

October 17 – 19, 2021

The Conrad Hotel, Washington, DC



SUNDAY, OCTOBER 17

Summit Convening: A Dialogue on Belonging with CEOs of SHRM & The Aspen Institute



DANIEL R.
PORTERFIELD

President and CEO,
The Aspen Institute

Daniel R. Porterfield is President and CEO of the Aspen Institute, a global nonprofit organization committed to realizing a free, just, and equitable society. He has been recognized as a visionary strategist, transformational leader, devoted educator, and passionate advocate for justice and opportunity.

At the Aspen Institute, Porterfield has worked to build upon the organization's legacy of societal influence and commitment to human dignity while positioning it for a future where it can make its most profound and lasting impacts.

In recent years, the Institute has launched new initiatives focused on criminal justice reform, science and society, economic inclusion, grassroots and community leadership, and more. In the Roaring Fork Valley of Colorado, where the Institute was founded and where it maintains its Aspen Meadows campus, it has broadened its partnerships with the local community through the Hurst Community Initiative and deepened its connection with its aesthetic and cultural heritage through the creation of a \$20 million educational facility and creativity corridor celebrating the works of Bauhaus master Herbert Bayer, one of the founders of the Aspen Institute.

To respond to one of the most urgent challenges of our time, the Institute created the Aspen Partnership for an Inclusive Economy (APIE) in 2019 with a founding partner, the Mastercard Center for Inclusive Growth, and a \$26 million multi-year commitment from Mastercard. Through APIE, the Institute is bringing together its networks and programs with a diverse range of public, private, and nonprofit leaders to help reconstruct our global economy so that it drives greater security, opportunity, and resilience for all.

Prior to leading the Aspen Institute, Porterfield served for seven years as the President of Franklin & Marshall College, a national liberal arts college founded by Benjamin Franklin in 1787. Under his leadership, Franklin & Marshall set records for applications, fundraising, and fellowships; developed cutting edge new centers for student wellness, career services, and faculty excellence; and constructed a new athletics stadium and visual arts center.

Porterfield led Franklin & Marshall in the development of the Next Generation Initiative talent strategy, through which the College strengthened its academic excellence and competitiveness by tripling its percentage of incoming low-income students and more than doubling its percentage of domestic students of color. For this work, Porterfield and Franklin & Marshall received national recognition and visibility, including high-profile coverage in The Washington Post and The New York Times, on the PBS NewsHour, and at several White House summits of educational leaders. The Next Generation Initiative also helped to galvanize the creation of a national project of the Aspen Institute's College Excellence Program, the American Talent Initiative (ATI). Funded by Bloomberg Philanthropies, the ATI has a national goal of enrolling 50,000 more high-achieving low-income students in leading institutions by 2025.

Before assuming the presidency at Franklin & Marshall, Porterfield served as Senior Vice President for Strategic Development and as an award-winning professor of English at his alma mater, Georgetown University. In this role, he led Georgetown's institutional positioning, strategy formation, communications, government relations, community relations, and intercollegiate athletics. He also spearheaded the University's relationship with Washington, DC Public Schools and founded a number of Georgetown programs for immigrant children, DC students, and marginalized youth.

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DANIEL R. PORTERFIELD

President and CEO,
The Aspen Institute

Prior to coming to Georgetown in 1997, Porterfield served for four years as communications director and chief speechwriter for the U.S. Secretary of Health and Human Services.

Porterfield has received awards and recognitions from the KIPP Foundation, the “I Have A Dream” Foundation, the Posse Foundation, and the Kaplan Educational Foundation. He serves on the National Board of Directors of Teach For America and on the board of the Education Trust, and is a former trustee of the College Board. He was named a White House Champion of Change in 2016 and was elected to the American Academy of Arts and Sciences in 2020.

Porterfield earned B.A. degrees from Georgetown and Oxford—where he was a Rhodes Scholar—and his Ph.D. from The City University of New York Graduate Center, where he was awarded a Mellon Fellowship in the Humanities and wrote his dissertation on the poetry of American prisoners. He has been awarded honorary degrees from Wake Forest University, Miami Dade College, Queens University of Charlotte, Elizabethtown College, and Mt. Aloysius College.

A native of the City of Baltimore, where he was raised by a single mother at the height of the civil rights movement, Porterfield and his wife, attorney Karen A. Herrling, live in Virginia and have three children.



JOHNNY C. TAYLOR, JR.

SHRM-SCP, President and
Chief Executive Officer, SHRM

Johnny C. Taylor, Jr., SHRM-SCP, is President and Chief Executive Officer of SHRM, the Society for Human Resource Management. With over 300,000 members in 165 countries, SHRM is the largest HR professional association in the world, impacting the lives of 115 million workers every day.

As a global leader on the future of employment, culture and leadership, Mr. Taylor is a sought-after voice on all matters affecting work, workers and the workplace. He is frequently asked to testify before Congress on critical workforce issues and authors the weekly USA Today column, “Ask HR.”

Mr. Taylor’s career spans over 20 years as a lawyer, human resources executive and CEO in both the not-for-profit and for-profit space. He has held senior and chief executive roles at IAC/Interactive Corp, Viacom’s Paramount Pictures, Blockbuster Entertainment Group, the McGuireWoods law firm, and Compass Group USA. Most recently, Mr. Taylor was President and Chief Executive Officer of the Thurgood Marshall College Fund.

He was appointed chairman of the President’s Advisory Board on Historically Black Colleges and Universities and served as a member of the White House American Workforce Policy Advisory Board during the Trump Administration. He is a Trustee of the University of Miami, Governor of the American Red Cross, and member of the corporate boards of Guild Education, iCIMS, and XPO Logistics (NYSE: XPO).

In 2020, Mr. Taylor received the Distinguished Executive of the Year Award from the Academy of Management, and he was named 2021 ALA Professional Society CEO of the Year by CEO Update.

Mr. Taylor is the author of the most anticipated book being released this fall titled, *RESET: A Leader’s Guide to Work in an Age of Upheaval*, which delivers a candid and forward-thinking vision for leaders to reimagine their company cultures in a time of global upheaval and presents data-driven strategies to make the necessary foundational reset of all things work.

He is a Fellow of the National Academy of Human Resources and is licensed to practice law in Florida, Illinois and Washington, D.C.

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CORDELL
CARTER, ESQ.

Executive Director, Socrates
Program, The Aspen Institute

Cordell brings 20 years of experience to his leadership of the Aspen Institute Socrates Program, a global education forum for leaders and Expectant Advisory, a privately-held leadership consultancy. Previous to his current roles, Cordell held leadership roles with TechTown Foundation, the Bill and Melinda Gates Foundation, Business Roundtable, National Alliance for Public Charter Schools and the IBM Corporation.

Honors include: an Eisenhower Fellowship to China; designation as a White House Champion of Change for Computer Science Education; designation as a “40 under 40” by business and civic organizations in Washington State and Tennessee; University of Notre Dame Law School alumni of the year awardee; selections as a Robert Bosch Foundation Fellow for Young American Leaders and a Broad Foundation Resident in Urban Education. Current board service includes the Alumni Council for Cultural Vistas, AIPAC National Council and the privately-held blockchain start-up Injii. He previously served on the Advisory Council for the Center for Democracy and Technology and the boards of the United Way of Greater Chattanooga, United Way of King County, Downtown Seattle YMCA and the Siskin Hospital for Physical Rehabilitation.

