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CONFERENCE MANAGEMENT

Events Entertainment
Welcome to our 27th Annual Conference. Thank you for joining us and contributing to yet another sell-out event!

This year, the Professional BusinessWomen of California (PBWC) is focused on Changing the Game. What are the transformational insights and behaviors that will allow us to rewrite the rulebook? What can we do to achieve the outcome we are seeking—equal access to opportunity for all? What can we learn from women who have changed the game and achieved outsized results in their professional domains? How can we work together to carry not only ourselves but each other over the finish line?

We will hear from women who are successful game-changers themselves—what have they accomplished, and how have they accomplished it?

Venus Williams, international tennis champion, entrepreneur and best-selling author, will talk about what it took to become the first #1-ranked African-American tennis player—man or woman.

Judy Smith will share her experiences as one of the nation’s top communications experts—a distinction that gave her a role in shaping the conversation around crises ranging from the Iran-Contra investigation to the Los Angeles riots, and led Shonda Rhimes to model the hit series Scandal on Smith’s life and work.

Dolores Huerta has led a lifelong journey as a community organizer and social justice activist. She is a two-time United States Presidential Award Recipient, and continues to champion issues of public policy, social justice, and advocacy influencing thousands of young people to serve their communities.

Anne Wojcicki will speak to the rapid recruitment of participants to 23andMe’s worldwide genome studies, a bold, female-led endeavor that exponentially reduces the time and money needed to make new medical discoveries.

And of course, Congresswoman Jackie Speier is not only our organization’s visionary founder but also a game-changer. She has devoted her years in Congress to standing up and speaking out for those whose voices are too often unheard—including veterans, women and men on college campuses and in the military who were the victims of sexual assault, and children. Congresswoman Speier is tireless in her resolve and formidable in her focus on changing the game to ensure equal rights and opportunities for all.

Speaking from the main stage this year is our own game-changing Director-at-Large, Tani Girton. Chief Financial Officer for Bank of Marin. Today, she will encourage and inspire us to coach and support one another—equipping each of us with the feedback and perspective that it takes to succeed at the game as it is played today so that we can change the game for those coming up tomorrow.

Do not miss out on today’s breakout sessions. Our carefully curated roster of world-class speakers will provide you with the tools you need to make your mark on the world and change the rules.

Please continue to work to change the game for yourself and others by becoming a PBWC member. Our organization’s commitment to engaging and inspiring women to do what it takes to succeed in professional settings is steadfast and unwavering. As a member, you will benefit from outstanding programming while connecting with phenomenal, inspiring and aligned professionals who together are working to change the game and achieve equal access to opportunity for all.

Please take a moment to acknowledge each and every one of our visionary sponsors. These are the companies who are committed to changing the game both within and beyond their organizations and industries. These are the organizations that make our work here at PBWC possible. Our talented sponsor-led panel discussions will feature trailblazers Kim Stevenson, Corporate Vice President and CIO of Intel, and Pat Wadors, Senior Vice President of Global Talent at LinkedIn.

And to you, our engaged and inspired conference participants, please know that by working together we can change this game for all of us. And, in so doing, we will alter the course of history.

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2016 KEYNOTE SPEAKERS

Venus Williams
International Tennis Champion, Entrepreneur and Bestselling Author

Venus Williams is an international tennis champion, entrepreneur and best-selling author. The first African-American to reach #1 as a professional in either the men’s or women’s game, Williams has won multiple Olympic gold medals and has over 20 career titles to her name. Among her numerous accolades, Williams has been named “Sports Woman of the Year” by Sports Illustrated, profiled on CNN’s People in the News and included in Forbes’ “Celebrity 100 List.” Williams has also won ESPY awards for “Best Female Athlete,” “Best Female Tennis Player” and has been named one of Glamour magazine’s “Women of The Year.”

Judy Smith
Internationally Renowned Crisis Management Expert and Co-Executive Producer and inspiration for the hit show Scandal

Over the last 25 years, Judy Smith has brought her communication skills, media savvy, and legal and political acumen to clients facing a wide array of issues and challenges. She has worked on some of the most historic and sensational events of our time, including the Iran-Contra investigation, the prosecution of former Washington, D.C. Mayor Marion Barry, the 1991 Gulf War, the Los Angeles riots, the Supreme Court confirmation hearings of Justice Clarence Thomas, President Clinton scandal involving Monica Lewinsky, the congressional inquiry of Enron, the General Petraeus CIA scandal, the Sony Corporation hacking crisis and the United Nations Foundation and World Health Organization response to the SARS epidemic.

She has provided counsel to heads of state and executives of major corporations on matters in the Philippines, Haiti, Jamaica, Turks and Caicos Islands, and Zimbabwe. In 1991, she joined the White House with her appointment as Special Assistant and Deputy Press Secretary to President George H. W. Bush.

As a result of her groundbreaking career, Shonda Rhimes, creator of ABC’s hit series Grey’s Anatomy and Private Practice, developed Scandal, a television drama about the world of crisis management inspired by Ms. Smith. Ms. Smith serves as Co-Executive Producer of the project and provides insight and technical expertise.

Anne Wojcicki
CEO and Co-Founder, 23andMe

Anne co-founded 23andMe in 2006 after a decade spent in biotechnology. Her hope was to empower consumers with access to their own genetic information and to create a way to generate more personalized information so that researchers could better understand and develop new drugs and diagnoses.

23andMe has built one of the world’s largest databases of individual genetic information and, under Anne’s leadership, 23andMe has made significant advances in bringing personalized medicine directly to the public.

Anne graduated from Yale University with a BS in Biology.

Tani Gilston
PBWC Director-at-Large
Executive Vice President and Chief Financial Officer, Bank of Marin

Tani has more than 25 years’ experience delivering growth and performance to financial institutions. As Treasurer/FVP at Bank of the West, she founded the Women’s Connection, a grassroots organization supporting the personal and professional growth of employees through coaching, education and networking. She was a founding manager of Charles Schwab Bank and has taught finance at the college level. She serves on the Board of Directors for Junior Achievement of Northern California and volunteers to bring financial literacy to underserved K-12 school kids.

Dolores Huerta
Community Organizer and Social Justice Activist

Dolores is a two-time United States Presidential Award Recipient. She received the Medal of Freedom Award from President Obama in 2012, the highest civilian award in the United States, and the Eleanor D. Roosevelt Human Rights Award from President Clinton in 1998.

She has played a major role in the American civil rights movement. Most notably, she co-founded the United Farm Workers (UFW) with Cesar Chavez advocating for farm workers in this country. She is a founding board member of the Feminist Majority Foundation, she also serves on the board of Ms. Magazine. Numerous awards include the OHTI award from the Mexican government, the James Smithson Award from the Smithsonian Institution, and the Icons of the American Civil Rights Movement. Award bestowed to her in 2011 by the National Civil Rights Museum.

She also was named one of Ms. Magazine’s three most important women of 1997 and the Ladies Home Journal’s 100 most important woman of the 20th Century. Her most recent recognitions include her induction to the U.S. Department of Labor Hall of Fame.

As one of the most famous and celebrated Latinas in the US, Huerta has been an advocate for social justice, women’s rights, and reproductive freedom and LGBT civil rights. Through her work with the Dolores Huerta Foundation, she continues to develop community leaders and advocates for the working poor, immigrants, women and youth.

Congresswoman Jackie Speier
14th Congressional District

Jackie Speier has lived her entire life inside California’s 14th Congressional District and in April 2008 was elected to represent the district in Congress. Previously, she had served the residents of the San Francisco Peninsula while on the San Mateo County Board of Supervisors and later in the California State Assembly and State Senate. In total she has over 29 years of representative public service.

Jackie serves on the Committee on Oversight and Government Reform, where she is a Ranking Member of the Subcommittee on Energy Policy, Healthcare, and Entitlements, and the House Armed Services Committee. In January 2013, Jackie was appointed to serve as a Vice Chair of a new congressional Gun Violence Prevention Task Force that is investigating new steps Congress can take now and in the future to reduce gun violence and prevent massacres like the shooting at Sandy Hook Elementary School in Newtown, Connecticut.

Jackie routinely speaks on the House floor about men and women in our armed forces who have been raped or sexually assaulted while in the line of duty. She has also taken a lead role in improving delivery of VA benefits to Bay Area veterans. In 2012, Newsweek named Jackie to its list of 150 “fearless women” in the world.

Keynote Session Hosts

Shirley Gordon
PBWC Director-at-Large 
Vice President - Operations, State Farm Insurance Companies

Deepthi Srivastava
PBWC Director-at-Large
Senior Technical Program Manager, Google Inc.
State of Play: Breakthrough Initiatives for Women in Tech
Keynote Theater, 9:20am

More now than ever before, women are executives and mothers, breadwinners and homemakers. Despite this, the path to high-ranking careers in technology continues to be the road less travelled.

The statistics around women in technology may actually be worse than they first appear. The percentage of women working in major tech companies remains relatively consistent at around 30%.

According to a recent CNET article, “a closer look at the breakdown on women in leadership and technical roles shows significantly fewer women in positions to influence their companies’ product development or strategic direction.”

Lately, Silicon Valley has seen significant investment and innovation in diversity and inclusion initiatives that specifically aim to even out gender imbalances inside technology companies. These initiatives include programs that seek to address the issue beginning early in the pipeline, and by extending into new communities.

In this discussion, our panelists answer the question: which breakthrough strategies will change the game for women in tech by 2020?

Featuring

Kim Stevenson
Corporate Vice President and Chief Information Officer, Intel Corporation

Kim Stevenson leads more than 6,000 worldwide IT professionals who are protecting Intel’s assets, driving competitive advantage, and providing IT solutions. She also drives the Intel Network of Executive Women (INEW) as the Subcommittee Chair for External Thought Leadership and Outreach to channel her passion for engaging girls and women in Science, Technology, Engineering and Math (STEM) and speaks on the topic both internally and externally. She was recognized by STEMconnector® as a 100 Diverse Corporate Leader and 100 CIO/CTO Leader. Stevenson was named the 2015 Women of Excellence Digital Trailblazer by the National Association for Female Executives and Huffington Post’s Most Social CIO. Stevenson has over 20 years experience in the IT industry helping organizations manage data governance. Her keen interest in data led her to publish a book about how to manage data effectively in an enterprise, Managing Your Business Data. And just last year, she co-authored another book, B2B Data-Driven Marketing: Sources, Uses, Result with Ruth P. Stevens. Stevenson’s passion for women in business led her to co-lead the VMwomen initiative at VMware.

Julius Pryor III
Head of Innovation, Diversity & Inclusion, Genentech

Julius Pryor III considers diversity and inclusion strategic force multipliers that drive innovation. He leverages diversity and inclusion to drive outcomes. Before Genentech, Pryor held executive-level jobs at Johnson & Johnson (J&J), Coca-Cola Enterprises (CCE), Russell Athletic, Abbott Labs and Takeda Pharmaceuticals. He was vice president of global diversity at both J&J and at CCE. Julius is a U.S. Navy captain, surface warfare officer and instructor for the Navy Officer Leadership Development Program.

Pryor recently published his first book, Thriving in a Disruptive World: 6 Critical Concepts for Navigating the 21st Century. “In a time of disruption there are huge opportunities.”

Theresa Kushner
Vice President, Information Innovation Center, VMware

Theresa Kushner has over 20 years experience in the IT industry helping organizations manage data governance. Her keen interest in data led her to publish a book about how to manage data effectively in an enterprise, Managing Your Business Data. And just last year, she co-authored another book, B2B Data-Driven Marketing: Sources, Uses, Result with Ruth P. Stevens. Theresa’s passion for women in business led her to co-lead the VMwomen initiative at VMware.

