

The National Diversity Council presents

The Silicon Valley

W O M E N



I N

LEADERSHIP

• S Y M P O S I U M •

Women Leaders as Architects of Change

FRIDAY, MARCH 15, 2013

EMC

2831 MISSION COLLEGE BLVD - SANTA CLARA, CA
SAN FRANCISCO CONFERENCE ROOM

Sponsors



EMC²



SAVE THE DATE

California Diversity & Leadership Conference

Theme: From Awareness to Action

April 18 - 19, 2013

Hilton Concord

1970 Diamond Blvd Concord, CA 94520

Keynote Speakers



Soledad O'Brien

Award Winning CNN Starting Point Host



George Wright

President of Praire View A&M University

A day full of...

- *Most Powerful Women's Breakfast*
- *Multicultural Leadership Award Luncheon*
- *Concurrent Sessions*
- *Networking*

Register at www.cadiversityconference.com

For more information, please contact at Kera.mcmiller@nationaldiversitycouncil.org



Welcome



Dennis Kennedy

CEO & Founder, National Diversity Council

Dear Participant,

Welcome to the Silicon Valley Women in Leadership Symposium hosted by the California Diversity Council. This great event offers an opportunity for you to observe, learn, network and hear different perspectives from a diverse mix of executives who have made the climb up the "corporate ladder".

At this event, you will gather a wealth of knowledge, experience, and expertise from some of the best and most prominent female leaders today. These women will speak about the personal and professional challenges they faced while successfully rising to the top in their respective organizations. These topics are issues and success that we can all relate to, and that are pertinent to current and future female leaders.

I encourage you to take the initiative to meet new colleagues, talk openly about today's topics and exchange ideas. It is my hope that your experience today is rewarding and fulfilling, and that it allows you to gain some insight and reflect on your own goals and status in an effort to help catapult you to the top in your own career development.

We sincerely appreciate your attendance today in support of the Women in Leadership Symposium and the California Diversity Council. I would like to thank our sponsors, planning committee, program participants, and volunteers for your support and participation. Without each of you, this event would not be a success.

Sincerely,

Dennis Kennedy
Founder & CEO
National Diversity Council



CADC Insight

Organized in 2009 the California Diversity Council (CADC) is committed to fostering a learning environment for organizations to grow and leverage their knowledge of diversity. It is currently comprised of 5 advisory boards: San Diego, Los Angeles, San Francisco/Bay Area, Silicon Valley, Orange County. The CADC is a great opportunity for professionals, students and organizations to learn diversity best practices from the top corporate leaders.

Our Vision

We are committed to transforming our workplace communities into environments where people are valued for their uniqueness and differences, and are confident that their contributions matter.

Our Mission

Enhance appreciation for and understanding of the value of diversity and inclusion. We will achieve success through the efforts and activities which:

- Advance corporate leadership education/awareness of the varied dimensions of diversity
- Commit leaders to discuss issues and challenge attitudes, and promote organizational changes that support diversity
- Promote outreach efforts to our youth that inspire mutual respect and understanding

Our Goals

- Promote diversity and inclusion in the workplace and community
- Develop leaders who are educated and aware of all aspects of diversity and inclusion
- Develop programs that support diversity education and awareness

Our Programs

- Networking and mentoring opportunities with corporate leaders and peers
- Community outreach for local high school teens and college students
- Educational and development programs sharing best practices in diversity for businesses and professionals
- Awards and recognition programs to promote diversity initiatives



Silicon Valley 2013 Agenda

February 13th - **Meeting & Workshop**
Hosted by Juniper Networks

March 15th - **Women in Leadership Symposium**
Hosted by EMC

April 18th - 19th – **4th Annual California Diversity & Leadership Conference**
Hilton Concord
1970 Diamond Blvd, Concord, CA 94520

May 15th - **Meeting & Workshop**
Hosted by Ebay Inc
Topic: Employee Resource Groups and Collaboratives

June Webinar Workshop
Topic: Diverse Talent Pipeline

July 10th - **Meeting & Workshop**
Host TBA
Topic: Mentorship and Sponsorship

August Webinar Workshop
Topic: Building an Inclusive Corporate Culture

September 11th - **Meeting & Workshop**
Hosted by Applied Materials
Topic: Cultural Differences in Our Business Culture

October Webinar Workshop
Topic: Supplier Diversity

November 13th - **Meeting & Workshop**
Hosted by Juniper Networks
Topic: Global Diversity - Gender, Culture, STEM





Panelists



Michelle De Hertogh

Michelle De Hertogh is Senior Director, Global Alliances & Service Provider Marketing at EMC Corporation. EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations and partners of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.