Cordell speaks at conferences, leads workshops and moderates panels and seminars all over the world. Recent appearances include: Congressional testimony before the US Congressional Commission for Security and Cooperation in Europe (December 2019); 2019 Horasis Conference (Las Vegas, NV); 2019 SmartCity Expo (Atlanta, GA); 2019 Concordia Summit (Bogota, Colombia); 2019 Young Leaders Academy of Macedonia (Skopje, Macedonia); 2018 Blockchain Trends Summit (Seoul, South Korea); 2018 The Wright (Golden, CO); 2018 SXSW Festival (Austin, TX); 2017 YSEALI Summit (Manila, Philippines); Confluence ROME (Rome, GA); Philadelphia Federal Reserve Bank District’s Reinventing Community Conference (Philadelphia, PA); US News STEM Solutions Leadership Summit (Dallas, TX); ACT Board of Directors Annual Meeting (Washington, DC); Council of Chief State Schools Officers Legislative Conference (Washington, DC); and the Association for Career and Technical Education’s National Policy Seminar (Washington, DC).

Cordell earned a J.D. from the University of Notre Dame Law School, a M.Sc. in Public Policy and Management Studies from Carnegie Mellon University and a B.A. in Political Science from the University of Washington.

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General Session Convening



TAWANDA
JOHNSON

Vice President, People,
The Knot Worldwide

Tawanda is currently Vice President of People at The Knot Worldwide. Tawanda oversees a team of HR Business Partners, Learning & Development, Total Rewards, and Diversity, Equity, and Inclusion. Tawanda has a diverse background having founded and managed her own HR consultancy where she guided executives at multiple companies on specific projects related to diversity and inclusion, talent management and talent acquisition strategies. She currently serves on the Board of Directors for Childsavers.

Tawanda is a sought after thought leader with almost two decades of experience in HR, she has contributed to articles found in Forbes, Glassdoor, and Fast Company. Tawanda is passionate about making workplaces inclusive and fostering true belonging.

Tawanda lives with her husband and three children in Virginia. When she’s not hanging with family and friends, shopping, or finding new restaurants, you can find her cheering on one of her children on the soccer field or volleyball court.

PANEL: Belonging & Education: Pre-K to Career Pathways



LATEEFAH
DURANT

Vice President of Innovation,
CityWorks DC

Lateefah Durant is the Vice President of Innovation at CityWorks DC, a nonprofit working to ensure young people have the work experience, social capital, and credentials needed to compete for family-sustaining jobs in our region. Lateefah previously managed over 30 Career and Technical Education programs serving 8,000 students for Prince George's County Public Schools, including its Registered Apprenticeship Program.

Lateefah holds a Bachelor of Arts from the University of Pennsylvania and a Master of Public Administration from the Maxwell School at Syracuse University. She is also an alumna of the Broad Residency for Urban Education. Lateefah currently serves a board member for the Legacy Company, a workforce development nonprofit and co-leads a faith-based initiative to improve employment opportunities for vulnerable populations. All of Lateefah's endeavors reflect her commitment to help youth and young adults discover their purpose and provide them with access to educational and employment opportunities.



DR. BRENT
JONES

Interim Superintendent,
Seattle Public Schools

Interim Superintendent of Seattle Public Schools, Dr. Brent Jones – is a leader that is dedicated to transforming and redesigning systems to generate outcomes where students thrive. With expertise in strategic planning, community engagement, change management, and human resources, Dr. Jones is a proven leader that drives progressive strategic agendas that are aligned to educational justice. He has served in executive roles with MLK King County, Seattle Public Schools, Kent School District, Seattle Colleges and Green River College. He developed the Seattle Public School District's strategy for eliminating opportunity gaps to realize racial equity for students and families. As Superintendent, his vision is to ensure students experience: 1) high quality instructional time and intellectually ambitious curriculum; 2) ample opportunities to develop their self-identity; 3) highly favorable and welcoming conditions; 4) exceeding standards and completion of college prep and rigorous courses. Jones has deep community roots and is a proud product of Seattle Public Schools and the University of Washington. He has earned Masters and PhD degrees in Education Administration from the University of Texas at Austin. He enjoys spending time with family, working out, making creative projects, and doing random acts of kindness.



MARTY RODGERS

US South Market Lead,
Accenture

Marty Rodgers is Accenture's Market Unit Lead for the US South and responsible for clients, people, offices, community involvement, and financial performance. He has strategic responsibility for integrating Accenture's services to tackle and solve clients' most complex problems. Leading more than 17,000 people in his market unit—spanning 15 states. Marty focuses on bringing continuous innovation to clients, attracting and retaining top talent and strengthening Accenture's impact in the local communities. He is also a member of Accenture's Global Management Committee and the North America Leadership Team, as well as the office managing director for the Washington, D.C. Metro Area, the company's largest office in North America.

Marty formerly led Accenture's Health & Public Service business in the Southeast, started Accenture's Nonprofit Practice and has been with the company for more than 20 years. Prior to Accenture, Marty served as a leader in the national and community service and workforce skills fields. He worked on Capitol Hill and helped write several successful pieces of legislation, including creating AmeriCorps—our domestic Peace Corps—and turning the Martin Luther King Holiday into a National Day of Service. He also served with the Diocese of Gallup, working with Native American children in New Mexico.

A frequent keynote speaker, Marty is an outspoken advocate of social responsibility and committed to inclusion and diversity. Marty previously served as executive sponsor of Accenture's African American Employee Resource Group and led the company's recruiting efforts at historically black colleges and universities (HBCU).

Marty currently serves on numerous local boards including the Greater Washington Board of Trade, United Way of National Capital Area, Federal City Council and KIPP-DC. He is a member of the Economic Club of Washington, D.C. and active on two national boards: President Bush's Points of Light Foundation and the Children's Defense Fund. He was recognized as one of corporate America's most influential black executives by Savoy Magazine, is a member of the Executive Leadership Council, and was named a 'For All' leader by Great Places to Work in March, 2020.

Marty joined Accenture in 1997 and became a partner in 2004. He earned a bachelor's degree in economics from the University of Notre Dame and an MBA from Harvard University. He currently serves on the Board as a Hesburgh Trustee and is a former Trustee and member of the Board of Fellows at the University of Notre Dame. He lives in Falls Church, VA with his wife and three children.



EUNICE TARVER

Vice President of Student
Success & Equity, Tulsa
Community College

As an executive champion with over a decade of proven experience in delivering dynamic leadership to internal and external community constituents within higher education, Eunice Tarver is lauded as a strong forward thinking leader who demonstrates the ability to develop meaningful relationships and sound strategic plans to motivate individuals to work towards achieving equitable student success.

Eunice currently leads as the Vice President of Student Success and Equity and is committed to shaping and prioritizing a transformational and holistic student experience by providing oversight, direction and support for a wide range of student focused initiatives and programs including Enrollment and Retention Services, Accessibility Resources, International Student Services, Wellness, Assessment Management, Student Life, Diversity, Equity & Inclusion, and University Transfer. Tarver's work also ensures the college stays focused on institutionalizing diversity and equity as a transformative force that promotes professional growth and academic success for all students.