Ms. Kushner is a graduate of the University of North Texas where she received a Master of Arts in Journalism. She serves on the board of directors for the Journalism School.

Moderated by

Dr. Beverly Daniel Tatum
President Emerita, Spelman College

A 2013 recipient of the Carnegie Academic Leadership Award, Dr. Beverly Daniel Tatum served as president of Spelman College from 2002-2015. Her tenure as president was marked by a period of great innovation and growth, leading Spelman to be consistently ranked among the top 100 liberal arts colleges in the nation.

Widely recognized as a race relations expert, she is the author of Can We Talk About Race? And Other Conversations in an Era of School Segregation (2007) and “Why Are All the Black Kids Sitting Together in the Cafeteria?” and Other Conversations about Race (1997), as well as Assimilation Blues: Black Families in a White Community (1987). In addition to her active involvement in the Atlanta community, Dr. Tatum is a member of both corporate and non-profit boards including the Georgia Power Company, Educational Testing Service, Institute for International Education, Teach for America and Smith College.
The world has become highly diverse, but many companies have not—especially when it comes to combining diversity with the inclusive culture needed to truly drive value. As a result, organizations often promote diversity while struggling to fully leverage the business benefits of a diverse workforce. Several companies have moved away from using the term “diversity” and other demographic definitions in their corporate language and programs, instead opting to focus on building inclusive cultures that ultimately beget diversity.

Inclusive environments harness the richness of ideas, backgrounds, and perspectives endemic to the organization in order to create business value, and to foster teams built on deep mutual understanding. Inclusion practices put the concept and practice of diversity into action by creating an environment of involvement, respect, and connection. At the individual level, when someone feels fully included, it comes with a strong sense of belonging, and an incredible sense of joy. At the corporate level, research shows inclusion reduces turnover, and increases altruism and team engagement.

**The Power of Belonging: Creating a Culture of Inclusion**

*Keynote Theater, 3:00pm*

Pat Wadors  
**CHRO - Senior Vice President, Global Talent Organization, LinkedIn**

Pat Wadors joined LinkedIn in January 2013 to lead its world-class talent (HR) team. In addition to hiring, retaining and inspiring top talent, Pat is also responsible for all employee-related HR programs at LinkedIn, including compensation and benefits and performance management. She came to LinkedIn from a role at Plantronics, where she was Senior Vice President of Human Resources, responsible for leading the company’s facilities and human resources programs across all of its worldwide offices. She also served as the HR Executive Advisor to Twitter. Previously, Pat also spent more than four years at Yahoo!. As Senior Vice President of Human Resources, Pat led Yahoo’s HR Business Partner function, which supported 14,500 employees in more than 17 locations. Prior to Yahoo!, Pat served as the Chief Human Resources Officer for Align Technologies and has also held senior human resource management positions at Applied Materials, Merck Pharmaceutical, Viacom International and Calvin Klein Cosmetics. She graduated with a BS in Business Administration from Ramapo College, with a major in Human Resource Management and a minor in Psychology.

Lesley Slaton Brown  
**Chief Global Diversity and Inclusion Officer, HP, Inc.**

With over 20 years of experience in the technology industry, Lesley has a unique ability to align and build strategy across organizations and to drive business outcomes within corporations, start-ups and non-profits. Coupling her global marketing, branding, communications and diversity and inclusion experience, with a deep passion for social enterprise and leadership development, she recently served as the principal investigator for the National Action Council for Minorities in Engineering (NACME) “Go West” Computing Project. This project focused on understanding how to broaden participation of underrepresented minorities in computing education and careers in the Silicon Valley and nationally. In addition, Lesley has led key efforts to address the digital divide and build sustainable enterprise in Senegal, West Africa. Lesley has twice been recognized by Black Enterprise as a Top Executive in Marketing and Advertising and by Savoy Magazine as a Top Influential Woman in Corporate America. She serves on the NACME Media and Marketing Advisory Council. As a former Big Brothers and Big Sisters mentor and Charter Co-founder and Chairperson of Volunteers For Youth, Lesley has also sat on the Board of Directors for The Boise State University Foundation, Boise State University Alumni Association, and The Idaho Black History Museum. Lesley holds a BA in Communications from Boise State University. She was an NCAA Scholarship recipient, where she lettered in Women’s Basketball.

**Moderated by**

Lori Nishiura Mackenzie  
**Executive Director, The Clayman Institute for Gender Research, Stanford University**

Lori Nishiura Mackenzie is Executive Director of Stanford University’s Clayman Institute for Gender Research, home to eminent scholars and activists forwarding gender equality. She defines the organization’s strategic direction and engages community members to drive impact with the research. Her work has been published in numerous outlets, and she speaks widely on the topics of blocking unconscious bias, women’s leadership and creating effective workplaces. She is executive editor of Gender News and the annual research magazine, upRising. Lori was on the launch team of LeanIn.org as the founding educational partner. Lori joined the Institute after working in marketing strategy and business management for 20 years at companies such as Procter & Gamble, Apple Computer, eBay, PayPal and Cadence. She is on the board of the Women’s Foundation of California and the Alliance for Girls. Lori has an MBA from the Wharton School of Business at the University of Pennsylvania and a BA in Economics from the University of California, Berkeley.
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I believe in getting more out of life.

My time is precious. Every moment counts. That’s why I chose Kaiser Permanente. My doctor is close to home, so when I go for a checkup, I can visit the lab and pharmacy, too—all in one trip. Back home, I can go online and order refills, request routine appointments, get health advice, and more. It’s that easy. This way, I have more time to spend on what matters most—life.

For more information about Kaiser Permanente, call 1-800-464-4000 or visit kp.org.
**MORNING SEMINAR SESSIONS**

**The SuperWoman’s Guide to Super Fulfillment:** Step-by-Step Strategies to Create Work-Life Balance

*Room 2001: 10:30am-11:15 am / 11:30am-12:15 pm*

Prepare your capes, SuperWomen! In this seminar we are going to find more balance in your life. As we lift off, we will identify your life roles and help you better prioritize your obligations. You will learn how to say “no” without guilt! We will also process how perfection hurts success, and how comparing yourself will diminish your SuperPowers. Upon descent, we will learn how to add happiness into your life starting today. SuperWomen will be provided tips on getting back time, giving to themselves, and finding overall life fulfillment. Let’s take flight!

**Introduced by Cady Wolf and Katy Brown, PBWC Directors-at-Large**

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**Dr. Jaime Kulaga**

**Certified Professional Coach**

Dr. Jaime Kulaga understands the complexities of women’s lives and helps to increase their self-awareness and self-esteem. She is the advocate of the under-appreciated, over-worked and un-fulfilled woman, dedicated to greatly improving and creating a gratifying enjoyable life… rather than an unfulfilling existence. As the author and founder of the SuperWoman’s Guide to Fulfillment, Dr. Jaime has taught and worked with hundreds of women, empowering them to discover their own greatness, and in turn, create a loving and gratifying environment for all those in their lives.

Through teaching at the University level, coaching and counseling individuals, couples, and businesses, she educates women, men and families to make better lifestyle decisions, steer the course of their lives, and use practical tools for deeper fulfillment and happiness. Dr. Jaime is a frequent mental health expert on TV and radio and has been featured on Forbes.com, on Maria Shriver’s blog, and in Glamour, Elle, Self, and Prevention magazines for her expertise in work-life balance and life fulfillment.

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**Unlocking Your Brilliance:** Smart Strategies for Women to Thrive in Science, Technology, Engineering, and Math

*Room 2005: 10:30am-11:15 am / 11:30am-12:15 pm*

This presentation is designed to help women better understand and overcome the social and psychological hurdles commonly experienced in male-dominated STEM fields, such as pressure, intimidation, fear, and stress. The presentation is ideal for women who are currently working in STEM professions, and for aspiring or established women business owners both in and out of STEM. Come and get inspired to remain focused and successful in STEM for the long term. Karen will share some of the hurdles she has experienced, and the associated strategies she has built through her own long career as an engineer. She will also focus on and share experiences around entrepreneurship in STEM.

**Introduced by Deepthi Srivastava and Jill Franze, PBWC Directors-at-Large**

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**Karen Purcell, P.E.**

**President and CEO, PK Electrical, Inc.**

Karen Purcell, P.E., is the founder, owner, and president of PK Electrical, Inc., a 27-person electrical engineering, design, and consulting firm with offices in Reno, NV and Denver, CO. She holds a BS in Electrical Engineering from Widener University in Pennsylvania. Karen’s book, Unlocking Your Brilliance: Smart Strategies for Women to Thrive in Science, Technology, Engineering, and Math was published in 2012. She draws on her successful engineering experience to inspire young women to enter into and remain in science, technology, engineering and math related careers with full confidence, knowing that she did it, other women have done it, and that they are unquestionably our leaders of tomorrow. Ms. Purcell has spoken to audiences across the United States and China on STEM.

Karen received the 2012 Reno Gazette-Journal’s Entrepreneur of the Year award for a medium-size company. She is actively involved in the Entrepreneurs’ Organization and has held numerous officer positions for the last nine years. Presently she is serving as Leading Director and Governance Director for the US Western Region.

Karen lives in Nevada with her husband Jeff and their two daughters, Alyssa and Sydney. She is an avid runner of half marathons and relays.

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**Getting Ahead:**

**Three Steps to Take Your Career to the Next Level**

*Room 2002: 10:30am-11:15 am*

Working hard and being good at what you do is not enough to attain the level of success you truly deserve. Two people can be equally talented and hardworking, yet one advances while the other is overlooked. What does one person have that the other doesn’t? The answer: perception, visibility and influence. Positively changing the perceptions others have of you, increasing your visibility, and exerting influence regardless of your level in the organization are the keys to getting ahead. You must take control of your future and apply the PVI model to advance your career. This presentation will help you become an invaluable – and noticeable – resource for your company. You’ve done the hard work; now learn how to reap the rewards.

- **Step 1: Power of Perception:** Create the right image by taking control of how others see you, so that their perception accurately reflects your impact on the organization.
- **Step 2: Up Your Visibility:** Increase your profile across the organization and among top management by standing out and getting noticed.
- **Step 3: Lead Through Influence:** Have impact and leverage your power to alter, change and improve situations, regardless of your position or level of authority.

**Introduced by Jill Franze, PBWC Director-at-Large**

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**Joel Garfinkle**

**Author of Nine Books, Executive Coach for 20 Years, and Keynote Speaker**

Joel Garfinkle is recognized as one of the top 50 coaches in America. He has worked with many of the world’s leading companies, including Oracle, Google, Amazon, Deloitte, The Ritz Carlton, Eli Lilly, Visa, Procter & Gamble and Starbucks.

Joel has 20 years of first-hand executive coaching experience working closely with thousands of executives, senior managers and directors. He is the author of 300 articles on leadership and nine books, including Getting Ahead: Three Steps to Take Your Career to the Next Level.

He has been featured in the national media with ABC, NPR, The Wall Street Journal, The New York Times, Newsweek, BusinessWeek, Forbes and USA Today. More than 10,000 people subscribe to his Fulfillment@Work newsletter.

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**Also from Joel Garfinkle:**

**Perception and Influence:** Two Career Advancement Strategies Employed by the Most Successful Leaders

*Room 2002: 11:30am-12:15 pm*

In this presentation, Joel Garfinkle reveals two necessary qualities that all great leaders have and use: they create an extremely positive perception of themselves throughout the company, and they know how to exert influence both internally and externally.

Influence can’t happen unless you have established and sustained a positive perception in the workplace. Once you’ve established the appropriate level of perception, you will have gained a solid reputation and foundation of respect. Influence is now possible.