Michelle leads a global alliances & service provider marketing team at EMC and is responsible for crafting and executing on EMC's strategy to enable global alliances and service providers to be successful in the market. This includes creating joint value propositions, communications plans, and programs with alliances. In this leadership role within EMC, she manages two global programs, campaigns, and creative services for all global alliance and service provider initiatives

across all regions.

Prior to EMC, Michelle spent over 15 years heading up business development and marketing efforts for global alliances for start-ups, Serena Software, IBM, and Rational Software.

Lori Cornmesser



Lori Cornmesser leads Juniper's America's service provider channel segment from a sales perspective. She plays a critical role in defining and leading Juniper's strategy for both resale and managed service line of business with the goal of aligning company resources to deliver business and technology solutions that enhance the service providers' revenue, growth and customer value in the market.

Lori brings more than 17 years of channel sales, program and portfolio development and strategic partner management to the Service Provider Channel effort. Previously, Lori was the Vice President of Worldwide Sales and Channel Operations for Riverstone Networks. Prior to Riverstone Networks, Lori held executive positions in the semi conductor and equipment manufacturing sector, leading Strategic Alliances, Channel Sales, Product Development, Service and Marketing support.

Lori is on the board of the Cloud Convergence Council and was recognized by CRN Magazine in 2010 and 2011 as one of the Top Women in the Channel. Diversity Journal recently awarded Lori with the 2011 Woman Worth Watching.

Lori is married with two children and holds a MBA from Columbus University.



Panelists



Faye K Sahai

Faye Sahai has over 20 years of experience in leading large scale change and performance improvement initiatives across multiple companies such as Blue Shield, Deloitte, Charles Schwab, Disney, HP, Kaiser Permanente and Toyota. In her roles she has managed teams working on large scale system implementation, IT governance and decision making bodies, as well as \$80 million dollar IT programs & portfolios.

Faye Sahai is currently the Vice President of Innovation and Advanced Technology for Kaiser Permanente (KP) where she leads the charge to identify and assess new and emerging technology and trends in the delivery of health care. In her role she oversees the Board of Kaiser Permanente's Internal Innovation Fund for Technology which provides funding for innovative technology projects within KP. She is the IT partner to the Sidney R. Garfield Center for Health

Care Innovation, a 37,000-square-foot simulated care delivery environment and laboratory for testing new technology, designs, and ideas to keep Kaiser Permanente on the cutting edge of health care. Her Innovation and Advanced Technology team includes physicians, nurses, national innovation hunter network, and innovation and mobility laboratory teams.

Faye also serves as the President of Kaiser Permanente's Women in Technology (KP-WIT) and Steering Committee for Kaiser Permanente Women Embracing Life and Leadership (KPWELL).

She holds a BA degree from Claremont McKenna College and MBA degree from UCLA and has completed the Certified Program Manager program at Stanford University. She has been recognized for various achievements including: Floyd Honn Award for Exemplary Board Service, Time Achievement Nomination, Journalism, Leadership. Faye serves on board of the Berger Research Institute and Alumni Association Board at Claremont McKenna College and in past board chair for California Association of Student Councils. Faye also volunteers with the Watts Foundation Community Trust, Pathways to Peace, Red Cross, Corporation of National Service, Center of Ethics and Economics, and WorldLink.

Tamara Blue



As a Financial Consultant, Tamara Blue is an investment professional who is dedicated to helping you achieve your financial goals. She works with you personally to understand your needs, map out cohesive strategies, and provide guidance and advice to help you succeed as an investor. At Schwab, we take a disciplined, proactive approach to your future. We listen carefully, work to build trust, monitor your progress and maintain an ongoing dialogue that is focused on the clearly defined goals we're working together to achieve.