During her time with the college, Tarver has served as the Northeast Campus Provost and successfully led the School of Engineering, Aviation & Public Service, the TCC Owasso and Riverside Community campus locations and the Tulsa Fire Safety Training Center.

Additionally, she has served as an Adjunct professor, Interim Dean of Student Affairs and Director of Student Development at TCC. Prior to joining the TCC team, Tarver served as the site Director of the YWCA of Tulsa's North Tulsa location. She is currently working to complete her dissertation for her PhD while also serving on a host of community boards - the City of Tulsa's Affordable Housing Trust Fund, Teach for America Greater Tulsa's Board of Directors, and the Zarrow Foundation's 1921 Race Massacre Commemoration Fund Advisory Board, to name a few. Most importantly, Tarver is proud to be a mother of 3 school agers and the wife of a Tulsa Firefighter.

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JUSTIN VIANELLO

CEO, Skillstorm

Justin is currently Chief Executive Officer of Skillstorm, a technology training organization focused on delivering certified enterprise level software engineers at scale. Justin has a diverse background, having occupied C-level roles in both public and private companies in many industries including, technology, utilities, foreign exchange and financial services. Justin has global experience, having worked in key roles in Southern Africa, Australia and the USA, and setting up operations in Europe. Justin has led three successful exits, the most recent being a large transaction in the technology industry which was closed in January 2019.

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PANEL: Belonging @ Work: Leadership & Organizational Culture



MICHAEL AKIN

President, LINK Strategic Partners

Michael Akin is a community builder and changemaker who has consistently and successfully tackled challenges by committing to the idea that doing well and doing good are not mutually exclusive. He has done so while building authentic relationships and connections locally and around the world that help people, organizations, and institutions thrive. Michael and his team have created an entire industry based around authentic “hyperlocal” engagement, and proven the market viability of a firm that does only community-serving work, generating meaningful social impact in a way that is profitable and sustainable.

Michael serves as the President of LINK Strategic Partners, a strategic communications, stakeholder engagement, and social impact consulting firm proudly based in Washington, D.C. In the last 10 years, LINK has expanded from a small local shop to a national firm with hundreds of local, regional, national, and international clients. Our world-class and diverse team of professionals ranges from 17 to 93 years of age and lead our offices in D.C., Phoenix, St. Louis, Maine, New York, and Manchester, England. Over 65% of Team LINK identifies as female, and nearly 70% are people of color, reflecting LINK’s foundational commitment to be “in and of” the communities we serve. LINK’s mission-driven work includes thousands of hours of pro bono work provided to community partners.

LINK was featured on Inc. magazine’s 2019 and 2020 Inc. 5000 list as one of the most successful and fastest growing companies in America, named Large PR Firm of the Year by the Public Relations Society of America’s National Capital Chapter, celebrated as a Best Place to Work by the Washington Business Journal, rated a Top Place to Work in PR by PR News, and recognized as Congresswoman Eleanor Holmes Norton’s Small Business of the Year. In 2020, Michael oversaw LINK’s certification as one of Fatherly’s Best Places to Work for New Dads. In 2021, LINK was awarded Mentoring Program of the Year at the prestigious PR News Diversity Awards. Michael’s community activities include serving as Chairman Emeritus of the Greater Washington Urban League board of directors. He also serves on the boards of the Greater Washington Board of Trade, The International Town Gown Association, Hugh O’Brian Youth Leadership (HOBY), Destination DC, Cultural Tourism DC, Think Local First DC, and as Chairman of the Board for the American Experience Foundation. Michael serves as a Leadership Council member for Raise DC, a Founding Member of the Washington Business Journal Leadership Trust, and as a member of Community Council for WAMU 88.5 FM (Washington’s NPR station) and the Dean’s Council at George Washington University School of Business. Michael previously served as Board President for St. Mary’s Court, a non-profit independent living facility in Washington, DC for seniors or individuals with accessibility needs.

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MICHAEL AKIN

President, LINK Strategic Partners

Michael is a featured presenter on the intersection between effective strategic communications and community engagement at major national and international conferences like those hosted by the International Town and Gown Association, the United Kingdom Town and Gown Association, the National School Public Relations Association, the Aspen Institute, and the National Urban League conference where he is invited back year after year to lead sessions and facilitate thoughtful dialogue. Michael was selected in 2020 to moderate a panel titled “Equity (Must Be) More Than A Buzzword” at SXSW EDU. Michael recently launched the LINK Changemakers Series, which features global changemakers for deep and action-oriented discussions on the issues of the day. These virtual panels regularly attract thousands of views from around the world.

Michael received a 2006 GW Award—George Washington University’s highest honor—for advancing GW’s mission in the Washington community with competence, integrity, and good will. In 2011, the Greater Washington Urban League recognized Michael with the Chairman’s Award for his work in advancing the League’s mission, and the DC City Council adopted a formal resolution naming “Michael Akin Day in the District of Columbia” to acknowledge his contributions to positive and collaborative community action. Michael was honored as Young Entrepreneur of the Year by the DC Chamber of Commerce in 2015, and in 2017 he received the prestigious Laura Lisner Award from the Lisner Louise Dixon Hurt Home for his work and advocacy on behalf of DC’s senior citizens. In 2018, the Washington Business Journal named him a 40 Under 40 honoree, and Michael received a Communitas Award for his pro-bono and service efforts. In 2019, Michael was selected by the Washington DC Economic Partnership to serve as a WeDC Ambassador to represent the city at professional conferences locally, nationally, and internationally. In 2021, Michael was presented with the Ally Award at the PR News Diversity Awards.

Prior to founding LINK, Michael was vice president of the community and government relations practice at Reingold Inc., a national communications firm headquartered in Alexandria, VA, where he played a leading role in national campaigns to combat homelessness and prevent suicide among veteran populations. Previously, Michael served as The George Washington University’s assistant vice president of government, international, and community relations.



ALEXANDER
ALONSO, PH.D.

SHRM-SCP, Chief Knowledge
Officer, SHRM

Alexander Alonso, PhD, SHRM-SCP is the Society for Human Resource Management’s (SHRM’s) Chief Knowledge Officer leader research, insights, and innovation functions, as well as the SHRM Foundation. His works have been recognized for their contribution to real-world human capital issues. They include being recognized with SIOP’s 2007 M. Scott Myers Award for Applied Research in the Workplace for developing the federal standard for learning and development of healthcare providers; a 2009 Presidential Citation for Innovative Practice by the APA for developing a competency model for team triage in emergency medicine; and the 2013 SIOP Distinguished Early Career Contributions for Practice Award for extensive applied research on the link between human resource management and organizational sustainability. Throughout his career, he has published works in peer-reviewed journals, authored several chapters on community-based change initiatives in workforce readiness, and authored books like *The Price of Pettiness* and *Defining HR Success: A Guide to the SHRM Competency Model in Practice*. Alex also serves as a columnist analyzing major trends in the workforce for *TIP* and *HR Magazine*. He has served on several professional society boards including for SIOP and the Personnel Testing Council of Metropolitan Washington Area. He is a Fellow of SIOP.