Perception and influence produce valued employees and in-demand leaders capable of influencing decisions at every level of the organization.

Through practical advice, true-to-life examples and action-oriented tips, audience members will learn how to create and become elite performers who influence outcomes, contribute to major decisions and drive change for the betterment of the company. When you become equipped with an ability to create positive perception and exert influence, you will become high-impact leaders who move the organization forward.

**Introduced by Cady Wolf, PBWC Director-at-Large**
MORNING SEMINAR SESSIONS

Pitch Ninja: Persuasive Pitching & Presenting
Room 2008: 10:30am-11:15am / 11:30am-12:15pm

There is a lot more to giving a good business presentation than a slick PowerPoint deck. The Super-Awesome Presentation Program will teach participants how to properly “choreograph” their presentation for incredible impact. Attendees will learn how to master body language: from proper eye contact, to the right tone of voice, to what to do with your hands in each of three presentation “zones” including intimacy, excitement and information. This seminar is ideal for entrepreneurs, sales people or anyone who gives formal presentations to a business audience.

Introduced by Gizelle Robinson and Tani Giron. PBWC Directors-at-Large

Mike Moyer
Author, Speaker and Adjunct Professor, University of Chicago Booth School of Business and Northwestern University

Mike Moyer is the author of eight books that provide structured advice to people who want to solve specific problems like splitting equity in their startup company or delivering an awesome sales pitch. He mostly writes and speaks about business and entrepreneurship.

In addition to writing and speaking, Mike is the founder of Lake Shark Ventures, LLC, where he invests in early-stage ventures and provides consulting focused on management and revenue generation. Mike has started a number of companies including: Bananagrams, a product development and merchandising company; Moondog, an outdoor clothing manufacturing company; Vicarious Communication, Inc, a marketing technology company for the medical industry; and Cappex.com, a site that helps students find the right college. Additionally, he has held a number of senior-level marketing positions with companies selling everything from vacuum cleaners to financial data services to motor home chassis to luxury wine.

He teaches entrepreneurship at the University of Chicago Booth School of Business and Northwestern University. Mike is the author of Slicing Pie, Pitch Ninja, How to Make Colleges Want You, College Peas, and Trade Show Samurai. He has an MS in integrated marketing from Northwestern University and an MBA from the University of Chicago. He lives in Lake Forest, Illinois with his wife, three kids, and the Lizards of Oz.

Three Steps To Thought Leadership
Room 2011: 10:30am-11:15am / 11:30am-12:15pm

Most entrepreneurs and executives are so busy working in their day-to-day business that they don’t take the time or develop the knowledge needed to build their brands to the level of thought leadership. This session introduces The Marketing Mastery Pyramid® a strategic and comprehensive approach that explores the key elements of platform development, the essential actions of brand and buzz building and the content marketing activities critical for thought leadership. This session is packed with actionable information that will help any entrepreneur or executive move to the next level in their thought leadership.

Topics include:
- Assessing where you are in the pyramid & determining how to move your thought leadership to the next level
- Understanding the key strategic choices for brand building your thought leadership & choosing your best bet
- Developing a mini marketing plan to take you through the pyramid from platform development to thought leadership
- Discovering & avoiding the number one mistake people make at each level of the pyramid in creating thought leadership

Introduced by Tani Giron and Gizelle Robinson, PBWC Directors-at-Large

Karen Leland
President of Sterling Marketing Group and Author

Karen Leland is the president of Sterling Marketing Group, a branding and marketing strategy and implementation firm, where she works with CEOs and executives to create stronger personal, team and business brands. Her clients include: Apple, American Express, Twitter, LinkedIn, Marriott Hotels and others. She is the bestselling author of nine traditionally published business books which have sold over 300,000 copies and been translated into 10 languages. Her most recent book is The Brand Mapping Strategy: Design, Build and Accelerate Your Brand. Karen writes a marketing column for Entrepreneur.com and has been a keynote speaker for The Young President’s Organization, The American Management Association, The Direct Marketing Association, and others. Karen is a regular guest of the media and has been interviewed for her expertise by The New York Times, Fortune, Inc., Oprah, The Today Show, CNN, The Wall Street Journal and others.

From Inspiration to Implementation
Room 2016: 11:30am-12:15pm / 1:15pm-2:00pm

There is an insatiable demand for innovation and entrepreneurship to help individuals and companies thrive in a competitive and dynamic marketplace. However, there hasn’t been a well-charted course to help innovators move from the “rough ideas” stage to launching polished ventures. In this talk, Tina Seelig describes a new model, the Innovation Cycle, which illustrates how innovation leads to entrepreneurship. This framework captures the attitudes and actions that are necessary to foster innovation and to bring breakthrough ideas to the world.

Introduced by Cheryl A. Cornelius, PBWC Board Treasurer and Deidra Lieberman, PBWC Director-at-Large

Dr. Tina Seelig
Professor of the Practice in the Department of Management Science and Engineering (MS&E) at Stanford University, Faculty Director of the Stanford Technology Ventures Program (STVP)

Dr. Tina Seelig is Professor of the Practice in the Department of Management Science and Engineering (MS&E) at Stanford University. She is also a Faculty Director for the Stanford Technology Ventures Program (STVP), the entrepreneurship center at Stanford University School of Engineering. She teaches courses on creativity, innovation and entrepreneurship in the Dept. of MS&E and the Hasso Plattner Institute of Design (d-school) at Stanford. In 2014, Dr. Seelig was honored with the SVForum Visionary Award, and in 2009, she received the Gordon Prize from the National Academy of Engineering, recognizing her as a national leader in engineering education.

Dr. Seelig earned her Ph.D. from Stanford University Medical School in 1985, where she studied Neuroscience. She has worked as a management consultant, a multimedia producer, and was the founder of a multimedia company called BookBrowser. She has also written 17 books and games, including Insight Out, mGenius: A Crash Course on Creativity, and What I Wish I Knew When I Was 20.

Men, Business, and the Gender Equality Advantage
Room 2022: 10:30am-11:15am / 11:30am-12:15pm

For too long, we were told it was a battle of the sexes. For too long, bringing equality between women and men to our workplaces, homes and communities seemed like a zero-sum game, with women winning and men losing. Even if this were true, supporting equality would be the right thing to do. But Michael Kaufman’s work with corporations, governments, the UN, and NGOs over the past 35 years has shown this just isn’t true — if we learn to manage it right. This talk, full of Michael’s celebrated stories and humour, shows what men will gain by supporting equality. It’s a fun and positive look of our own ideals of manhood that will give practical tools to leaders to bring into their own corporations...and lives.

Introduced by Nicole Soluri, PBWC President and Board Chair and Titina Ott Adams, PBWC Director-at-Large

Dr. Michael Kaufman
Public Speaker, Writer, and Consultant

Michael Kaufman, Ph.D., is a speaker and writer focused on engaging men and boys to promote quality between men and women, promote fatherhood, and end violence against women. Over the past three and half decades, he has worked in almost fifty countries, including extensively with the United Nations, numerous governments, NGOs, businesses and universities.

Dr. Kaufman has spoken to diverse corporate audiences, including Unilever, Microsoft, PepsiCo, Accenture, HP, Deloitte, and Triumph International. He delivered a keynote talk at the Hangzhou government’s and UN Women’s 2015 conference on gender equality and corporate social responsibility, and the keynote at the United Nation’s 2016 Women Empowerment Principles event. He is the co-founder of the White Ribbon Campaign, the largest effort in the world of men working to end violence against women. He is a Senior Fellow with Instituto Promundo. He is the author or editor of eight books and his articles have been translated into sixteen languages. He is the co-author of the recent State of the World’s Fathers report.
Emotional Currency: Your Relationship with Money

3rd Floor Expo Stage: 10:30am-11:15am / 11:30am-12:15pm

Money is legal tender, but it is also emotional currency. We use money to express emotion, and we have emotional responses to money. Though we are taught to push our feelings away in order to act rationally about money, it’s impossible to do. Emotional currency teaches us that our personal, intimate feelings can actually help guide us through the money dilemmas and decisions we face – at work and in our personal lives.

As women we still have challenges in our relationship with money whether negotiating our salary, making financial decisions, spending or using money as a measure of success and self-worth. We can no longer afford to be uninformed or afraid about money matters. Understanding how we feel about money is as important to our financial well-being as knowing how to manage it. Any financial equation is stronger and truer if it includes our hearts, our relationships and our feelings, as well as our minds.

Kate Levinson, PhD
Marriage and Family Therapist and Author

Dr. Kate Levinson is a licensed Marriage and Family Therapist and holds a PhD in Clinical Psychology. She has spent more than 20 years studying the interface of money and psychology. Kate works with clients, couples and groups with a wide range of life and financial issues, in her private practice in San Rafael and Point Reyes Station, CA.

Kate is the author of Emotional Currency: A Woman’s Guide to Building a Healthy Relationship with Money, an insightful and empowering guide that offers readers – men and women alike – a profound new approach to dealing with money. She leads Emotional Currency workshops throughout the country and Women, Money, Spirit conferences in the San Francisco Bay Area.

Kate is the co-owner of Point Reyes Books and co-founder of the nonprofit Black Mountain Circle, Kate is on the board of West Marin Community Services and the advisory board of the Mesa Refuge.

Kate, a former member of the teaching and supervisory faculty at The Psychotherapy Institute and JFK University’s Graduate School of Clinical Psychology, Kate’s doctoral dissertation was on “Work Attitudes of Women with Inherited Wealth.”

Empowering Global Girls in Tech: World-Changing Apps & The Technovation Challenge

ABC7 Expo Stage: 10:30am-11:15am

As seen in CodeGirl, a documentary by award-winning filmmaker Lesley Chilcott, Technovation is a global technology entrepreneurship program for young women. By 2017, the app market will be valued at $77 billion, and over 80% of the developers creating these apps will be male. Through Technovation’s three-month curriculum, teams of girls, ages 10 to 18, work together with professional mentors to imagine, design, and develop a mobile app and business plan to address a problem within their community, then pitch their “startup” business to judges for the chance to win part of $20,000 in prizes.

This panel brings together Technovation staff, mentors, participants and alumnae to discuss how the challenge helps girls worldwide develop their self-efficacy, critical thinking and problem solving skills through creating, building and selling their ideas using technology. Participants will learn how they can support and empower girls and women in their lives to solve problems using technology.

Moderated by Kristen Sze, ABC7 News

Tara Chklovski
Founder and CEO, Iridescent

Tara Chklovski is the Founder and CEO of Iridescent, a global science, technology and engineering education nonprofit. Iridescent’s mission is to bring the world’s most cutting-edge STEM innovations to the world’s most needy children. It does this by relying heavily on scientists and engineers as well as parents. Over the past decade Iridescent has trained more than 3,000 scientists and engineers to inspire and support more than 30,000 underserved children and parents. Its two core programs are the Curiosity Machine and Technovation. Tara has an undergraduate degree in Physics, an MS in Aerospace Engineering, and is a part-time faculty member at the Aerospace & Mechanical Engineering Department at the University of Southern California.

Jessica Sharp
Account Executive, Salesforce

Jessica Sharp is an Account Executive at Salesforce. In addition to supporting a number of local and international nonprofits and social initiatives, Jessica has volunteered with Technovation for the past three years as a judge, mentor, World Pitch Council member and advocate within Salesforce. Jessica has helped Technovation recruit many additional judges, mentors and volunteers to support the program. She is a strong advocate for providing leadership and learning opportunities for girls in STEM and technology education and does everything she can to mobilize those around her to support such initiatives.

