California Diversity Council presents

WOMEN IN LEADERSHIP

• SYMPOSIUM •

Celebrating Leadership: The Power of Women in the Workplace

March 10, 2015
Alliant International University
8:30 AM - 12:00 PM

Sponsored by

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Here's to
Innovators and Pioneers
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Welcome from the National Diversity Council

Dennis Kennedy

Founder & CEO, National Diversity Council

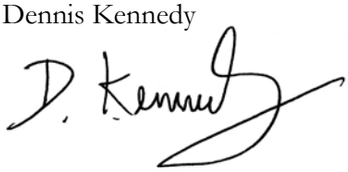
We are excited to welcome you to our 2015 San Francisco Women in Leadership Symposium hosted by the National Diversity Council. This great event offers an opportunity for you to observe, learn, network, and hear different perspectives from a diverse mix of executives who have made the climb up the "corporate ladder."

The theme for today's symposium is "Celebrating Leadership: The Power of Women in the Workplace." You will gather a wealth of knowledge, experience, and expertise from some of the best female executives speaking on topics that will address the personal and professional challenges faced while successfully rising to the top in their respective organizations.

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 allows you to gain some insight to 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 National Diversity Council. I would like to thank all of our corporate sponsors, planning committee members, program participants, and volunteers. Without each of you, this event would not be a success.

Dennis Kennedy



Moderator

Y'Anad Burrell

CEO, Glass House Communication

Y'Anad Burrell is a native San Franciscan and the Founder Glass House Communications, LLC, a premier boutique company that specializes in public relations, marketing, branding, social media/strategic communications planning, event design/planning and fund development/fundraising. GHC has two offices in the Bay Area (Oakland and San Francisco) and their clients have national platforms. GHC provides services to corporations, small businesses, non-profit organizations, government entities and the faith-based community. Education is something that Y'Anad really pursuing and she plans to get your Ph.D. very soon.

Currently Y'Anad holds a BA Degree in Accounting from SFSU and an MPA degree and MHA degree, both from Golden Gate University. Y'Anad is also the Founder of the largest charity fashion show on the West Coast, Fashion On The Square (FOTS). She has a passion for the arts and fashion and blended the two in the production of the 10th anniversary celebration of FOTS with Fashion On The Square Week. Before going in the PR industry, for more than 10 years Y'Anad worked in the legal field as an Intellectual Property Litigation Paralegal for top laws firms in Silicon Valley and San Francisco.

Y'Anad enjoys public service and currently sits on these boards: Board VP, California Diversity Council - San Francisco Chapter, Commissioner, Arts & Culture Commission Contra Costa County (AC5), President-Elect, Public Relations Society of America (PRSA), San Francisco Chapter Board VP, Diversity & Inclusion Chair, Assoc. of Fundraising Professionals – Golden Gate Chapter, Board Member, Berrett-Koehler Publishing Foundation and Advisory Council Member, Museum of the African Diaspora (MoAD), The Vanguard. Contact: yanad@glasshousepr.com

Panelists

RUTH COTTER
Corporate Vice President
Investor Relations & Corporate HQ Site Lead, AMD

Ruth Cotter is the corporate vice president of investor relations (IR) at Advanced Micro Devices (NYSE: AMD). Her responsibilities include leading AMD's global relationships with Wall Street. Ruth joined AMD in 2002 as an investor relations manager. She also served as AMD's assistant treasurer between 2007 and 2010.

Ruth has over 15 years of IR experience. Prior to joining AMD, Ruth's expertise spanned several years at CRH plc, one of the worlds largest building materials groups listed on the Irish, London and New York stock exchanges. Following that, she spent a number of years at Trintech Group plc, co-headquartered in Ireland and the USA. A leading provider of transaction risk management solutions which was listed on Nasdaq and the German stock exchanges. In addition, Ruth has public relations experience in the public, banking and consumer industries.

Ruth serves on the National Investor Relations Institute's (NIRI) Board of Directors and the San Jose Sister City Program Board of Directors. Ruth was co-Chairperson of NIRI's Annual Conference and served as Chair of NIRI's Semiconductor Roundtable.

