet

Recalling the night of the screening, Jaisa said, “It was so fantastic. We had really bad weather that night, which was unexpected, so people were struggling to get across town in the traffic. We still had such a great turnout even in the midst of all of that, and we had not only SVB clients but also some of the major community ecosystem organizers with whom I work. Some of them even brought their kids to attend, so I got to meet their families. For other founders, it was date night with their significant other, and they were relieved not to have their kids there. So, we saw the whole spectrum of how people wanted to experience the movie. It gave me a way to have a more intimate human-

centric connection with clients. I was really happy with the outcome and how people showed their appreciation.”

Jaisa added, “This event emphasized the importance of connection beyond tech when it comes to the people who we work with because I think those common interests are the foundation of how we get to have deeper relationships in a way that's focused on community.”

Recent News

Time On, Not Time Off

[Jan 12, 2023](#)

At SVB, we pride ourselves on getting involved in the communities where we live and work and supporting the causes that align with our values. SVB is a proud member of the Pledge 1% community, a movement that encourages businesses to make a giving c...

Reimagining Your Future with Chip Conley

[Jan 12, 2023](#)

In a new year and season, we often review our past (where we've been) and outline our future (where we want to go). What if we could turn our questions into a calling? On January 23, please join New York Times best-selling author Chip Conley and SVB...

Sales Exchange Podcast Season 2 Now Available

[Jan 11, 2023](#)

Kicking off 2023 with a bang, the second season of the Sales Exchange Podcast has officially launched, with 12 fast-paced episodes now available, addressing topics ranging from "How to Deal with Crypto Questions" to "Building Your Brand Online". Des...

US Healthcare Investments Remain Healthy Despite Downturn

[Jan 09, 2023](#)

On January 6, SVB released its annual Healthcare Investments and Exits report, taking a deep dive into the capital allocation trends driving the Healthcare and Life Sciences innovation space. The report also looks ahead to 2023, calling out critical...

2023 Wine Report to Launch with January 18 Virtual Event

[Jan 09, 2023](#)

The 22nd edition of the much-anticipated 2023 State of the U.S. Wine Industry Report will be released on Wednesday, January 18, when key findings from the report will be shared at a live, virtual event. Then: In the mid-1990s, SVB's Wine Repo...

Hot Jobs @ SVB Week of January 9

[Jan 09, 2023](#)

Be a Talent Magnet & Values Champion Below are just a few of the open positions at SVB. Find all job postings and more information on the SVB Jobs & Hiring site on The Source. 19563 Vice President II, Business Strategy & Support (Internal only) – Lo...

New SVB Badges Coming Soon

[Jan 06, 2023](#)

Throughout Q1, employees and contingent workers will receive new SVB badges. New badges are being distributed due to card readers being replaced at SVB offices globally between now and April 2023. Your badge will be available for pick up at the fron...

[See All News](#)

Well Being & You: January Edition

[Jan 06, 2023](#)

Well-Being and You is your SVB source to take action on improving your and your family's well-being. Each month we bring you important updates on your total rewards at SVB. Announcements and Reminders: 2023 United Healthcare (UHC) ID Cards 2023 Heal...