Amrita Venkatraman
Senior at Homestead High School in Cupertino, CA and Founder of the Technovation Alumnae Ambassador Program

Amrita is an avid supporter of encouraging more women to explore technology through Technovation. After her team GeekChic placed 2nd at Technovation Challenge 2013, Amrita has continued to support the organization by visiting middle schools in the South Bay to recruit participants and organizing workshops that teach the basics of coding and presentation skills. In addition to Technovation, Amrita has participated in Speech and Debate since 9th grade, and is a director for StreetCode Academy, a coding camp for youth in East Palo Alto. Amrita will be attending Stanford next fall.

Camille Colbert
Junior at the Lycée Français de San Francisco and Member of 2015 Technovation Challenge Semi-finalist Team iFrench

Camille Colbert is a junior at the Lycée Français de San Francisco. She was a member of Team iFrench, who made it to the semi-finals of the 2015 Technovation Challenge for their app, Gwap. Gwap is an application that allows the user to rent out belongings that they rarely use or to ask for specific items that they only need for a limited amount of time. Camille and her team were also highlighted as a part of the CodeGirl documentary about Technovation. Her team was filmed as they participated in the program from ideation through submission. Camille continues to support Technovation teams at her school as a mentor and through weekend hackathons.
**Leverage the Power of Social Media:**
5 Essential Tips to Propel Business Social Media Strategies

**2nd Floor Expo Coaching Corner: 10:30am-11:15am / 11:30am-12:15pm / 1:15pm-2:00pm**

Family vacation photos. Funny cat videos. Favorite recipes. We are all familiar with these visuals on our personal social media accounts. But when it comes to managing social media for business, what merits being shared? How do you create an effective social media strategy that doesn’t compromise professionalism or brand identity? In this interactive seminar, Charlotte Chipperfield will explore what it really takes to design a social media strategy that works for your company. Attendees will leave with five tips to help propel their social media strategies into action today. Introduced by Serenity Thompson, Deidra Leiberman and Cady Wolf, PBWC Directors-at-Large

**Charlotte Chipperfield**
Founder & CEO of Chipperfield Media LLC
Charlotte Chipperfield is the founder and CEO of Chipperfield Media LLC. She brings more than seven years of experience in marketing and has built a reputation as an expert and thought leader in the digital marketing space.

Prior to starting Chipperfield Media in 2014, Charlotte managed a number of sales teams in addition to developing marketing and social media strategies for a number of Fortune 500 companies.

Charlotte holds a BA from the University of Oregon in International Business and French and is a regular contributor to Women 2.0. Currently, Charlotte loves working with clients to drive increased customer engagement through creative and professional social media and marketing campaigns. She enjoys working with business leaders to navigate the storytelling behind their brand leading to a purposeful customer driven conversation and a healthier bottom line.

Charlotte’s specialized expertise has developed her into a much sought after speaker, presenting to business executives on how to improve their online presence to better drive their digital marketing efforts.

When she is not working, Charlotte can be found competing in open water swims or writing her first novel.

**Get Your Idea Funded:**
Scaling Your Business & Finding Investors

**Room 2016: 10:30am-11:15am**
Crowdfunding, VCs, pitch decks. What does it take to get a women-owned business off the ground in 2016? This session is geared toward budding entrepreneurs, angel investors, or those interested in applying start-up skills within their teams at work. Hear from a current entrepreneur working in the field of tech philanthropy, a long-time start-up advisor and a venture capital expert on these topics.

- Building a surefire plan and pitch to scale your enterprise
- Identifying potential funders and networks and outreach
- Understanding and defining your unique value proposition
- Overcoming barriers facing female entrepreneurs
- The current investment/VC climate for women-owned start-ups

Introduced by Titina Ott Adams, PBWC Director-at-Large

**Claudia Fan Munce**
Managing Director Emeritus, IBM Venture Capital Group, Venture Advisor, New Enterprise Associates
Claudia recently joined New Enterprise Associates (NEA) after 30 years of service with IBM, where she held many technical and business leadership positions. She founded the Venture Capital Group within IBM and served as its Managing Director and Vice President of Corporate Development. The Venture Capital Group drives non-organic growth through partnerships and M&A activities globally. Prior to that position, she headed the licensing and commercialization group in the IBM Research Lab.

Claudia is a board member of the National Venture Capital Association (NVCA), chairwoman of the board of Global Corporate Venturing, Advisor to the American Advancement of Science Lemelson Fellowship, board member of Bank of the West / BNP Paribas, and advisory board member of other global venture capital organizations.

Claudia is frequently cited as a pioneer and leader in the corporate venture community and contributed to many articles on corporate venture innovation published in Business Week, The Wall Street Journal, The New York Times, and others. In the March 2015 issue of The Worth Magazine, she was named as one of the 20 most powerful players in Silicon Valley.

Claudia was born in Taiwan and grew up in Brazil. She holds a master’s degree in Computer Science from Santa Clara University School of Engineering and a master’s degree in Management from Stanford University Graduate School of Business.

**Dale Nirvani Pfeifer**
Founder and CEO, GoodWorld
Dale Nirvani Pfeifer is changing the way we connect online, with the goal of supporting the evolution of the human experience with money by creating a generosity-based financial system. Her generosity software, developed to make giving easy on social media, is unleashing the next generation of generosity.

The native Kiwi’s company, GoodWorld, is based in Washington, D.C. and officially launched its beta product in October 2014. In 2015, GoodWorld attracted a who’s who of Silicon Valley investors to finance a $1.7M seed round led by Nyca Partners and former CFO of Microsoft and General Motors Chris Liddell, former CTO and Co-Founder of Paypal Max Levchin, former Google Vice President of Wallet and Payments Osama Bedier, former President of Visa Hans Morris, and former CEO of the Washington Post Katharine Weymouth.

Prior to going to the United States, Dale ran Victoria University’s Center for the Study of Leadership. She has worked extensively with organizations across the United States and New Zealand to help them understand their purpose and deliver cutting-edge programs and communications strategies.

**Judy Robinett**
Speaker, Author and Funding Strategist
In her career, Judy has led both public and private companies as CEO and served in management positions at Fortune 500 companies. She now works with companies developing their strategic plans and has an online system called “Crack the Funding Code™” that helps early-stage companies develop their funding strategy and obtain funding.

She is on the advisory boards of Illuminate VC, Peregrine Venture Partners and Springboard Enterprises. Judy previously served as a managing director of Golden Seeds Angel Network and as a member of the faculty of Goldman Sachs’ 10,000 Small Business Program.

Judy’s book, How to Be a Power Connector: the 5+50+150 Rule, was named the #1 business book of 2014 by Inc. She has been profiled in Fast Company, Forbes, CBS, The Huffington Post and Bloomberg Businessweek. Her second book, Crack the Funding Code, will be out later this year.
Defining Our Own Path: Leadership Lessons from the Baseball Field

Justine Siegal
Pro Baseball Coach, Consultant and President of Baseball for All

Justine is the first woman to coach for a Major League Baseball organization (Oakland Athletics, 2015) and to throw batting practice to a MLB team (Cleveland Indians, 2011). Justine founded the national nonprofit, Baseball For All, to provide opportunities for girls to play, coach, and lead in baseball. She has been featured in media outlets around the world, including: Oprah Magazine, NPR, The New York Times, Ms. Magazine, and the Queen Latifah Show. USA Baseball nominated her as I Owens Woman of the Year and espnW named her an Everyday Hero. She received her PhD in Sport and Exercise Psychology from Springfield College. Justine is the proud mother of a happy and fiercely independent 18 year-old daughter.

Reclamation: A Crash Course in Courage for Women Who Are Tired of Hiding

Room 2001: 1:15pm-2:00pm

In this interactive and reflective workshop, participants will:
• Learn why visibility and courageous expression matter most
• Uncover and understand the stories and beliefs that may be holding them back
• Have an opportunity to do a personal assessment of their confidence and “voice story”
• Learn a simple, yet powerful communication framework
• Commit to take one step towards finding The Courage to be Seen & Heard™ in their careers within the next 30 days

Introduced by Alexandra Roddy, PBWC Board Vice Chair

Ready to Rise: The Keys to Unleashing Your Power and Rising to the Next Level of Your Calling and Career

Room 2002: 1:15pm-2:00pm

Many leadership programs are an attempt to socialize women into the male model of success. Organizations spend time, money and good intentions on efforts to build a more robust pipeline of upwardly mobile women. Unfortunately, these programs tend to have very few positive results for women. The problem with these approaches is that they don’t fully address the systemic and structural changes needed for women to believe they can be successful. Equally as important, women are not shown how to put their hard-won masculine strengths in service to their feminine wisdom and power. For women to sustain their drive and ambition they must internalize their success and cultivate their own authentic style of leadership. This seminar will support you in unleashing your innate strengths and power to rise to the next level of your calling and career.

Introduced by Jill Franze, PBWC Director-at-Large

Wendy Wallbridge
Founder, On Your Mark Corporate Coaching & Consulting, Inc.

Wendy Wallbridge is a strategic and intuitive advisor to Fortune 100 leaders and teams across industries seeking breakthrough results, as well as a popular TEDx speaker. Recognized for her groundbreaking coaching techniques, she has been interviewed in print media including Fortune magazine, the San Francisco Chronicle and The New York Times. As the producer of the TEDxSandHillRdWomen conference and the Women’s Evolutionary Leadership Forum of Silicon Valley (WEL), Wendy has earned a reputation for establishing conversations that enhance the way women work, live, play and contribute. Her singular brand of coaching, defined by her Spiral Up! model, empowers women to become architects of their own lives by following a radically different roadmap to success.

In 1993, Wendy founded On Your Mark Corporate Coaching & Consulting, Inc. when she saw the need for individuals to do work that was both meaningful to them and met the changing needs of the marketplace. On Your Mark’s clients have included Intel, Hewlett-Packard, Apple, ABC-Disney, Wells Fargo, Oracle, Texas Instruments, Symantec, Genentech, Dolby, and McMee, among others. Wendy delivers keynote addresses and seminars on self-empowerment and peak performance to corporations, women’s associations, and professional and nonprofit organizations. She has taught her Spiral Up! principles for the past decade to groups of entrepreneurs, middle managers, individual contributors and executives.

Wokie Nwabueze
Founder, Women Prepared to Lead

Wokie Nwabueze believes that when you own the power of your voice, you own the power to change the things that matter. She is a communication and conflict resolution expert and the founder of Women Prepared to Lead (WPTL), a coaching and training firm that focuses exclusively on helping women develop the communication skills, confidence and presence necessary for success in business.

Wokie’s dynamic approach to communication blends her 20 years of experience as an executive coach, attorney, organizational ombuds(wo)man, mediator and communication strategist. She sits on the Board of the Scheinman Institute for Conflict Resolution at Cornell University and has taught conflict resolution, communication and negotiation courses and workshops for Columbia Law School, Princeton University, various Fortune 500 companies, academic institutions and small businesses.

Wokie received her BA in International Relations from Wellesley College and her JD from Columbia University School of Law. She is a certified mediator, transformational life and executive coach, NLP practitioner and conflict dynamic trainer.

Wokie has taught more than 2000 people to communicate with impact. Her passion is teaching women how to reclaim their confidence, ask for what they want, speak without fear, and command greater influence in life and business.
**AFTERNOON SEMINAR SESSIONS**

**Everything You Need to Know About Succeeding in Business - and Silicon Valley - Can Be Learned from Reading The Far Side**

*Room 2005: 1:15pm-2:00pm*

We have long been taught to believe that if we work hard, apply our talents and play nice with others, success will naturally follow. And while that may be true in many cases, the business world - particularly the tech industry - seems to have its own set of rules. Politically oriented and subject to near constant change, corporate America can sometimes be a baffling place for those rightly expecting results from a logical combination of talent and effort. Suddenly, the tenets of success that have been ingrained in us for most of our lives don’t necessarily apply. Ultimately, getting ahead in your career may have as much to do with honing your business and technology intelligence as it does with honing your skills. Where better to seek advice on business intelligence than *The Far Side*?