LAURA
MARISTANY

Director of External Affairs,
Bitwise Industries

As the Director of External Affairs, Laura Maristany advances the goals of Bitwise Industries to lead strategic partnerships with diverse stakeholders and identify opportunities to lift people out of systemic poverty, provide access to tech training, and create professional opportunities in underestimated cities. Leading Bitwise Industries' external affairs strategy, Laura leverages Bitwise's model and experience with opportunities to help cities build digital infrastructure while upskilling populations left out of economic mobility.

Before joining Bitwise, Laura served as Associate Director for Constructive Politics at Democracy Fund where she created and carried out the foundation's constructive politics strategy to explore what unites us, while helping institutions that govern become more diverse, inclusive, and better able to serve all Americans. Laura also has extensive Capitol Hill and policy-making experience having led advocacy and coalition building strategies as head of National Association of Latino Elected and Appointed Officials (NALEO) DC office and Executive Director of Legislative Affairs at the Hispanic Association of Colleges and Universities (HACU). In her current role, Laura helps Bitwise upskill disenfranchised people, and empower them to change their own lives—to ignite and transform the regional economies of the cities Bitwise serves.

Laura is a GMF 2018 Memorial Fellow, and a recipient of the Grand Cross of the Order of Civil Merit bestowed by the Spanish Crown. She holds a bachelor's degree in political science from the University of Puerto Rico-Mayaguez Campus and a master's degree in international commerce and policy from George Mason University.



JOHANNA
SÖDERSTRÖM

EVP & Chief People Officer,
Tyson Foods

Johanna Söderström leads all aspects of the company's global people strategy to enable its overall growth, innovation and transformation agenda. A member of Tyson Foods' enterprise leadership team, Johanna reports to President & CEO Donnie King.

Johanna brings more than two decades of experience in global people solutions, employee engagement and talent development to Tyson Foods. She most recently served as Senior Vice President, Chief Human Resources Officer at The Dow Chemical Company and oversaw the company's cultural and organizational transformation through the DowDuPont merger and spin-off.

She previously led global compensation and benefits at Huhtamaki, a global sustainable food packaging company. Her career began in Finland at Ericsson and she has also held HR roles in Germany and Switzerland.

Johanna holds a master's in economics from the Hanken School of Economics in Helsinki, Finland, as well as the Society for Human Resource Management Senior Certified Professional (SHRM-SCP) credential. She is a member of the board of Neste, the world's largest producer of renewable diesel and jet fuel from waste and residues.

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**BRENDA GERBER
VINCENT**

Vice President, Community
and Corporate Impact,
Greater Fort Wayne, Inc.

Brenda Gerber Vincent currently serves as the Vice President of Community and Corporate Impact at Greater Fort Wayne Inc. She is committed to creating quality and equity of place for all through economic development, programming and leadership.

Before joining Greater Fort Wayne Inc., she served as Vice President Mike Pence's Deputy Finance Director and was Chief of Staff to Second Lady of the United States, Karen Pence, when they served as Governor and First Lady of Indiana.

Brenda served as a Governor appointed, Indiana Bicentennial Commissioner, and serves on numerous committees and boards including, The United Front Initiative, The Board of Governors for the Richard G. Lugar Excellence in Public Service Series, AVOW (Advancing the Voices of Women), Vera Bradley Foundation, The Carriage House, Parkview Regional Hospital Board, and the "100+ Women Who Care" Steering Committee.

Brenda was the only representative from NE Indiana, appointed by Governor Holcomb, to serve on the newly created Opportunity Zones Task Force, a federal initiative to bring private-sector investments to low-income areas in Fort Wayne and NE Indiana.

Brenda is proud to be a fourth generation Fort Wayne native. She received her bachelor's degree from Indiana University, where she continues to serve on the Indiana University Board of Associates for the Student Foundation. Besides her husband and children, she considers her single greatest achievement co-founding the Carriage House, a rehabilitation facility established to restore seriously mentally ill persons to maximum social and employment functioning.

Brenda was the first woman in NE Indiana to be awarded the prestigious "Heart of Indiana - Torchbearer Award", and in 2016 received the Sagamore of the Wabash, Indiana's highest civilian honor.

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PANEL: Belonging & Economics: Pathways to Wealth Creation & Financial Security



**BEATRIZ
ACEVEDO**

CEO & Co-Founder,
Suma Wealth

Beatriz Acevedo is one of the leading inspirational voices and Latina entrepreneurs in the United States. She has dedicated her career to empowering and opening doors for the next generation of Latino leaders.

Beatriz started her career in media at a young age, first on radio and later on television. Her work earned her three Emmys, one MTV Music Award, and a Media Correspondent Award, among others. She later became a tech media entrepreneur as the Co-Founder and President of mitú, the leading digital media brand for young Latinos in the U.S. Under her leadership, she went on to raise \$50M in funding, led by some of the most successful venture capital groups in California. The mentorship initiatives that she created through her Accelerator Program, have also provided invaluable access to the next generation of multicultural storytellers, with an emphasis on female leadership. Beatriz's expertise has been to create content at the intersection of media, technology, and social impact.

Beatriz is a passionate and sought after speaker who enjoys discussions around diversity as good business, female leadership, and the economic impact of Latinos in America. Additionally, she sits on numerous boards and advisory committees.

Beatriz recently co-founded and co-chairs LA Collab, a Hollywood initiative aimed at doubling Latino representation in Hollywood, both in front and behind the camera by 2030.

Her latest startup SUMA Wealth was founded with the vision of closing the Latinx wealth gap by providing financial education via in-culture content, fintech tools, and digital experiences, all in a highly engaging wealth-building digital platform.

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BEATRIZ ACEVEDO

CEO & Co-Founder,
Suma Wealth

Board Member: 2028 Los Angeles Olympic Committee; Homeboy Industries, 9th Wonder, Marketing Agency Group; Latino Community Foundation, PocketWatch, Digital Media Studio. Advisory Boards: Annenberg Foundation, PledgeLA (Co-Chair); Delta Airlines; Los Angeles Mayor Eric Garcetti, Tech Council & MEXLA; Latino Donor Collaborative (LDC); Encantos Media. Speaking Circuit - notable engagements include: White House Summit: Latinas in the Economy; Cannes Lion Festival: Targeting the New Mainstream Economy (Latino Millennials); TED Jeffersonian Dinner: The ROI of Diversity; Duke University: Standing Out in a Crowd; Harvard University: Empowering the Latinx Identity; SXSW: Busting Bias in Media and Tech; The Power Women Summit: When Latinas are Paid Less, America Loses; Upfront Summit: Latinos, the Economic Force of the Future (with Eva Longoria & Zoe Saldana). Philanthropy: Beatriz is currently the President of her family's foundation "Acevedo Foundation." For the past 30 years, her family's foundation has focused on access to education, the arts, and economic empowerment. Personal: Beatriz resides in Santa Monica, CA with her husband, an entertainment veteran and mitú co-founder Doug Greiff. Both are proud parents to bicultural and bilingual teenage twins, Isabela and Diego.



BEN CARSON, JR.