Tamara attended California State University, Hayward and received a Bachelor of Science in Business Administration with Concentration in Finance. In her spare time, she enjoys skiing, singing and spending time with her husband and son.



Schedule of Events

- 8:30 a.m.- 9:00 a.m. **REGISTRATION, BREAKFAST, AND NETWORKING**
- 9:00 a.m.- 9:05 a.m. **WELCOME**
Monica Pool Knox
Chair Board of Directors, California Diversity Council
- 9:05 a.m.- 9:10 a.m. **HOST REMARKS**
Michelle De Hertogh
*Sr. Director Global Alliances & Service Provider Marketing
EMC Corporation*
- 9:10 a.m.- 9:15 a.m. **INTRODUCTION OF PANELISTS AND TOPICS**
- 9:15 a.m.- 9:35 a.m. **BECOMING A PERSON OF INFLUENCE**
Michelle De Hertogh
*Sr. Director Global Alliances & Service Provider Marketing
EMC Corporation*
- Introduction:*
Women who break through into senior-level leadership roles get there by delivering results. In John Maxwell's book, "Becoming a Person of Influence: How to Positively Impact the Lives of Others", he lists a number of traits a person of influence should possess such as integrity, nurturing, faith, listener, understanding, empowering and connecting.
- 9:35 a.m.- 9:55 a.m. **PERSONAL BRANDING: ACCESSORIZING YOUR ASSETS**
Lori Cornmesser - *Vice President WW Partner Development and Sales, Juniper Networks*
- Introduction:*
Personal branding has been defined as the process by which we market ourselves to others. The importance and value of branding cannot be overstated and it is most important in leadership development and success. Many female leaders have noted that continued success involves personal branding, and re-branding as career choices sometimes change....accessorizing your assets.
- 9:55 a.m.- 10:15 a.m. **QUESTION & ANSWER SESSION**
- 10:15 a.m.- 10:30 a.m. **BREAK**



Schedule of Events

- 10:30 a.m.- 10:50 a.m. **THE "M" FACTOR IN MENTORING FOR LEADERSHIP AND SUCCESS**
Faye K Sahai - *VP, Innovation & Adv Tech, Digital Health Technology & Strategic Initiatives, Kaiser Permanente*
- Introduction:*
The "M" Factor is often defined as the "Male" Factor in mentoring for leadership and success. It has been noted by many female executives that some of their most influential and effective mentors currently are or have been males. They are or have been senior managers, business peers, industry colleagues, family and/or friends.
- 10:50 a.m.- 11:10 a.m. **OWN YOUR FINANCES, OWN YOUR LIFE**
Tamara Blue - *Vice President -Financial Consultant, Charles Schwab*
- Introduction:*
Financial responsibility and sound financial decisions are crucial in all aspects of our lives. As we begin new careers and continue to succeed in our careers, understanding how to protect our financial assets becomes especially challenging for some of us. Hear how our panelist has mastered the ability to own her finances and own her life.
- 11:10 a.m.- 11:30 a.m. **QUESTION & ANSWER SESSION**
- 11:30 a.m. **CLOSING REMARKS AND ADJOURNMENT**



National Women's Council

When Women Succeed, America Succeeds™

JOIN US!

Workplace & Political Equality

Empowering Women through CollectiveVoice™

International Women's Rights

Women's Health

Economic Empowerment

PROUD INITIATIVE OF THE



For more information, please contact

DR. SHANTA PROCTOR | SHANTA.PROCTOR@NATIONALWOMENSCOUNCIL.ORG



STILL FISHING FOR THAT RIGHT EMPLOYEE?





We are committed to diversity and the transformation of our workplace and community into environments where people are valued for their uniqueness and are secure in their knowledge that their efforts make difference.



CALIFORNIA DIVERSITY COUNCIL

A MULTICULTURAL RESOURCE PROMOTING EXCELLENCE

Please contact **Kera McMiller** for Corporate Membership
kera.mcmiller@nationaldiversitycouncil.org