In this interactive seminar, Christine Heckart captures the comedy and absurdity of professional advancement. She provides actionable advice, gleaned from an accomplished career of more than 25 years in Silicon Valley, and related through the universal wisdom of *The Far Side* comics.

**Introdued by Judy Bloom, PBWC Founding President**

**Christine Heckart**

*Senior Vice President and Chief Marketing Officer, Brocade*

A 25-year veteran of the technology industry, Christine brings a wealth of experience in technology marketing, business strategy and general management. She is a member of the board of directors at Lam Research, and was recently named as one of the Top 50 Most Powerful Women in Technology by the National Diversity Council. Christine oversees global marketing with a focus on reinforcing Brocade’s #1 position in storage area networking, driving preference and demand for Brocade’s New IP offerings and increasing the company’s visibility as a leading network provider for data centers worldwide.

**Am I on Financial Track? Simple and Powerful Strategies to Make the Most of Your Hard-Earned Money**

*Room 2011: 1:15pm-2:00pm*

One of the most common questions people have when it comes to their financial situation is, “Will I be OK?” It’s human nature to want to both fully enjoy today and be financially secure in the future. Alas, in today’s complex financial landscape, figuring out how to actually achieve that financial stability and security is no easy task. In this surprisingly enjoyable session, you will learn simple and powerful rules of thumb that can help you identify whether or not you are on financial track. You will also learn what preventative - or corrective - steps you can take to improve your financial situation, no matter what place you are starting from. Manisha likes to call the state of financial calm, confidence and clarity that comes from learning the material taught in this session “MoneyZen”. Her goal for this session is nothing short of having each attendee leave with clear, actionable steps to “own your finances and own your life” and experience the delightful feeling of MoneyZen!

**Introduced by Serenity Thompson, PBWC Director-at-Large**

**Manisha Thakor**

*CFA, CFP®, Director of Wealth Strategies for Women, Buckingham & The BAM Alliance*

Manisha Thakor, CFA, CFP® is Director of Wealth Strategies for Women at The BAM Alliance, a community of more than 140 independent registered investment advisors throughout the country serving investors with $80,000 or more in investible assets. An ardent financial literacy advocate for women, Manisha is the co-author of two critically acclaimed books: *On My Own Two Feet: a modern girl’s guide to personal finance* and *Get Financially Naked: how to talk money with your honey*. Manisha earned her MBA from the Harvard Business School and her BA from Wellesley College. She lives in Portland, Oregon. Her website is: MoneyZen.com.

**Plan to be Amazing!™ – Increasing Your Impact and Influence for Senior Leaders**

*Room 2008: 1:15pm-2:00pm*

Experience a seismic shift in the way you think about yourself and your ability to lead during this energizing, insightful and interactive Plan to be Amazing!™ call-to-action session for senior leaders. Walk away with a Strategic Mindset™ rooted in enhanced intentionality, leadership clarity and personal accountability, which will enable you to:

- Bring greater intentionality to every business interaction, leaving a stronger imprint as a senior leader.
- Expand your understanding of what truly constitutes amazing in the eyes of your partners, shareholders, customers and team members to ensure you direct your strategic focus and energy towards what really matters.
- Be clearer about your amazing within and develop a Plan to be Amazing!™ to ensure you consistently bring your best self to the table, especially when outside your comfort zone.
- Increase your self-awareness and openness to feedback, taking greater responsibility for the landing of your intentions.
- Significantly increase your following as a differentiated senior leader to strengthen your ability to attract and retain top talent and move people to action.

**Introduced by Gizelle Robinson, PBWC Director-at-Large**

**Carol Isozaki**

*Founder of Strategic Brand Intelligence, Speaker, Leadership Expert, Executive Coach*

Carol Isozaki is an executive coach, leadership expert and speaker with over 20 years of client service, human capital, and leadership development expertise. Her signature Plan to be Amazing!™ call-to-action messaging creates a seismic shift in the way leaders think about themselves and their ability to lead through enhanced intentionality, leadership clarity and personal accountability. Among her clients are The Walt Disney Company, eBay, Bank of America, Worldwide ERC, Oracle, PayPal and SAP. Her story-based, thought-provoking approach is regularly described as inspirational and empowering, and the results she delivers, transformational.

Carol regularly speaks at global leadership, corporate and industry conferences; developed and teaches the curriculum for a time-tested executive development program; actively supports women’s leadership programs; trains HR leaders in her highly regarded coaching methodology; and is a sought-after executive coach/trainer with a proven track record.

Carol is certified in The Personal Brand Company’s award-winning framework and twice received PricewaterhouseCoopers’ Market Leadership Awards for her innovative efforts around leadership development. In 2010, Carol started her own consulting practice, Strategic Brand Intelligence. Her mission: To inspire individuals, teams and companies to constantly envision loftier leadership possibilities, and to empower them with the strategic brand mindset, awareness and confidence to create a reality that consistently exceeds that vision.
AFTERNOON SEMINAR SESSIONS

Blocking Bias: Innovation’s Secret Sauce
Room 2022: 1:15pm - 2:00pm

This workshop will reveal, and then move beyond, blocks to creativity in order to harness the power of teams. Innovation requires that teams tap into the cognitive diversity of members for new ideas. Yet our unconscious assumptions can limit how we hear and value diverse voices. Further, many ideas we have inherited about team success stand in the way of the innovative process. Come learn the ways that bias can limit team potential and co-design solutions to unleash innovation. Take away practical tips and tools to engage your teams in greater creativity.

Introduced by Katy Brown, PBWC Director-at-Large

Marianne Cooper
Sociologist, The Clayman Institute for Gender Research, Stanford University

Marianne Cooper is a senior research scholar at Stanford University and was the lead researcher for Lean In: Women, Work, and the Will to Lead by Sheryl Sandberg. She is a contributing writer to The Atlantic and a LinkedIn influencer. She is an expert on gender, diversity and inclusion, financial insecurity and social inequality. She writes, speaks and consults about these issues for media outlets, companies and professional groups such as Amazon, American Express and Kraft. Her book, Cut Adrift: Families in Insecure Times, examines how families are coping in an insecure age. She received her PhD in sociology from the University of California, Berkeley.

Caroline Simard
Senior Director of Research, The Clayman Institute for Gender Research, Stanford University

Caroline Simard is passionate about building better workplaces for women through evidence-based solutions. As Research Director, she is responsible for leading research designed to build more effective and inclusive organizations. Previously, she was Associate Director of Diversity and Leadership at the Stanford School of Medicine, where she implemented innovative models for increasing work-life integration to increase faculty satisfaction and retention.

Prior to joining Stanford University, Caroline was Vice President of Research and Executive Programs at the Anita Borg Institute (ABI) for Women and Technology, where she led the creation and dissemination of research-based solutions to further gender diversity in scientific and technical careers, working with leading technology companies and academic institutions. She founded and designed the first industry benchmarking initiative for women in technical roles across levels, and created executive programs designed to accelerate change in companies.

Caroline holds a PhD from Stanford University and a Masters from Rutgers University. Her publications have focused on technical human and social capital, solutions to recruit, retain and advance women in technology, underrepresented minority talent in STEM, the diffusion of best practices. Further, many ideas we have inherited about team success stand in the way of the innovative process. Come learn the ways that bias can limit team potential and co-design solutions to unleash innovation. Take away practical tips and tools to engage your teams in greater creativity.

Introduced by Katy Brown, PBWC Director-at-Large

Powered by Partnership: Women Leading Together to Create and Share Success
ABC7 Expo Stage: 1:15pm - 2:00pm

Based on their own 12-year entrepreneurial partnership and interviews with 125 other women business partners, Betsy Polk and Maggie Ellis Chotas know what it takes and what women stand to gain when we join forces as leaders. In this session, they’ll uncover the many professional and personal benefits at the core of women’s collaborations as they debunk myths that get in the way of women working together. Join us for this interactive session if you’re ready to learn why and how you can sustain formal and informal partnerships that are built to celebrate and grow success.

Introduced by Dan Ashley, ABC7 News

Maggie Ellis Chotas

Maggie Ellis Chotas is a co-founder of The Mulberry Partners and co-author of Power through Partnership: How Women Lead Better Together who started her career as a middle school teacher and has served as director and consultant for public and independent schools in Philadelphia, New York City, Charlotte, and Durham, NC. She has attained a BA from Swarthmore College, an MA from St. John’s College in Annapolis, and an MA in school administration from The University of North Carolina at Chapel Hill.

In addition to her work with The Mulberry Partners, Maggie is Senior Program Manager for North Carolina Ready for Success, a collaboration initiative that ensures seamless transitions for students through NC educational systems from Kindergarten through college and career. She lives with her husband and two children in Durham, North Carolina.

Betsy Polk

Betsy Polk is a co-founder of The Mulberry Partners and co-author of Power through Partnership: How Women Lead Better Together who helps people figure out how to strengthen collaboration, improve communication, resolve conflict and achieve goals that stick.

In addition to her work with Mulberry, Betsy serves as Leadership and Organization Development Consultant for the North Carolina Partnership for Children. She received a BA from the University of Massachusetts-Amherst and an MS in organization development from the American University/NTL graduate program in Washington, D.C.

Betsy is an active volunteer and board member for educationally-focused organizations in Chapel Hill, NC, where she lives with her husband and two children.

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Betsy is an active volunteer and board member for educationally-focused organizations in Chapel Hill, NC, where she lives with her husband and two children.
The Art of Navigating a Wine List
3rd Floor Expo Stage: 1:15pm - 2:00pm
Rachel Voorhees and Tara Wachtel will lead an informative and fun seminar on how to navigate and order from a wine list as a professional businesswoman. This seminar will examine different wine varietals commonly found on wine lists, a brief overview on wine regions and what they are best known for, and how to determine best food and wine pairings based on your personal preferences as well as your business guests.

Topics to be covered:
- Bubbles: Not just for celebrations
- Rosé: In season year-round and pairs with a variety of dishes
- Value wine categories from around the world
- Match the weight of your wine to your food
- Ask for help: The sommelier is your new best friend!

Introduced by Titina Ott Adams, PBWC Director-at-Large

Rachel Voorhees
Director of Wine Education and Certified Sommelier, Rodney Strong Wine Estates
Rachel is a Certified Sommelier through the Court of Master Sommeliers, where she graduated at the top of her class. Raised in the San Francisco Bay Area by Old World wine collectors, Rachel found a passion for wine and food early in life and credits her father for her palate and her mother for her culinary skills. Rachel studied at the International Culinary Center in 2012 where she continued to hone her wine-pairing skills and wine knowledge.

She was the food & wine writer for BevMal and Wine.com before coming to Rodney Strong in December 2013. Rachel’s focus is to educate people about wine, Sonoma County and Rodney Strong Vineyards. She travels throughout the country entertaining key members of the trade, conducting classes and seminars and sharing the wonders of wine and food.

After receiving her BA in Communications and Psychology from Vanderbilt University, she continued her education at Notre Dame de Namur, where she received her Masters of Education. She is currently studying for her Certified Wine Educator and Advanced Sommelier credentials. In her free time, Rachel loves spending time with her two children, creating unique food and wine pairings and gardening.