Ruth holds a bachelor's degree in Economics and History from University College Cork, Ireland.

PATRICIA GILETTE
Partner
Orrick

Patricia K. Gillette is a partner in Orrick's Employment Law Practice Group - San Francisco.
Her practice focuses primarily on complex employment litigation for Fortune 200 companies. She has been consistently named in various publications as one of the premier employment lawyers.
Ms. Gillette is a frequent keynote speaker on issues relating to women in the legal industry and she is widely published. In recognition of her work to advance women, she has received the Fay Stender Award from the California Women Lawyers Association, the Transformational Leadership Top Woman Rainmaker Award, and the San Francisco Bar Association Award of Merit.

Ms. Gillette is co-founder of the Opt-In Project, a nationwide initiative focused on changing the structure of law firms. She has served on the ABA Commission for Women in the Profession, she co-chairs the San Francisco Bar Association's No Glass Ceiling Initiative, and she is a member of the ABA's Gender Equity Task Force. Ms. Gillette is Development Chair for DirectWomen, a non-profit organization dedicated to placing women attorneys on corporate boards and a member of the Consortium for Advancing Women Lawyers.

Ms. Gillette is active in her community of Kensington, California. She was elected as a Director of Community Services Board in 2012.

WENDY BRAUNER
Vice President, Sales Effectiveness
McKesson Specialty Health

Wendy Brauner has over 20 years of experience in marketing and sales roles across a variety of industries. The first decade of her career focused on IT in Asia/Pacific and she spent several years living and working overseas. On her return to the U.S., she continued her international focus, launching financial services joint ventures in 7 countries. Brauner moved into healthcare over 9 years ago when she joined McKesson's Specialty Health business and has been in the role of Vice President, Sales Effectiveness since 2012. In this role, she leads a team with responsibility for a range of functions supporting the business unit sales teams, including reporting, compensation, contracts management, sales training and sales process.

In addition to her role leading sales effectiveness, Brauner serves as the Board Chair for OWN IT Bay Area (McKesson's women's ERG). Wendy holds a Bachelor of Arts in Chinese from Wellesley College. She currently resides in San Francisco with her husband and sons.

KIRA MAKAGON
Executive Vice President, Innovation
RingCentral

Kira Makagon is a serial entrepreneur and seasoned executive who has co-founded several technology companies, including participation in successful IPOs with Scopus (NASDAQ: SCOP) and RingCentral (NYSE: RNG). After completing a degree in Computer Science at UC Berkeley, she joined relational database startup, Ingres, which was founded by database research pioneer Michael Stonebraker along with several of her university professors. It was here in the early stages of the Silicon Valley startup culture that Kira formed the foundational skills that would help build innovative enterprise software solutions for small and large businesses. Kira went on to co-found startup companies that later saw successful exists, including Octane, acquired by E.piphany (NASDAQ: EPNY) for $3.2 billion, and RedAril (acquired by Hearst).
Her wide breadth of knowledge within the technology sector includes experience building multiple break-through industry solutions and companies, garnering a reputation as a leader in technology development and business management. Kira has worked with entrepreneurs, executives, and teams ranging from those built in her garage to those with 500+ employees and growing.
Today, Kira uses her expertise to guide entrepreneurs and early stage startup companies in mapping initial business plans and exit strategies, and serves on advisory boards of several disruptive technology companies. Passionate about innovation, Kira is a leader and role model for young women encouraging them to shatter gender perceptions by pursuing technical roles in the industry. She holds a Bachelor of Science in Computer Science from UC Berkeley and an MBA from the Haas School of Business at UC Berkeley.

Panelists

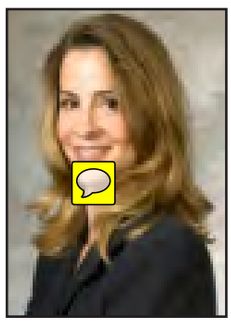
KIM FULCHER
CEO
Kim Fulcher Media, Inc.

