

NONPROFITS

Red Club x Cartier announces recipient of 2023 Young Leader Award

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This year's honoree goes to Dr. Bea Bakshi, a British physician who cofounded and leads "C the Signs," a platform using artificial intelligence to detect cancer early. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

French jewelry maison Cartier is sponsoring the pursuits of a newfound prizewinner.

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By way of a partnership between the brand and its Red Club x Cartier membership club which recognizes, supports and scales the impactful work of up-and-coming changemakers, a second-edition honor has been bestowed upon a bright mind. Dr. Bea Bakshi, a British physician who cofounded and leads "C the Signs," a platform tapping artificial intelligence (AI) for early cancer detection, is announced as the initiative's latest winner.

"I am thrilled to welcome the second edition of the Young Leader Award in New York and celebrate these young and passionate entrepreneurial leaders," said Walter Bolognino, CEO and president of **Cartier** North America, in a statement.

"They are a constant source of awe and inspiration."

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Created in 2021 ([see story](#)), Red Club x Cartier Young Leader Award provides one top global talent with \$55,000 in grant funding, as three runners-up bring home upward of \$10,000. The international competition is open to those ages 20 to 40 running either nonprofits or impact-focused businesses.

"Bettering Lives," Young Leader Award's 2023 theme, uplifts entrepreneurial endeavors that build more accessible, inclusive and effective healthcare solutions for underrepresented communities, according to the company. With submissions spanning 33 countries, 280 total entrants were considered this time around, the highest-ranking innovative solutions working to fulfill a timely and socially impactful purpose.

Hosted by Mr. Bolognino and Mercedes Abrama, deputy chief commercial officer at Cartier International, four finalists including Dr. Bakshi were recognized in a New York City ceremony on June 14.

RED CLUB x Cartier has announced Dr Bea Bakshi, founder of C the Signs, as the winner of the

2023 edition of the Young Leader Award at the annual ceremony held in New York.

<https://t.co/G9fwXutrNJ> pic.twitter.com/g3XaKKr2bG

Cartier (@Cartier) June 16, 2023

The U.K.-based Red Club x Cartier titleholder employs AI to prevent patients from developing the disease, identifying those at risk in the earliest stages possible, rendering the success of subsequent treatments more likely.

Dr. Bakshi is not only earning monetary support but will receive additional mentorship from programming partners Georgetown University and Howard University. The champion can also look forward to ad hoc coaching and mentoring sessions conducted by Red Club x Cartier networks.

"It was an absolute honor and joy to participate in this year's Red Club x Cartier Young Leader Award as an academic partner," said Anthony Wilbon, dean at Howard University School of Business, in a statement.



Dr. Bakshi is Red Club x Cartier's 2023 Young Leader. Image courtesy of Cartier

"All of the entrepreneurs have businesses that are impactful to underserved populations in so many ways across the globe," Mr. Wilbon said. "I am impressed with the passion displayed through their innovative solutions to important social problems in the health care industry.

"I look forward to hearing great things coming from all these young leaders and their businesses and offer congratulations to this year's award winner."

Tatiana Fofanova, cofounder and CEO of Koda Health, Neha Verma, CEO of Intelehealth, and Prabhdeep Singh, founder and CEO of Red Health are among this round's runners-up, taking their respective places among the Red Club x Cartier community, which ensures access to networking opportunities and events orchestrated by the awarding organization.

"I have met a great number of young entrepreneurs in my life," said Jeff Reid, entrepreneurship initiative director at Georgetown University, in a statement.

"I'm not sure I've ever seen a more impressive group than the four Red Club Cartier Young Leader Award finalists," Mr. Reid said. "The impact of their entrepreneurial leadership in their respective organizations is already mind-blowing, and it leads me to be quite optimistic for the future."