Tara Wachtel
Winery Chef, Rodney Strong Wine Estates
Chef Tara Wachtel grew up in West Sonoma County and began her culinary education at Santa Rosa Junior College in 1996. She spent the following twenty years traveling to work in places like Alaska and Hawaii, which solidified her love of travel and food culture. She spent the next several years cooking for and working at some of Sonoma County’s finest dining establishments: Syrah, Kendall-Jackson Wine Center, and Madrona Manor.

Wanting to branch out, Tara spent a year working for Cowgirl Creamery, making their award-winning cheeses out of Marin County. She also lived in Paris as a Private Chef, and New Zealand as Executive Chef for an eco-resort, before returning home to work alongside Duskie Estes and John Stewart of Zazu Restaurant + Farm for the following five years. Chef Tara currently oversees the culinary department for Rodney Strong Vineyards, and manages ‘The Terrace’ at Rodney Strong Vineyards, which focuses on wine tastings, food and wine pairings, and cheese and charcuterie.

Marissa Payne
Certified Sommelier and Zagat’s 30 under 30, InterContinental San Francisco
Marissa Payne brings her robust education in wine and beverage to the InterContinental San Francisco as Beverage Manager. Payne, a Certified Sommelier through the Court of Master Sommeliers, previously served as Sommelier at Rose.Rabbit.Line. in Las Vegas and as Wine Director and Bar Manager at Megu New York in New York City.

Payne’s curated wine list for the hotel’s restaurant, Luce, received the Best of Award of Excellence from Wine Spectator. She was recently named as one of Zagat’s 30 Under 30 in San Francisco for 2015. A California native, Payne brings top-notch knowledge of Californian wines to her program, and encourages exploration and daring pairings.
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**CONFERENCE SCHEDULE**

**7:00am**
- Registration Opens
  - Moscone West Lobby

**7:00am**
- Expo Marketplace Open - Continental Breakfast, Networking & Entertainment
  - 2nd & 3rd Floor Lobbies

**7:45am - 8:15am**
- MORNING BONUS SESSION: Guide to Getting the Most Out of Your Day
  - 2nd Floor Lobby - ABC7 Stage

**8:30am - 10:00am**
- OPENING KEYNOTE SESSION:
  - Host: Cheryl Jennings, ABC7
  - Welcome: Linda Burnette, PBWC Board Chair
  - Keynote Speakers: U.S. Congresswoman Jackie Speier, Venus Williams, and Anne Wojcicki

  Panel Discussion: State of Play; Breakthrough Initiatives for Women in Tech
  - Kim Stevenson, Corporate VP & CIO, Intel; Julius Pryor III, Head of Innovation, Diversity and Inclusion, Genentech;
  - Theresa Kushner, Vice President, Information Innovation Center, VMware

  Moderated by Dr. Beverly Daniel Tatum, President Emerita, Spelman College

- Keynote Theater - 3rd Floor

**10:30am - 11:15am**
- WORKSHOP SESSIONS I - 2ND FLOOR
  - Title: Networking Lunches
    - Book Signings: Joel Garfinkle, Mike Moyer, Dr. Jaime Kulaga, Karen Purcell, Karen Leland, Tina Seelig, Congresswoman Jackie Speier and Kate Levinson
    - First Floor
    - 2nd Floor Lobby

**11:30am - 12:15pm**
- WORKSHOP SESSIONS II - 2ND FLOOR
  - Title: Ready to Rise: The Keys to Unleashing Your Power and Rising to the Next Level of Your Calling and Career

**12:15pm - 1:15pm**
- Networking Lunches
  - Book Signings: Joel Garfinkle, Mike Moyer, Dr. Jaime Kulaga, Karen Purcell, Karen Leland, Tina Seelig, Congresswoman Jackie Speier and Kate Levinson

**1:15pm - 2:00pm**
- WORKSHOP SESSIONS III - 2ND FLOOR
  - Title: Plan to be Amazing™ - Increasing Your Impact and Influence for Senior Leaders

**2:20pm - 3:45pm**
- AFTERNOON KEYNOTE SESSION:
  - Host: Ama Daetz, ABC7
    - Young Women’s Programs: Shirley Gordon, Deeptri Srivastava & Emerging Leaders
    - Keynote Speakers: Dolores Huerta, Tari Gerton and Judy Smith
    - Panel Discussion: The Power of Belonging: Creating a Culture of Inclusion
    - Pat Wadors, CHRO - Senior Vice President Global Talent Organization, LinkedIn
    - S. Sharif Noufal, VP, Global Diversity, Chevron Corporation; Marie Andel, Chief Administrative Officer, CSAA Insurance Group;
    - Lesley Slaton Brown, Chief Global Diversity & Inclusion Officer, HP; Moderated by Lori Nishihara Mackenzie, Executive Director, The Clayman Institute for Gender Research, Stanford University

  Keynote Theater - 3rd Floor

**3:45pm - 4:30pm**
- RECEPTION, ENTERTAINMENT & BOOK SIGNINGS
  - Book Signings: Wendy Wallbridge, Judy Smith, Betsy Polk, Maggie Chotas, Judy Robinett, Marianne Cooper

  2nd and 3rd Floor Lobbies
  - 2nd Floor Lobby
We celebrate the chance to empower diversity, equality and inclusion in the workplace.

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The Expo Marketplace is the central gathering place where attendees can connect, shop, meet their favorite speakers, gather resources and more. Join us at the end of the day for a wine and chocolate reception, hosted by Rodney Strong Vineyards!

**Second Floor:**
- Exhibitor Booths
- Continental Breakfast Service
- ABC7 Expo Stage
- Speaker Book Signings
- PBWC Members Lounge
- Social Media Coaching with Charlotte Chipperfield
- Nursing Mothers Room

**Round Table Meet-Ups**

Come join us for targeted networking. Whether you are looking to meet leaders in your industry or eager to learn about a new field, this is an opportunity to forge new contacts and connections.

We will convene around the topics below, and will leave space for Open Networking.

- Women in Tech
- Young Professionals
- Philanthropy
- Entrepreneurs

**Third Floor:**
- Exhibitor Booths
- Seminars and Workshops
- Keynote Theater
- Round Table Meet-Ups

**SPEAKER BOOK SIGNING SCHEDULE**

Don’t miss your opportunity to shop at the bookstore and have your book signed by your favorite authors!

12:15pm–1:15pm
2nd Floor Lobby

- Joel Garfinkle
- Dr. Michael Kimmel
- Dr. Jaime Kulaga
- Karen Leland
- Kate Levinson
- Mike Moyer
- Karen Purcell
- Tina Seelig
- Congresswoman Jackie Speier

3:45pm–4:30pm
2nd Floor Lobby

- Maggie Chotas
- Marianne Cooper
- Betsy Polk
- Judy Robinett
- Judy Smith
- Wendy Wallbridge
The Professional BusinessWomen of California is pleased to announce the 2016 PBWC Industry Leader Awards.

**Lorri Brady Jackson**  
Regional Manager, Global Recruiting Programs, Oracle

With over 19 years at Oracle, Lorri is responsible for creating programs, building partnerships, and developing pipeline for Diversity and Veteran recruiting initiatives. Lorri has a passion for developing women's talent and serving as an Oracle Women's Leadership Community Leader, with a solid reputation as a coach, trusted adviser and thought leader in women's development.

Lorri is creating an Oracle legacy through her commitment to engage and develop diverse talent, which includes advancing Oracle Women's Leadership (OWL), mentoring and coaching the next generation of Oracle women leaders, and driving Oracle Diversity Recruitment through the Oracle “Operation Forward March” initiative, college recruiting events and diversity focused conferences.

**Patt Cronin**  
General Manager, Worldwide Transition & Transformation and Delivery Excellence, IBM

Patt Cronin, General Manager, Global Technology Services, is the most senior Hispanic woman at IBM and co-chairs the Hispanic Executive Council, driving significant actions for the US Hispanic constituency, including executive and technical development new hire and community outreach.

Patt leads a team of 30,000+ worldwide and is very involved in the Hispanic community, sitting on several boards including Great Minds in STEM and a nonprofit her daughter started. Running with Love, helping migrant workers get their children college-ready.

**Jolee Crosson**  
Sales Director, NorCal Enterprise Partner Group, Microsoft

Jolee Crosson joined Microsoft in 2013 as a Sales Director for the NorCal Enterprise Partner Group (EPG) responsible for sales revenues with some of the largest Microsoft customers in the San Francisco Bay Area. In this role, Jolee manages a team of senior account executives dedicated to helping customers leverage Microsoft solutions to exceed their business and technology goals.

Jolee is a decisive leader, mentor and coach who serves as an advocate for female leaders and diversity in the workplace. A big believer in developing talent and driving for excellence, Jolee currently serves as the NorCal EPG Diversity & Inclusion Lead. Outside of work, Jolee loves spending time with her husband Ben and two young boys, Brendan and Jacob.

**Kelly Duffy**  
Divisional Vice President of Quality & Compliance, Abbott

Kelly Duffy has been with Abbott for 25 years. She is creating an Abbott legacy through her commitment to advancing the Women Leadership of Abbott (WLA) network for mentoring the next generation of Abbott women leaders. As the West Coast Region Chairperson, she has been instrumental in gaining alignment across multiple business units to focus efforts at a Regional level instead of at a local level. Kelly has also been very active in the PRIDE network supporting the LGBT community of Abbott employees and has demonstrated her personal commitment through her participation in a number of employee events and dedication to advancing equality.

She has spoken on several panels on career and leadership development. She is an active advocate and mentor for many women in the company.

**Neesha Hathi**  
Executive Vice President, Investor Services Strategy, Segments & Platforms, Charles Schwab

Neesha Hathi was recently promoted to EVP of Investor Services at Charles Schwab & Co., Inc., where she will lead product and service innovations designed to help clients meet their financial goals. She has an 11-year track record at Schwab of personal and professional growth, including groundbreaking platform developments for Independent Registered Investment Advisors.

Neesha is a passionate advocate for equity in the workplace. She designed and launched the RIA Talent Advantage program. Talent Advantage seeks to encourage women to join financial services firms and to empower women investors. She received the United Nation’s Convention on Elimination of Discrimination Against Women Human Rights Award for Leadership.

Neesha serves on the board of the Boys & Girls Clubs of San Francisco, and volunteers at her three young son’s schools.

**Melissa Jones**  
Vice President, Human Resources, CSAA Insurance Group

Melissa Jones is responsible for the HR strategy and programs at CSAA Insurance Group. Under her leadership, the company has been recognized as a leader in employee professional development, diversity and wellness, and has achieved a perfect score in the Human Rights Campaign’s corporate equality index.

Melissa served as the co-leader of the organization’s Women’s Professional Network, which was created in 2014 to encourage and empower women to use their voice to make a larger impact in the workplace by maximizing personal and professional growth opportunities.

**Francine Katsoudas**  
Senior Vice President, Chief People Officer, Cisco

Francine Katsoudas is the Chief People Officer at Cisco, championing Cisco’s business-driven People Strategy and People Deal. In a world where work is changing faster than people, she is creating an agile, flexible and learning work environment for employees. She is focused on transforming every employee’s experience, elevating the power of teams and creating a highly inclusive, collaborative culture.

Francine Katsoudas is the ultimate “game changer,” leveraging her passion and commitment to invest in, inspire, and unleash a new generation of leaders. She is a powerful catalyst for change at Cisco – and the industry – focused on pushing traditional boundaries and driving innovative transformation.