A seasoned Silicon Valley professional and recognized personal development thought leader, Kim is a best-selling author and highly regarded entrepreneur. As a frequent speaker and media contributor, Kim has appeared on numerous television and radio shows including the Oprah and Friends Network, and her expert advice has been featured in magazines such as Time, Fitness, Family Circle, and Seventeen.

An advocate for empowerment, Kim regularly speaks around the world on customer and employee engagement, resilience, and authentic leadership. She is the author of the best seller Remodel Your Reality™; Seven Steps to Rebalance Your Life and Reclaim Your Passion, along with dozens of eBooks and advice columns.

Kim currently works with organizations and individuals as a performance coach and trainer. Her previous experience includes marketing leadership for HotChalk; an Education Technology company, founding MyLifeCompass; an eCoaching company, and co-founding SkillsVillage; a Human Capital Management company (acquired by Oracle).

JENNIFER POVLITZ
Managing Director, Head of Executive Client Wealth Group Bank of Am[illegible] Merrill Lynch



Jennifer is the Head of the Executive Client Relationship Group. In this role she leads the wealth management services for our executives and their institutional clients. These services include Merrill Lynch, US Trust, ML Edge (online), and direct product offerings. Additionally, Jennifer is leading targeted client acquisition through global wealth management and institutional client collaboration.

Prior, Jennifer was the Market Executive for Merrill Lynch's Global Wealth Management. The Market encompasses 40 offices, 750 Financial Advisors, and over $100 billion in client assets. Before assuming her responsibilities in California, Jennifer led Merrill Lynch's ultra-high-net worth business in New York (Private Banking and Investment Group), including the Private Wealth Advisors and their affluent client families, corporate executives and foundations. Jennifer is known for delivering significant client growth through collaboration.

In 2014 Jennifer received the "Most Powerful & Influential Woman" award from the National Diversity Council, California chapter. Jennifer was named by the San Francisco Business Times as one of the Bay Area's "Forever Influential Women in Business" for 2014 and the Bay Area's Most Influential Women in Business for two consecutive years. She was also named one of New York Crain's Top "40 under 40" Executives. Jennifer is a member and forum chair for the Young Presidents Organization (YPO). Jennifer serves on the Board of the American Conservatory Theater (A.C.T.) and the Advisory Board of the Asia Society of Northern California where she is chairing the development for the second year.

Jennifer earned her Masters in Business Administration with Honors from The Wharton School, University of Pennsylvania. She received the 2014 Distinguished Leadership Award at The Wharton School. Jennifer has a Bachelor of Science degree in Marketing from the University of Illinois. She is married with two children.

Panelist

TIFFANY SMITH-ANOA'I

Vice President, Entertainment Diversity & Communications
CBS Television

With a career spanning more than two decades Tiffany N. Smith-Anoa'i has emerged as one of the most influential and valued professionals in the arena of Diversity and Communications within the entertainment industry.

Smith-Anoa'i currently serves as Vice President, Entertainment Diversity & Communications for CBS Television, charged with the development and execution of communications strategies for diversity initiatives and programs throughout the entire corporation. Acting as a liaison, Smith-Anoa'i works with national multi-ethnic media coalitions, creative executives and casting directors from the CBS Network & Studio to insure diverse talent is represented both in front of and behind the camera.

Smith-Anoa'i also maintains relationships with organizations representing diverse talent and engages in open, constant dialogue with agencies, guilds and established workshop/fellowship programs in the development of innovative methods designed to cultivate diverse talent. Her jurisdiction includes the annual "CBS Diversity Symposium" and the "CBS On Tour Mentoring Program," where executives visit schools to educate and encourage students interested in careers within the entertainment industry.

In addition to her executive duties, Smith-Anoa'i, who first joined CBS Entertainment in 2000 as a Senior Publicist for primetime series, continues to draw upon her background and expertise as a network publicist on various projects and network specials, including the annual Grammy Awards®. Prior to her work at CBS, Smith-Anoa'i was responsible for all aspects of publicity and promotions for Image Public Relations. There, she took on a multitude of projects, including organizing the global press outreach for "Sinbad's Soul Music Festival."