Co-founder and Partner,
FVLCRUM Funds

Mr. Carson is Co-Founder and Partner at FVLCRUM Funds, a CRA Eligible Lower-Middle Market Private Equity firm based in Washington DC, where he is responsible for the overall strategy of the company and its portfolio. FVLCRUM is one of the few minority-owned private investment firms in the country and targets transactions between \$10-40 million backing proven executive teams leading highly scalable businesses. The fund exclusively invests in minority owned businesses with the goal of creating generational wealth for the executive teams and substantial economic opportunity for minorities.

Prior to founding FVLCRUM, Mr. Carson was Co-Founder and Partner at Interprise Partners, where he continues to serve as Chairman. Interprise Partners is a leading lower-middle market private equity firm with expertise in Minority Business investment. Prior to Interprise, Mr. Carson served in an executive capacity at The Warner Companies, a middle market financial services and consulting firm, where he advised companies on mergers and acquisitions, capital structuring, capital raises, investments, risk management and strategic planning.

Mr. Carson has also been involved in several political initiatives and served on the board of Carson America, the presidential campaign of Dr. Benjamin Carson, in 2016-17. Mr. Carson continues to be actively involved in political initiatives in Washington, DC to support entrepreneurship, workforce development, and minority- and women-owned businesses.

In 2015, the Carson Family established their Single Family Office, Floreat Park, where Mr. Carson serves as head of the Investment Committee and on the Executive Committee.

Mr. Carson earned a Bachelor of Arts degree in Psychology with a minor in Entrepreneurial Leadership from Tufts University. He is a 2019 AEI Scholar and also the recipient of Baltimore's 35 Under 35 award, the Envest Foundation's 40 Under 40 award, Franchise Journal's MBE Titans, Washington Life's 40 Under 40, and DCA Rising Stars of GovCon. Mr. Carson is dedicated to community involvement and serves on several boards, including Tufts University (Tufts Entrepreneurship Center), Young Presidents Organization (YPO), the Minority Wealth Commission, Mt. Washington Pediatric Hospital Foundation Board, and The Carson Scholars Fund.



**TIFFANY
EUBANKS-
SAUNDERS**

Managing Director, Head of
Diverse Segments, Tennessee
Market Executive, Bank of
America – Private Bank

Tiffany Eubanks-Saunders serves as the Head of Diverse Segments for the Private Bank business at Bank of America Corporation. Reporting to the President of the Private Bank, Tiffany is responsible for leading strategies that cultivate business development with traditionally underserved client segments such as women, people of color and the LGBT+ community.

Tiffany also serves as the Market Executive for the Tennessee Private Bank. Under her leadership, the market has achieved significant business growth, targeting high net worth families, institutional clients and prospects throughout Tennessee and Kentucky. Prior to this role, Tiffany served as the Carolinas-Tennessee Market Sales Executive for U.S. Trust, responsible for leading Private Client sales teams to drive asset acquisition and sales revenue. Before joining the Private Bank, Tiffany served as Bank of America's Supplier Diversity and Development Executive, responsible for achieving Bank of America's corporate commitment to spending \$10 Billion with diverse-owned businesses. As a result of Tiffany's leadership, Bank of America was the first financial services institution inducted to The Billion Dollar Roundtable for Supplier Diversity in 2014.

Since joining Bank of America in 1993, she has held various positions in Consumer and Retail Banking, Global Banking and Markets, Global Technology and Operations, Corporate Finance, as well as Global Marketing and Corporate Affairs.

She is involved in wide variety of professional and civic organizations, including the Executive Leadership Council (ELC) and the National Minority Supplier Development Council Board of Directors. Additionally, Tiffany serves on Executive Advisory Councils for both the North Carolina A&T State University – Deese College of Business Executive and the Tennessee State University School of Business. Among other honors, Tiffany has been recognized as a Top Woman in Business by the Charlotte Business Journal. And, in 2019, Oprah Winfrey honored Tiffany with the prestigious UNCF Maya Angelou "Women Who Lead" award.



**CARMEN
ORTIZ-MCGHEE**

Chief Operating Officer,
National Association of
Investment Companies

Carmen Ortiz-McGhee is the Chief Operating Officer of the National Association of Investment Companies (NAIC), the trade association and largest network of diverse-owned private equity firms and hedge funds. The NAIC's membership is comprised of more than 135 members managing over \$250 billion in institutional capital. As Chief Operating Officer, Carmen provides strategic oversight over all NAIC programs and initiatives, and manages the organization's key industry alliances and corporate partnerships.

Prior to joining NAIC, Carmen served as Senior Vice President at Aon plc. In this role, she was responsible for driving growth across all risk and health product lines in the Mid-Atlantic. Carmen guided the turnaround of the sales team, improved culture and performance, and pushed the team to its highest revenue generation and overall best performance in over a decade. Carmen also served as a member of Aon's Diversity & Inclusion Committee. In 2014, she was tapped as one of Business Insurance Magazine's Top 25 Women to Watch.

Before joining Aon, Carmen was Vice President of Investor Relations for a boutique real estate private equity firm with \$1 billion in assets under management. Prior to her time in real estate private equity, Carmen spent her career leading a variety of national nonprofits that advocate on behalf of ethnically diverse professionals, asset managers and entrepreneurs.

Previously, Carmen was President of The Marathon Club (TMC), an organization established to accelerate relationships among the best and brightest business minds in the U.S. to create enhanced wealth creation and deal flow for ethnically diverse professionals. Carmen led programs both in the US and abroad. Prior to leading TMC, Carmen created value for a number of non-profit organizations. In her various roles at these organizations, Carmen led corporate fundraising strategies; membership recruitment efforts, raising the diversity and number of participants; content development, innovating unique approaches and managing the logistical implementation of the annual meetings, trade shows & conferences.

Carmen is a passionate advocate for diverse and women-owned businesses and regularly speaks at conferences and events on various issues related to empowerment of women in business, scaling diverse businesses, authentic leadership, among others. A dean's list graduate of the University of Virginia, she currently serves as Vice Chair of the Governance & Nominations committee of the Communities in Schools national board, she sits on the Hispanics in Philanthropy PowerUp Fund Impact Cabinet, as well as on the MBA Fund I Investment Committee.



IDA RADEMACHER

VP, Financial Security
Program, The Aspen Institute

Ida Rademacher is a Vice President at the Aspen Institute, Executive Director of the Aspen Financial Security Program and Co-chair of the Aspen Partnership for an Inclusive Economy. Since joining the Institute in 2015, her work has helped catalyze a solutions-focused national discussion of how America can improve economic growth by addressing growing levels of wealth inequality, racial disparity and financial precarity among workers. Her efforts have resulted in the creation of several new cutting-edge initiatives including the Aspen Partnership for an Inclusive Economy, the Aspen Leadership Forum on Retirement Savings, Benefits²¹, the Consumer Insights Collaborative, the Expanding Prosperity Impact Collaborative (EPIC), nonprofit Leaders in Financial Technology (nLIFT) and the Reconnecting Work and Wealth Initiative. Previously, Rademacher served as Chief Program Officer with Prosperity Now (formerly CFED), and in senior research roles at the Center for Applied Behavioral and Evaluation Research at AED and the Aspen Institute Economic Opportunities Program. Her training is in economic anthropology, ecological economics and public policy.