**Mary King**  
Vice President, Human Resources, PG&E

Mary King graduated from the United States Military Academy at West Point and served as a Platoon Leader and Executive Officer while stationed with the 123rd Signal Battalion in Germany, and was promoted to Captain. Mary is a member of the Indiana State Bar Association. At PG&E since 2009, Mary has worked in roles in Labor Relations, Human Resources, and as the Chief of Staff to the President of PG&E. She currently oversees the Labor Relations, Compensation, Training, and HR Business Partner functions for PG&E.

Mary has been a strong advocate and influential force for PG&E’s Women’s Network. She has participated as a panelist and keynote speaker for a number of events, including Mentorship & Sponsorship of Women, Executive Presence and Challenges Facing the Future Generation of Women.

In accordance with this year's theme – Changing the Game – this honor is given to both emerging leaders and established senior executives who have demonstrated excellence connecting, mentoring and advancing women; who have led groundbreaking and industry-changing innovation; or who have provided unique and unparalleled inspiration to their companies or their community-at-large.
Honoré LaBourdette  
Vice President, Global Field and Partner Readiness, VMware

Honoré is a 25+ year veteran in executive sales leadership in the software industry. She joined VMware in early 2010 and currently serves as VMware’s Worldwide Vice President, Field and Partner Readiness. Her vision and strategy are to elevate all customer-facing resources to the highest level of sales and business excellence, delivering a positive customer experience throughout the entire sales engagement process. Honoré serves on the VMware Leadership Council, which is focused on maximizing networking, business development and career opportunities for women at VMware. She has been instrumental in the initiative’s success and has accelerated the progress of VMware women across the entire company.

Lisa Lambert  
Vice President, Capital, Managing Director, Software and Services, Intel

Lisa M. Lambert is Vice President of Intel Capital and Managing Director of the Software and Services sector at Intel Corporation. She leads a team of senior investment directors and associates responsible for identifying, sourcing and managing equity investments in businesses of strategic interest to Intel Corporation in areas such as analytics software, cloud computing, technology-enabled services, developer tools and open source software. Lisa leads Intel Capital’s Software/Services Fund and its $125 million Diversity Fund, which invests in women and minority-led technology companies. Lisa’s passion for diversity inspired her to found UPWARD - a global non-profit accelerating the careers of executive women. Lisa was recently ranked #1 on the Top 100 Rising Star list by Global Corporate Venturing.

Erica Lockheimer  
Senior Director, Software Engineering, LinkedIn

Erica Lockheimer is Senior Director of Engineering at LinkedIn. She leads the team focused on increasing growth in new members. She is also responsible for LinkedIn’s Women In Tech initiative, focusing on empowering women in technical roles at the company. Erica is the manager that every engineer wants, the mentor that everyone needs, and the dynamic leader that every successful company invests in. In addition to her engineering work, Erica has been an outspoken advocate for women in tech.

Sally Saba MD, MBA  
Vice President of Operations, Performance and Compliance, National Diversity & Inclusion, Kaiser Permanente

Dr. Sally Saba is responsible for designing and leading ND&I work within key focus areas, including performance measurement and improvement, crossculturally adapted systems, and diversity policy compliance. Sally received the Supplier Diversity Leader of the Year Award from the Northern California National Minority Development Council in 2011 and was named one of the most influential women in Tech by the San Francisco Business Times in 2015. She served as a member of the National Minority Supplier Development Council Board of Directors for three years. In 2010, she joined the National Supplier Diversity department. Under Sally’s leadership, Kaiser Permanente achieved membership to the Billion Dollar Roundtable and received numerous other honors and acknowledgments.

Emily Stauffer  
Regional Sales Director, Genentech

During her 13-year career at Genentech, Emily Stauffer has held a variety of leadership positions across the organization, including roles in Sales, Marketing and Operations. She also serves as the co-chair of the Genentech Women’s Professional group, an organization she has volunteered with for over five years. In this capacity, she co-leads a team of volunteers working to deliver on GWP’s commitment to help Genentech women grow, be recognized and connect. GWP activity includes extensive professional development programming, annual awards recognizing outstanding women at Genentech and an annual leadership Summit. Support of Diversity and Inclusion efforts is in Emily Stauffer’s DNA. In her 13 year tenure at Genentech, Emily has developed a reputation for supporting diverse talent through formal and informal mentoring, as well as her support of the Genentech Women’s Professional (GWP) organization. She currently serves as chair of the professional development committee for the 2000+ member organization.

Jessica Swank  
Vice President, Human Resources, HP Enterprises, Inc.

Jessica Swank leads HR for HP Enterprise’s Customer Success organization. Her responsibilities include driving the overall people strategy through integrated approaches across talent management, organizational design, workforce strategy and total rewards. She is involved in pan-HPE projects focused on leveraging diversity across the organization. Jessica is a role model and leads in creating a pipeline of diverse talent. She demonstrated her commitment to young women in STEM by helping enable HPE’s relationship with the National Center for Women in Information Technology and their Collegiate Aspirations Program.

S. Shariq Yosufzai  
Vice President, Global Diversity, Chevron

S. Shariq Yosufzai is responsible for Chevron’s Diversity & Inclusion (D&I) and Ombuds functions. He previously served as President of Chevron Global Marketing and was responsible for Chevron’s fuels marketing, and convenience retailing operations spanning 90 countries. Shariq has received numerous business and non-profit awards, including recognition as outstanding foreign-born leader by the World Affairs Council. He earned a Bachelor of Science in Chemical Engineering from Texas A&M University in 1974. Shariq’s experience leading global profit and loss operations has driven transformative change in Chevron’s approach to global diversity and attracting talent. Chevron won the prestigious 2015 Catalyst Award for innovative organizational approaches in the advancement of women. Yosufzai was named by The Economist’s Global Diversity List as one of the 2015 “Top 50 Diversity Professionals in Business” in the world.

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Join today or renew today at the members’ lounge on the second floor and receive a small gift and be entered in a drawing for a LUNA gift basket. A winner will be randomly selected at 3pm today. Must be present to win.

Upcoming Community Events

San Francisco Community Event hosted by Charles Schwab
May 10, 2016

Now What? How Women Succeed Despite Gender Barriers with Peggy Klaus

Despite the recent outpouring of media attention, women’s willingness to “lean in” and President Obama’s proposal for reporting gender disparities in pay, studies indicate that it will take another 25 years before a significant number of women move into senior-level positions, and more than a century before they occupy the C-suite. So what’s a woman to do? Give up? Take our marbles and go home? No, of course not! In this high-impact, experiential workshop, learn four indispensable insights that many women are embracing to nimbly navigate the workplace, overcome unequal pay and gain access to higher opportunities typically afforded to men.

San Francisco Community Event hosted by PG&E
October 25, 2016

Bay Area Community Event hosted by Visa in Foster City
August 2016

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We are leading the world forward.

As the world’s leading payments network, digital is Visa’s past and future. We are the brand that made electronic payments easy to use, secure, and literally everywhere you want to be. Impact, Growth and Community. That’s how we drive the world forward. Learn more at our booth.
UPCOMING WEBINARS
Unlocking the full potential of women in the workplace.

April  Big Teaming for Audacious Innovation
AMY C. EDMONDSON, PHD
Novartis Professor of Leadership and Management, Harvard Business School and Mobius Senior Expert

May  Starting Strong: Making Mentoring Work for You
LOIS J. ZACHARY
President, Leadership Development Services, LLC
and
LORY A. FISCHLER
Senior Associate, Leadership Development Services, LLC

June  Negotiate at Work to Turn Small Wins Into Big Gains
DEBORAH M. KOLB, PHD
Deloitte Ellen Gabriel Professor for Women and Leadership (Emerita) Simmons College School of Management

July  Mindful in the Midst of Madness
DR. YVONNE SUM
Executive Director at 5Echo and Mobius Senior Consultant

August  Spiraling Upward: 5 Co-Creative Powers for Women on the Rise
WENDY WALLBRIDGE
Founder, On Your Mark Corporate Coaching & Consulting, Inc.

September  Taming Adrenaline: Surefire Strategies for Overcoming Speaking Anxiety
CARA ALTER
Founder and President of SpeechSkills and Author of “The Credibility Code”

October  The Future of Work is Play!
GWEN GORDON
Chief Mischief Maker at Now Playing Productions

November  Brain Science and Leadership: How Can the Latest Information About the Brain Make Us Better Leaders?
JENNIFER COHEN
Co-Founder, Seven Stones Leadership Group

December  The Mobius Bias Project: Invisible Nudges, Big Effects and the Choice of Greater Gender Diversity
VALERIE PISANO
Managing Director, Mobius Canada

Register now at pbwc.org/webinars
All webinars are scheduled for the second Tuesday of each month at 10am Pacific.

When given an open road to success, our people are unstoppable. So we’re empowering them all—regardless of age, race, or gender—to build the careers they want and achieve the things they never thought possible.

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PBWC BOARD OF DIRECTORS

Nicole Soluri
PBWC PRESIDENT AND BOARD CHAIR
CHIEF COUNSEL, CALIFORNIA STATE LOTTERY
Nicole serves as Chief Counsel to the California State Lottery, which in 2014-15 saw a record year of sales and contributions to public education in California. Nicole was appointed to the Lottery by Governor Brown in early 2012 and applauds the Governor for his commitment to providing women with public sector leadership roles. Prior to joining the Lottery, she was an attorney with the firms Wilson Sonsini Goodrich & Rosati in Palo Alto and Downey Brand in Sacramento. In addition to her work with PBWC, Nicole is also on the board of the Sacramento Children’s Home. She received a BA from Santa Clara University and a JD from the UC Davis School of Law. Nicole lives in Sacramento with her husband Patrick, four-year-old son Connor, 18-month-old daughter Sydney and rescue dog Cody. Nicole completes her third and final term as PBWC Board Chair and President this year.

Wanda Smith
PBWC DIRECTOR-AT-LARGE
SENIOR ADMINISTRATIVE ASSISTANT, ABBOTT VASCULAR
Wanda has supported senior executives at leading healthcare companies for more than sixteen years. She is also an entrepreneur, selling residential real estate in the San Jose area. In 2004, Wanda was honored as the 2004 recipient of PBWC’s Working Woman Scholarship. This award helped Wanda to graduate with a Bachelor of Arts from San Jose State University in 2011. Wanda is passionate about the issues facing women in the workplace.

Cheryl A. Cornelius
PBWC BOARD TREASURER
CLIENT RELATIONSHIP DIRECTOR, PRICEWATERHOUSECOOPERS (PwC)
Cheryl has over 20 years of experience in the IT Industry, working with Financial Services and Technology Sector clients. At PwC, Cheryl is responsible for matching client needs to firm resources to achieve desired client outcomes. Prior to PwC, Cheryl worked for IBM, Stiebel Systems and General Electric. Cheryl is passionate about promoting gender equality. Cheryl lives in San Francisco with her husband and two children and supports their school and sports activities.

Alexandra Roddy
PBWC BOARD VICE CHAIR
GLOBAL HEAD OF MARKETING, PROLOGIS
Alex is the global head of marketing for Prologis, the world’s leading owner, operator and developer of industrial real estate. She is a collaborative, creative, high-energy executive who is deeply committed to ensuring that workplace cultures change to become more open and inclusive so that the halls of power better reflect the diversity of our communities.

Jackie Speier
EMERITA BOARD MEMBER AND PBWC FOUNDER
U.S. CONGRESSWOMAN
Representing the 14th District of California, Congresswoman Speier formerly served as a California State Senator, where she authored groundbreaking legislation in healthcare, privacy, consumer protection, child welfare, education, and prison reform and served as Assistant Pro Tem of the State Senate, Chair of the Senate Finance, Banking and Insurance Committee, Chair of the California Legislative Women’s Caucus, and others.