Preceding her position at Image Public Relations, Smith-Anoa'i worked for NIKE, Inc. where she launched their NIKETOWN stores in, Los Angeles, New York and San Francisco.

Smith-Anoa'i continues to be dedicated to her community and several charities, including Big Brothers, Big Sisters and the Make-A-Wish Foundation. She also maintains a close relationship with her alma mater, Howard University, where she graduated with honors from the School of Communications. In 2013 Howard University presented her with the "Global Visionary Award" for Outstanding Leadership in Diversity and Communications.

She currently resides in her home town of Los Angeles with her husband Reno J. Anoa'i and their daughter.

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Event Coordinator, National Diversity Council

Angeles Valenciano
President & EVP, National Diversity Council

Agenda

8:00 a.m. -8:30 a.m.	**REGISTRATION, CONTINENTAL BREAKFAST & NETWORKING**
8:30 a.m. -8:35 a.m.	**WELCOME** **Monica Pool Knox —** *Senior Director, HR, CBS, B.O.D. Chair, California Diversity Council*
8:35 a.m. -8:40 a.m.	**WELCOME & CO-TITLE SPONSORS REMARKS** **E. Janie Pinterits, PhD —** *Assistant Provost, International & Multicultural Initiatives, Alliant International University*
8:40 a.m. -8:45 a.m.	**INTRODUCTION OF PANELIST & TOPICS** **Y'Anad Burrell —** *Moderator, CEO, Glass House Communications*
8:45 a.m. -9:05 a.m.	**STOP PLAYING SAFE: COURAGEOUS ACTIONS TO CREATE A BRIGHTER FUTURE** **Ruth Cotter —** *Corporate Vice President, Investor Relations & Corporate HQ Site Lead, AMD*
9:05 a.m. -9:25 a.m.	**PURPOSEFUL LIFE: LIVING AND FOLLOWING YOUR DREAMS** **Tiffany Smith-Anoa'i —** *Vice President, Entertainment Diversity & Communications, CBS Television*
9:25 a.m. -9:45 a.m.	**A WOMAN'S SECRET TO SUCCESS: DEVELOPING AND BALANCING SELF-CONFIDENCE** **Jennifer Povlitz —** *Managing Director, Head of Executive Client Wealth Group, Bank of America Merrill Lynch*
9:45 a.m. -9:55 a.m.	**QUESTIONS & ANSWERS SESSION**
9:55 a.m. -10:05 a.m.	**BREAK**
10:05 a.m. -10:25 a.m.	**LEADERSHIP BEYOND SURVIVOR: USING THE POWER OF ALLIANCES** **Wendy Brauner —** *Vice President, Sales Effectiveness, McKesson Specialty Health*
10:25 a.m. -10:45 a.m.	**Gendered Leadership: Creating Change for the Better** **Patricia Gillette —** *Partner, Orrick*
10:45 a.m. -11:05 a.m.	**THE NEW WORKPLACE: LEADING SUCCESSFULLY ACROSS GENERATIONS** **Kira Makagon —** *Executive Vice President, Innovation, RingCentral*
11:05 a.m. -11:25 a.m.	**LEAN IN: THE GOOD AND THE BAD** **Kim Fulcher —** *CEO, Kim Fulcher Media, Inc.*
11:25 a.m. -11:35 a.m.v	**QUESTIONS & ANSWERS SESSION**
11:35 a.m. -11:40 a.m.	**SPONSOR RECOGNITION & CLOSING REMARKS** **Monica Pool Knox —** *Senior Director, HR, CBS, B.O.D. Chair, California Diversity Council*
11:40 a.m.	**ADJOURN**

The California Diversity Council is committed to enhancing the appreciation for and understanding of the value of diversity and inclusion in today's global society. We strive to transform our workplace communities into environments where people are valued for their uniqueness and differences, and are confident that their contributions matter.

CALIFORNIA
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