YUEN YUNG

CMFP, CFP, Chief Executive
Officer, Caroso Group

As CEO of Casoro Group, Yuen is responsible for the overall management of operations including business development and investor relations. A true savant in his field, Yuen brings a wealth of experience across a broad-range of disciplines, among them: finance, investment management, capital raising, wealth planning, venture capital, portfolio management, alternative investments, commodities, strategic planning, leadership and training, sales and organizational structuring.

Prior to joining Casoro Group, Yuen was the founder and CEO of the franchisor How Do You Roll?, a fast-casual sushi restaurant. In 2013, he appeared on ABC's Shark Tank and received the highest investment offer in the history of the show from investor Kevin O'Leary. Yuen previously spent 13 years in the investment management and advisory industry a Managing Partner of Kenty, Yung, Ozias & Associates, where he oversaw advisors and was responsible for the capital raise and management of more than \$300 million in funds raised from high-net worth individuals, families, corporations, and charitable organizations. In his earlier years, he developed 27 commercial retail sites as an entrepreneur.

He currently sits on the board of Greater Austin Asian Chamber of Commerce and serves as Chairman, and previously the Board President of Austin-based non-profit The Thinkery and he has served on the Board of Directors for The Leukemia and Lymphoma Society. He also volunteers as a mentor for Ignite Accelerator, an Austin-based business incubator as well as Founders Firm and INCubatoredu. Yuen was named as a finalist for an Austin Under 40 award in 2013 and was honored with the Excellence in Teaching Award from The University of Texas Professional Development Center in 2006. In 2020, Yuen was awarded by Globe Street as one of the Best Bosses in the commercial real estate industry.

Yuen holds a Bachelor of Business Administration from the McCombs School of Business at The University of Texas at Austin. He is also a graduate of MIT's Entrepreneurship Masters Program and has professional certifications as a Chartered Mutual Fund Counselor (CMFC®) and Board Certified Financial Planner (CFP®). He is also a published author of two books The Blind Grind© and The Business Model Blueprint©.

PANEL: Belonging & Philanthropy: Incentivizing Belonging in a Civil Society



DARRELL BOOKER

Corporate Affairs Specialist,
Microsoft Philanthropies

Meet Darrell, your “techie’s favorite techie” who leads one of Microsoft’s most crucial racial equity commitments, the Nonprofit Tech Acceleration of Black and African American Communities, a national program designed at leveling the tech playing field for nonprofits serving our most underserved communities. Before leading this program, Darrell served in an advisory role helping the world’s largest nonprofits such as The Bill & Melinda Gates Foundation, American Cancer Society, and the Salvation Army on their digital transformation to the cloud. Darrell has served in CIO and CTO roles in the past leading teams of developers in nonprofit, primarily child welfare, and other industries such as automotive and banking. Darrell also has an entrepreneurial spirit, co-founding a tech startup for the fitness industry used in hundreds of gyms across the U.S. and Canada.



EVAN FEINBERG

Executive Director, Stand
Together Foundation

Evan is Executive Director of Stand Together Foundation, our philanthropic community’s effort to break barriers and improve lives in communities. Stand Together Foundation vets non-profit organizations across the country to select social entrepreneurs capable of helping people break the cycle of poverty. Once selected, Stand Together Foundation helps social entrepreneurs grow through management support, financial resources, and connections to the other capabilities and resources of our philanthropic community. Prior to joining Stand Together Foundation, Evan served as president of Generation Opportunity and as a program manager at the Charles Koch Institute. In 2012, Evan became one of the first millennials to run for the U.S. Congress in his hometown of Pittsburgh, Pennsylvania. Earlier in his career, Evan served as a senior aide to U.S. Senators Rand Paul and Tom Coburn and as a researcher at the Heritage Foundation. His wife, Sarah, is a former officer in the U.S. Marine Corps and a veteran of the Iraq War. They have three boys: Luke, Zack, and Jake.



**NAJMA
ROBERTS, SR.**

Director Communications & Equity,
Democracy Fund

Najma Roberts is the Sr. Director for Communications & Equity at the Democracy Fund. In this role she develops communications and DEI strategies to support the Fund's four programmatic priority areas to expand its reach, influence and increase engagement. As a senior-level communications strategist with over 18+ years experience in communications, social impact campaign development and crisis communications - she has spent a significant portion of her career positioning executive thought leadership to advance and elevate organizational reputation, policy, business, and DEI objectives.

Najma's corporate career experience includes managing multi-service consulting assignments including Hyundai Hope on Wheels, GlaxoSmithKline, and Johnson & Johnson, where she developed reputation management campaigns designed to support and elevate diversity engagement. She also served as a communications director and spokesperson for the DC Department of Health under Mayor Vincent Gray and leading nonprofits such as the Truth Initiative (formerly known as the American Legacy Foundation), and creators of the award-winning teen smoking prevention campaign, truth®, where she led diversity communications efforts to reach priority audiences with innovative public health messaging.

Najma has leveraged almost two decades of non-profit executive, media, and strategic communications expertise to provide executive-level counsel to brands, c-level executives and influencers by advising the implementation of inclusion and equity strategies to tell a cohesive story that contributes to the overall thought leadership objectives. Her work aims to build cultural competency and credibility, expand market-driven inclusion/equity, and maximize missions and visions through executive-level thought leadership, strategy development, and communications support. She leads teams that are deeply rooted in external communications, achieving impact milestones, deploying cross-functional corporate initiatives and developing external strategies to highlight the intersection of communications and equity as a reputational driver.

Najma is an alum of Hampton University and a proud resident of Prince Georges County MD, where she resides with her husband and two children.



CARYL M. STERN

Executive Director, Walton
Family Foundation

Caryl M. Stern joined the Walton Family Foundation as Executive Director after 14 years as President and CEO of UNICEF USA. Previously, Caryl served as Senior Associate National Director and Chief Operating Officer at the Anti-Defamation League, the founding director of its A WORLD OF DIFFERENCE® Institute, and the Dean of Students at Polytechnic University. A dynamic change-maker, Caryl has dedicated her career to helping others through education, compassion, advocacy and rolling up her sleeves.

Caryl's professional responsibilities have taken her to more than 30 countries, representing UNICEF USA's emergency relief efforts for children affected by disasters, including the 2010 Haiti earthquake, the 2011 East Africa drought, the Ebola and Zika epidemics and the ongoing global refugee and migrant crisis.

A sought-after public speaker on the topics of Kids Helping Kids, children and philanthropy, anti-bullying and international development, Caryl was invited to present at the White House's inaugural summit on The United State of Women and was named one of "25 Women Changing the World in 2017" by People Magazine, "20 Most Influential Moms of 2017" by Family Circle, "25 Moms We Love" by Working Mother Magazine and "Ten Women to Watch" by Jewish Women International.

She serves on the boards of directors of The Container Store and the We Are Family Foundation, in addition to being a member of the Chime for Change Advisory Board. She was selected as a recipient of the Helenka Pantaleoni Humanitarian Award from UNICEF USA in 2020 and named a Moves Power Women honoree in 2020. The recipient of five honorary Doctoral degrees, Caryl earned a Bachelor's Degree in Studio Art, a Master's Degree in College Student Personnel Administration and completed her PhD coursework in the same field.