Judy Bloom
EMERITA BOARD MEMBER AND PBWC FOUNDING PRESIDENT
FLORAL DESIGN AND ORGANIZATIONAL DEVELOPMENT CONSULTANT
Judy has served as the District Director for then-Assemblywoman Jackie Speier, Executive Director of Resourceful Women, Director of Employer Services at Jewish Vocational Service and Development Officer/Director of Imprint Giving at the Jewish Community Endowment Fund. Judy retired from full-time employment at the end of 2010 and now enjoys studying Hebrew, traveling, volunteering on community boards, working with flowers and spending time with her family.

Titina Ott Adams
PBWC DIRECTOR-AT-LARGE
VICE PRESIDENT, WORLDWIDE ALLIANCES AND CHANNELS, ORACLE CORPORATION
As a global business executive for over 25 years, Titina is responsible for the operational excellence of Oracle’s 28,000 global Alliance and Channel partners and has led the transformation of how partners do business with Oracle. A passionate advocate for mentorship, in 2005 she founded the Oracle Women’s Leadership (OWL) program, introducing an innovative approach for cultivating and retaining female talent at Oracle. As a visionary in this field, she was recognized with the 2008 Diamond Leadership Award, 2009 Pacesetter Award, 2013 YWCA TWIN (Tribute to Women of Influence) Award, 2013 Athena Finalist Award and 2014 Women of Achievement Award. She has earned a BS in Management Science and MBA from Case Western Reserve University.

Kathleen (Katy) Brown
PBWC DIRECTOR-AT-LARGE
GENERAL MANAGER, ENTERPRISE AND PARTNER GROUP OF MICROSOFT NORCAL
With over 25 years in the IT industry, leading the NorCal Sales team has been one of the most exciting roles for Katy in her 17 years at Microsoft. Committed to sales excellence and customer loyalty, Katy has been recognized with a number of awards for her sales achievement, management and leadership. She is especially proud of her local team winning the FY14 District of the Year. Katy is passionate about empowering women and supporting local community organizations ensuring food and housing security. A San Francisco native, Katy is a mother of three who enjoys running and yoga in her free time.
Jill Franz
PBWC DIRECTOR-AT-LARGE
SENIOR DIRECTOR, GLOBAL CUSTOMS AND TRADE, CISCO
Jill leads an international team of 32 customs experts responsible for strategy and execution of Cisco’s global trade compliance tools and processes. She also leads a role in Cisco’s Diversity and Inclusion initiative within the finance organization, and serves as co-lead of Cisco’s employee resource organization for women. Jill earned her BA in International Commerce at the University of Minnesota. She is a licensed U.S. Customs Broker, a member of U.S. Council on International Business, and an active participant in trade associations in Asia and Europe. Jill lives in Sacramento, California with her husband and three children.

Tani Girton
PBWC DIRECTOR-AT-LARGE
EXECUTIVE VICE PRESIDENT AND CHIEF FINANCIAL OFFICER, BANK OF MARIN
Tani has more than 25 years’ experience delivering growth and performance to financial institutions and is currently Executive Vice President and Chief Financial Officer for Bank of Marin. As Treasurer/EVP at Bank of the West, she founded the Women’s Connection, a grassroots organization supporting the personal and professional growth of employees through coaching, education and networking. Tani was a founding manager of Charles Schwab Bank, has taught finance at the college level and mentored many successful professionals. Tani serves on the Board of Directors for Junior Achievement of Northern California and volunteers in classrooms to bring financial literacy to underserved K-12 school kids. She has an MBA in Finance from San Francisco State University, a BA in International Affairs from Lewis and Clark College, and is married with two children.

Shirley Gordon, CPCU, CLU, CHFC and JD
PBWC DIRECTOR-AT-LARGE
VICE PRESIDENT - OPERATIONS, STATE FARM INSURANCE COMPANIES
Shirley has held numerous leadership positions at State Farm Insurance during her career. She is currently responsible for Property and Casualty Underwriting Operations within the Western and West Central Market Areas, covering 19 states and servicing more than 19 million auto and fire policies. Shirley is a governing board member of the California FAIR Plan, a board member of the United Way of Kern County and an Executive Advisory Council Member of Leadership California. She is a past chair of the United Way of the Wine Country and a trustee of Santa Rosa Memorial Hospital. Shirley earned a business degree from Hampton University, an MBA from Illinois State University, and a Juris Doctorate from the Empire College School of Law. She holds the CPCU, CLU, and ChFC designations.

John Kunhart
PBWC DIRECTOR-AT-LARGE
MANAGING DIRECTOR, AMERICAN RIVER VENTURES
A serial entrepreneur, John is a co-founder and managing director of American River Ventures, an SRI venture capital fund located in Sacramento. John has served on the board of many venture financed companies. Prior to founding American River Ventures, John held senior technical and marketing positions with IBM, Tandem, and Boeing Computer Services. He is a graduate of Seattle Pacific University.

Deidra Lieberman
PBWC DIRECTOR-AT-LARGE
DIRECTOR OF NATIONAL SALES, ENTERCOM COMMUNICATIONS
Deidra has over 25 years experience in media sales and radio station operational management. In her current role with Entercom Communications, Deidra is responsible for sales strategy, execution and national revenue for KOIT FM, KRBQ FM, KBLX FM, KUPX FM and KGMZ FM. Deidra earned her BA at Broadcast Communication Arts from San Francisco State University and is a licensed California Realtor. In addition to the PBWC board, she served on the board of the Bay Area Society of Television and Radio and the Executive Committee of the Northern California Broadcasters Association. Deidra was recognized as one of the most influential women in radio by Radio Ink Magazine and one of the most influential women in Bay Area business by the San Francisco Business Times.

Gizelle Robinson
PBWC DIRECTOR-AT-LARGE
MANAGING DIRECTOR, CHARLES SCHWAB
Gizelle has over 28 years of experience in Information Technology. Currently, Gizelle is responsible for the Cost Basis and Portfolio Performance Platform applications and leads globally for development and support of services for Schwab customers. Gizelle is a strong advocate for women and believes the best way to achieve gender partnership is to start young. She majored in Industrial Management Engineering and minored in Chemical Engineering. She believes it is important for girls to get engaged in STEM. She was recently named as one of the 10 2013 Professional Business Women of California Industry Leader Awards.

Deepti Srivastava
PBWC DIRECTOR-AT-LARGE
SENIOR TECHNICAL PROGRAM MANAGER, GOOGLE INC.
Deepti Srivastava is a Technical Program Manager in Storage Infrastructure at Google. Srivastava’s team provides the data store for many of Google’s products, such as the Google Ads system and Google Maps. Prior to that, she was at Oracle Corporation in the RAC Database development team, creating scalable on-demand cloud computing technologies. She is an enthusiastic member of Women@Google and played an active role in Oracle Women’s Leadership while at Oracle. Srivastava is a passionate advocate of STEM education, especially for girls. She has served on several panels across the San Francisco Bay Area as an expert on women’s leadership and technology. Srivastava enjoys dancing and has performed on stage as a member of a salsa troupe and a Bollywood dance troupe. She also enjoys snowboarding and all things fashion.
Serinity Thompson
PBWC DIRECTOR-AT-LARGE
senior marketing leader
Serinity is a performance marketing leader with over 15 years experience in developing remarkable marketing programs and integrated campaigns for digital- and media-driven environments. Recognized for utilizing innovative approaches and smart business decisions to achieve market positioning and sales targets, Serinity’s expertise spans a variety of industries including technology, fashion and real estate. Currently, Serinity is an independent executive advisor to several early-stage start-ups including a wellness app, a pop-up retail concept and an urban farm. Previously, she was the Vice President of Global Marketing at Switchfly, responsible for the company’s global marketing strategy including communications, brand and creative, product marketing, content and demand generation. Prior to Switchfly, Serenity was in management roles at Serena Software and Action Corporation, and began her tech marketing career at Oracle. Serenity has also worked in consumer marketing for Martha Stewart Living and several independent fashion designers. Serenity earned her MBA in Marketing from the University of San Francisco and holds an undergraduate degree in Performing Arts from the University of California at Santa Cruz.

Cady Wolf
PBWC DIRECTOR-AT-LARGE
CEO, FOUNDER A23 ADVISORS
A 20+ year veteran of the Travel, eCommerce, and Technology industries, Cady has spent her career working with marquee global travel companies. In 2015 she founded A23 Advisors, a firm that focuses on the Travel Technology and Hospitality sectors. Prior to founding A23, Cady was SVP of Global Sales at Switchfly where she was recognized for her leadership and innovation from the Silicon Valley’s Annual Women World Awards, receiving the “Innovative Woman of the Year” in Internet/Cloud Computing as well as “Women Excellence Case Study Award” for her achievement and contributions in the technology industry. She started her career in online travel as the Vice President of Partner Marketing at Travelocity. In addition to PBWC, she currently serves on the advisory boards for California Polytechnic Institute, Dynamic Res, and California State University’s HMEI initiative. Cady lives in Tiburon with her husband and three young sons, where they are avid outdoor enthusiasts.

René L. Kim
PBWC ADVISOR
senior vice president, charles schwab bank
René Kim is senior vice president of Charles Schwab Bank. In addition, she is the Charles Schwab & Co liaison to Schwab Charitable donor-advised funds. René began her tenure at Schwab in April 1999 and has 25 years’ experience in the financial services industry. René joined the Professional Businesswomen of California board in 2008 and has served as the PBWC Board Chair. She is currently supporting PBWC as an advisor.

Fiona Grandi
PBWC ADVISOR
advisory leader, kpmg san francisco
Fiona serves as the Advisory Office Leader for the San Francisco Office and affiliated offices. She is a Partner in KPMG’s Advisory Services practice with over 20 years of experience in public accounting. Fiona’s specialization has been in Risk Consulting for Asset Management, Banking, Healthcare, Technology, Alternative Investment and Government Sectors. Fiona helps lead KPMG’s National FinTech industry group. Fiona is a Certified Public Accountant.

Kathryn Larson
PBWC EXECUTIVE DIRECTOR
Kathryn brings more than 25 years of executive experience to PBWC specializing in Strategy, Marketing and Business Development. She joined PBWC in October of 2012. Prior to joining PBWC, Kathryn served as Senior Vice President, Bank of America, where she led the Western Region Global Wealth Management Insurance Division. Kathryn has held various leadership roles at Wells Fargo, Prudential, and Pacific Life. Kathryn serves on the Board of Marin YMCA and on the Board and Executive Committee of North Bay Children’s Center.

Carolyn Pon
COMMUNITY DIRECTOR
As PBWC’s community director, Carolyn is one of the first points of contact for PBWC sponsors and community members. She designs, develops, and oversees community events, monthly webinars, and eLearning programs. She manages the PBWC volunteer program and is also responsible for the PBWC social media strategy and its implementation. Carolyn is constantly on the lookout for talented contributors! If you appear too passionate and have special skills and experiences, she will attempt to recruit you for one of PBWC’s programs or events.

Jennifer Inouye
EVENTS MANAGER
Jenny joined PBWC in 2013 helping to coordinate online events, and now works on membership, webinars, Community Events and eLearning programs. She has nearly 20 years as a litigation consultant, working on civil cases across the country. Currently, she is launching a division of Artefact Research to conduct online jury research.

Roxanne Verduzco
SOCIAL MEDIA COORDINATOR
Roxanne has over 10 years experience in communications and is currently serving as the Social Media Manager for PBWC. In addition to her work with PBWC, having joined in 2010, she is the mother of two boys. Roxanne is a Bay Area native and currently lives with her husband and children in Oakland. She received her BA in Communications Studies and Political Science from UCLA.
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