Caryl is an activist, author, executive, public speaker, mother of three and grandmother of two.

MONDAY, OCTOBER 18



JANE WALES

VP, Philanthropy and Social
Innovation, The Aspen Institute

Jane Wales is Vice President of the Aspen Institute and Executive Director of its Program on Philanthropy and Social Innovation (PSI). The program works to inform and maximize the impact of social actors from the charitable and private sectors so that they can help solve societal problems and steward shared resources together. In so doing, these actors help build social capital and advance citizen agency, contributing to our society's capacity to adapt, solve and self-govern. PSI enhances the efficacy of these changemakers and matchmakers among them through its leadership seminars for emerging non-profit leaders and social entrepreneurs, its consensus-building convenings of foundation CEOs and individual donors, its issue-specific philanthropy conferences and its work to advance transparency, including policies for making "open" the data generated by and gathered on the nonprofit sector. PSI's thought leadership has focused on the nexus of civic engagement, citizen agency and democracy. A senior manager, Jane also leads a 12-program consortium of Aspen Institute programs that work to strengthen American democracy.

Jane is the founder of the Global Philanthropy Forum and its regional affiliates in Africa and Brazil, and the former host of the nationally syndicated National Public Radio interview show WorldAffairs. Previously, Jane served in the Clinton Administration as Special Assistant to the President and Senior Director of the National Security Council. She simultaneously served as Associate Director of the White House Office of Science and Technology Policy, where her office was responsible both for advancing sustainable economic development, through science and technology cooperation, and for developing policy for securing advanced weapons materials in the former Soviet Union. In the Carter Administration, Jane served as Deputy Assistant Secretary of state.

In the philanthropic sector, Jane chaired the international security programs at the Carnegie Corporation of New York and the W. Alton Jones Foundation, and she directed the Project on World Security at the Rockefeller Brothers Fund. From 2007 to 2008, she served as acting CEO of The Elders, chaired by Archbishop Desmond Tutu and founded by Nelson Mandela. Jane is Chair of the Board of FSG, a nonprofit consultancy; a member of the board of directors for the Center for a New American Security; and OpenCorporates. She is a Member of the Generosity Commission, to be announced in 2021.

MONDAY, OCTOBER 18

PANEL: Belonging & Governance



EMILY
DICKENS, J.D.

Chief of Staff, Head of
Government Affairs &
Corporate Secretary, SHRM

Emily M. Dickens is Chief of Staff, Head of Government Affairs and Corporate Secretary for SHRM, the Society for Human Resource Management. A member of the executive team, Emily has oversight for implementing the CEO's vision, corporate governance, global outreach, government affairs, and the organization's buildings and property. She serves on the executive board of the North America Human Resource Management Association (NAHRMA) and Secretary-General of the World Federation of People Management Associations (WFPMA), and serves as representative to the 2021 Group of 20 (G20) Employment and Education Taskforce and the Special Initiative on Women's Economic Empowerment to the Business 20 (B20).

Emily is an attorney with significant and progressive experience in government, higher education and the non-profit sector. She has served as a member of the leadership team at the University of North Carolina system, the Association of Governing Boards of Colleges and Universities and the Thurgood Marshall College Fund. Her prior roles include general counsel, chief relationship officer, senior vice president, vice president for public policy and assistant vice president for federal relations. She has also worked at Duke University and Fayetteville State University in administrative and external affairs roles.

Emily is actively engaged in board service. She is a member of the Strategic Education, Inc. HIRE Advisory Board; the North Carolina Central University Board of Trustees; the U.S. Council for International Business Board of Directors; the National Foundation for Women Legislators Board; and is Chairman of the International HBCU Task Force for Alpha Kappa Alpha Sorority, Incorporated.

She is a graduate of North Carolina Central University and North Carolina Central University School of Law.



LT. GOVERNOR
GEOFF DUNCAN

State of Georgia

A former professional baseball player and successful entrepreneur, Geoff Duncan was elected Georgia's Lieutenant Governor in November of 2018. After a successful career as a scholarship pitcher at Georgia Tech, Geoff was drafted by the Florida Marlins' organization where he spent six seasons playing baseball in the minor leagues.

Lt. Governor Duncan has established himself as a bold leader and champion for healthcare, technology, and economic development. His business experience and outlook allow him to bring a common sense private sector approach to state government.

During Georgia's 2020 legislative session, Lt. Governor Duncan was instrumental in building a historic bi-partisan coalition, which resulted in the passage of Georgia's Hate Crimes Law. Mere months before the Covid-19 pandemic struck, Geoff unveiled the Partnership for Inclusive Innovation ("PIN"), a public-private partnership that leads coordinated, statewide efforts to position Georgia as the Technology Capital of the East Coast. PIN is comprised of leaders across the state who are united by their vision to advance Georgia, and are committed to prioritizing technology advancement. PIN guides and supports pilot programs that help foster access, growth, entrepreneurship, and innovation throughout the state – charting a bold path forward for Georgia's future.

Geoff is the author of the recently published book titled, "GOP 2.0: How the 2020 Election Can Lead to a Better Way Forward for America's Conservative Party."

Notwithstanding his many accomplishments in private and public life, Geoff is most proud to be a husband, and a father of three young men.



WADE HINTON

Founding Partner,
Advisory Trail

Wade A. Hinton is an attorney, entrepreneur, and nationally-regarded expert on improving diversity and inclusion outcomes in the workplace.

Wade's two decades of experience in the private and public sectors include service as the inaugural Vice-President of Inclusion and Diversity for the Unum Group, City Attorney for the City of Chattanooga, and Deputy General Counsel for Volkswagen Group of America Chattanooga Operations. Wade is the founder of Board Connector and co-founder of Designation One - platforms connecting historically underrepresented talent to inclusive nonprofit boards.

Recently, Wade founded Hinton & Company, a business services firm with a focus on inclusion, diversity, and equity. Hinton & Company provides fractional Chief Diversity Officer services as well as bespoke leadership offerings to meet organizations where they are on their inclusion journey.

Civically, Wade serves as a board member for The Company Lab (CO.Lab) and the Chattanooga State Community College Foundation. He is a member of Omega Psi Phi Fraternity, Inc. and the Rotary Club of Chattanooga. Previous board service includes Benwood Foundation (Chair), University of Chattanooga Foundation, UTC Chancellor's Roundtable (Chair), Friends of the Festival, and many more.

Wade has been named a 2021 Top 100 Diversity Officer by DiversityFirst, one of 40 best advocates and business leaders under the age of 40 by both the National Bar Association and the Network Journal, respectively, and a Tennessee Bar Foundation Fellow. He has been awarded the Diversity Community Champion for Justice Award, the Urban League of Greater Chattanooga Whitney M. Young Award, the Chattanooga NAACP Thurgood Marshall Award, and the Tennessee NAACP 45 Under 45 Award and selected for programs such as Presidential Leadership Scholars, Leadership Tennessee, and Leadership Chattanooga. Wade was also a member of Harvard's inaugural Young American Leaders Program. His interest in foreign policy led him to be selected as a Marshall Memorial Fellow by the German Marshall Fund and was one of six Americans named to GMF Future of U.S. German-Relations Task Force.

Wade is a native of Chattanooga, Tennessee, a graduate of Emory University, The University of Memphis School of Law, and studied at Central European University in Budapest, Hungary. His most important role is being a father. He and his long-time partner Jana have one adorable daughter - Genevieve Silvia Eichel-Hinton. He also loves to travel, read, work out, and play golf when possible.



NILZA SERRANO

Board Member, The Los Angeles City
Employees' Retirement Fund

An accomplished executive and board member, Nilza's passion centers around helping businesses improve their profitability, sustainability, and market share by embracing Diversity, Equity & Inclusion (DEI) as a key element of their business strategy.

A fierce advocate for Latino and minority populations, Nilza draws heavily upon the unique set of challenges, obstacles, and lessons learned that accompanied her own journey relocating to the U.S. as a Guatemalan immigrant—and is a tireless fighter for civil rights and in educating corporations, non-profits, and public sector entities around the importance of multi-cultural voices and the enormous economic value/benefits/markets they generate.

Her extensive array of business experience includes serving as the Founder and CEO of Serrano & Associates, a consulting firm dedicated to helping today's organizations adapt to the rapidly-changing dynamics of the modern marketplace—along with 20 years of insights gained as the Founder, CEO, and Executive Producer of a breakthrough media production company, The Media Shop, that served a top-tier list of corporate clients throughout Los Angeles and beyond. In these high-profile roles, Nilza has gained acclaim for helping organizations crystallize their strategic goals, engage in effective corporate storytelling, and leverage modern communication and media platforms to deliver their brand message to specific targeted audiences.

As for Nilza's strategic advisory credentials, she currently serves as a Trustee of Trustees United, the California State University Los Angeles Foundation, and the Los Angeles City Employees' Retirement System (LACERS). Additionally, she holds Board of Directors seats with the Latino Corporate Directors Association, Association of Latino Professionals for America, Plaza De La Raza, American Lung Association (Orange County), Los Angeles Trust for Children's Health, Amanecer Mental Health Services, National Council of Architectural Registration Boards, California Architects Board (VP), Los Bomberos, Navidad en El Barrio, and Humanitarian Outreach Programs Esperanza (HOPE).



MELISSA TIDWELL

Global General Counsel,
Prosus Group

Melissa is currently Global General Counsel (Edtech) at Prosus, where she supports the core investment team and advises portfolio companies in the education technology space. Prior to Prosus, she spent time advising and angel investing in a wide range of technology start-ups ranging from Seed to Series D. She's a member of the Advisory Jury of the NYU Venture Fund and the North American Group of the Trilateral Commission. She is formerly the Vice President, General Counsel & Secretary at Reddit, Inc. where she advised on a wide range of legal and business matters and managed the company's Legal, Policy, and Communications groups. Before Reddit, Melissa was Senior Counsel at Google, advising the Product, Engineering, Business Development, and Sales teams on a variety of Google products. She started her legal practice at Debevoise & Plimpton in New York before moving to Morrison & Foerster in San Francisco. Melissa earned her J.D. from New York University School of Law and a B.A. in American Studies from Georgetown University.



**MICHAEL P.
AITKEN**

SHRM Executive Network,
Senior Vice President,
Membership, SHRM

Mike Aitken was appointed Senior Vice President for Membership in 2018 after 15 years leading SHRM's successful advocacy programs as Vice President of Government Affairs.

Mike is a leading authority on the issues important to the human resource profession and drives SHRM's membership vision, ensuring excellent member experiences, and implementing the organization's newly developed business strategy.

He applies his proven model of engagement to shape the future of work, workers and workplaces. He is an expert relationship-builder across diverse constituencies and stakeholders, always seeking out the "win-win" in every situation.

As a member of SHRM's executive team, Mike also plays a key role in setting the strategic direction of the organization, offering important counsel on SHRM's educational programs and professional development opportunities.

Prior to joining SHRM in 2003, he spent 14 years with the College and University Professional Association for Human Resources (CUPA-HR), which represents more than 23,000 HR professionals at over 1,900 higher education institutions.

In 2015 and 2016, Mike served as an employer representative on the U.S. delegation to the International Labour Conference.

Mike currently serves as a board member for OpenWork. He holds a Bachelor of Arts degree from the University of San Diego.

Exclusive Documentary Screening: The Road Trip to Belonging



SIMEON SESSLEY

Founding Partner, Advisory Trail

Simeon Sessley, serves as the Founding Partner of Advisory Trail (advisorytrail.com) which is dedicated to empowering visionary leaders engage with their frontline employees through compelling storytelling. Since founding Advisory Trail, Simeon and his team have supported leaders to create unique storytelling assets on topics ranging from new baby products launched at Walmart Health and Wellness focused on excited yet exhausted parents; to stories embedded within resilience trainings for frontline healthcare workers based upon the COVID19 experiences from clinical peers across Emergency Departments in New York City.

Prior experience for Simeon includes serving as the Executive Director within the Office of Strategy at Atrium-Navicent Health, where he and his team helped over a dozen startups work alongside top clinicians to close health disparity gaps in both rural and urban populations. The seminal work at Atrium-Navicent by Simeon and his team ultimately led to the organization winning the distinguished Health Equity Award from the American Hospital Associations. Prior to working for Atrium-Navicent Health, Simeon had a long tenure at the General Electric Company (GE), where he led a global group of 420 Innovation Coaches who were chartered to change the paradigm for introducing new products to market via apply principles from The Lean Startup. Overall, Simeon is committed to introducing leaders to new ways to transform their organizations by leveraging storytelling and is sincerely honored to have Advisory Trail digitally catalog the thoughtful reflections of our nation's top public and private sector leaders on the topics of Belonging and Thriving.

Exclusive Documentary Screening: The Road Trip to Belonging



MO FATHELBAB

Founder and President, Forum Resources Network, LLC and Co-founder, Harvard Business School Alumni Forums

Mo Fathelbab is Founder and President of Forum Resources Network, LLC and Co-founder of Harvard Business School Alumni Forums. He is author of two best-selling books, *Forum: The Secret Advantage of Successful Leaders* and *The Friendship Advantage – 7 Keys to Building Relationships that Transform Culture and Drive Productivity*.

Mo is at the forefront of creating and supporting peer groups for many leading organizations including Google, Harvard Business School and Young President's Organization.

Mo regularly speaks to groups of CEOs and their C suite. He is also a very engaging Keynote and TEDx speaker and has appeared on many TV shows and podcasts as well as in many newspapers.

Prior to that Mo served as executive director of Entrepreneurs' Organization (1991-1997) where he launched 100s of CEO Peer Groups. Mo has worked with over 20,000 CEOs and Entrepreneurs over the course of nearly 3 decades in 33 countries.

Personally, Mo is dedicated to health and fitness. He loves skiing, sailing, Yoga and stand up paddle boarding. He has completed 3 marathons, an Ironman and in 2018 placed first in USA Yoga's Midwest regional championships for men over 50 and is a member of the board of USA Yoga Federation. Mo lives in Alexandria, VA with his much better half Sally and their son Eli.



October 17 – 19, 2021

The Conrad Hotel, Washington, DC

