

California Diversity Council presents

Los Angeles

W O M E N



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Women in Leadership: Rising Above the Ordinary

Thursday, March 7, 2013

Los Angeles, CA

8:30 AM - 11:30 AM

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Welcome from the National Diversity Council

Dennis Kennedy

Founder & CEO, National Diversity Council



Dear Participants,

We are excited to welcome you to the 2nd Annual Los Angeles 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.”

Today’s symposium will allow you to 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 California 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.

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Moderator



Angeles Valenciano

Executive Vice President, National Diversity Council



Ms. Valenciano is a seasoned strategist with over fifteen years of experience in Human Resources, where ten of those years have been dedicated to Diversity, Organizational Change and Development. Ms. Valenciano has been recently appointed as president of the Healthcare Diversity Council. In addition to her appointment as president, Ms. Valenciano is also named executive vice president of the National Diversity Council (NDC). In this role, she will oversee the growth of several national markets including California and Arizona. For the past several years, Ms. Valenciano served as vice president of business development for the Texas Diversity Council (TXDC), one of the state councils under the NDC umbrella.

Prior to joining the TXDC, Ms. Valenciano led the strategic direction and execution of organizational-wide development processes, diversity programs and initiatives, which included leadership development, coaching, training and organizational consulting for JPMorgan Chase as an assistant vice president. In this role, she was afforded the opportunity to serve as subjectmatter expert on global diversity with responsibility to oversee the company's initiatives in Latin America, Canada and Mumbai, India.

Active in charitable and civic affairs, Valenciano is a graduate of the Instituto Tecnológico Y de Estudios Superiores de San Luis Potosi located in the City of San Luis Potosi in Mexico with a Degree in Business and Computer Information Systems. She holds a Professional in Human Resources (PHR) Certificate from University of Villanova (Dec. 2003). She has completed various Leadership and Professional Development Programs from ongoing continuous studies and associations across the country and abroad. Ms. Valenciano serves on the board of the Science, Engineering and Technology (SET) at St. Mary's University. She is also very involved and is a strong advocate for people with disabilities and is an ally to the LGBT community serving on several committees and national boards.



Panelists



MONICA BOULDIN

*Executive Vice President, Consumer & Multicultural Marketing
Edelman*

A 20+-year public relations and marketing veteran, Monica and her teams utilize traditional, non-traditional, word-of-mouth and digital influence programs to deliver successful client programs with strong ROI. Her broad range of “hands on” experience includes work in the apparel, automotive, health & beauty, home, consumer technology, entertainment, food & beverage, interactive entertainment, retail, luxury products and travel.

Prior to joining Edelman, Monica served as Group Director for Ogilvy Public Relations’ West Coast Consumer Marketing practice and oversaw the Los Angeles office operations. Under her leadership, the West Coast housed the strongest Consumer practice working on strategic branding, publicity and social media programs for Virgin America, Hilton Prestige Portfolio, Intel, LG Mobile Phones, Naked Juice, Nestle, Rolls-Royce Motor Cars of North America, Square Enix and Eidos.

Monica previously worked Ruder Finn where she launched successful branding campaigns and public relations initiatives for a variety of entertainment, technology and lifestyle brands. Her clients included The Patina Group, Citysearch.com, Sony Consumer Electronics, Square Enix (formerly Squaresoft) and the Los Angeles Philharmonic for the opening galas of the Walt Disney Concert Hall.

From 1991-2000, Monica held a number of public relations positions at Warner Bros. Consumer Products where she was instrumental in positioning the division as a leader in the licensing and entertainment industry. She lead public relations programs for the division’s Worldwide Publishing, Licensing, Studio Stores, Interactive Entertainment, WB Toys, Worldwide Publishing, Kids’ WB! Music and WB Sports operating units.

Monica began her career at Fox Broadcasting Company as part of the publicity team responsible for the launch of the “fourth network,” targeting teens and female viewers. She handled both the print and broadcast publicity for such series as “21 Jump Street,” “Booker,” “The Tracey Ullman Show,” “The Simpsons,” “COPS,” “America’s Most Wanted” and “In Living Color.”

Monica holds a bachelor’s degree in communications from the University of California, Fullerton. Monica is also actively involved in independent films and supports both Film Independent and the American Film Institute.



Panelists



ADRIANA CABRE

*Vice President, Human Resources
Amylin Pharmaceuticals*

Ms. Cabré, one of Amylin Pharmaceuticals, Inc. senior leadership and Vice President of Human Resources, has served in various Human Resources roles since November 2006. Currently, she is an integral part of the integration leadership team managing the Bristol Meyers Squibb acquisition of Amylin Pharmaceuticals back in August 2012. She has over 20 years of experience in the Human Resources field with an outstanding track record, balancing business needs with people imperatives. Prior to Amylin, she served as HR Senior Director at Coopervision, Inc. where she was responsible for Global Human Resources management of Manufacturing, Distribution, Operations and Quality organizations among other worldwide responsibilities. At Coopervision, Adriana was instrumental in the integration of the newly acquired Ocular Sciences organization maintaining key personnel and leading numerous projects to effectively reorganize multiple sites around the world. Earlier in her career she worked for Motorola from 1991 to 2004 and served in various HR management capacities. She began her career as HR Specialist in the paging manufacturing plant in Vega Baja, Puerto Rico. Later on relocated to Fort Lauderdale, where she had different HR related roles supporting Cellular Infrastructure and Mobile Devices businesses throughout Latin America, Caribbean and South Florida. She also worked in the implementation of the Corporate Employee Shared Services Platform responsible for West Coast operations while acting as HR lead on the divestiture of Biotech companies in California for Motorola.

Adriana was born and raised in San Juan, Puerto Rico. Attended Duquesne University in Pittsburgh, Pennsylvania where she received her B.A. with a concentration in International Business. She later completed her MBA out of Nova Southeastern University, Fort Lauderdale, Florida at the Wayne Huizenga Business School.



Panelists



MARY JANE PEREZ

*Enterprise Sales Director
Microsoft Southwest District*

Mary Jane Perez is the District Enterprise Sales Director for the Microsoft Southwest District Health & Life Sciences, Media & Entertainment, and Professional Services industries and is responsible for over \$100M revenues from the Enterprise Account market segment. Perez heads an organization of sales and technical professionals responsible for the overall client relationship between Microsoft and enterprise clients in Southern California. Perez started in her role in July 2003, bringing 14 years of business experience to her position. In 2007, she was awarded the first Microsoft Worldwide Asia Pacific Islander award for Leadership Excellence. Then in 2008, she was the recipient of the Microsoft West Region World Class Selling Leader for highest revenue attainment, top customer satisfaction improvement year-over-year, and highest Microsoft employee satisfaction poll results for the third year in a row. In 2012, she received the Microsoft Gold Club award for top sales performance in the US.

Perez started at Microsoft in September 1999 as a Business Development delivering partner retail solutions on the Microsoft technology platform. In May 2001, Perez became the Global Account Manager for Disney, First American, Beckman and Mattel. She consolidated Microsoft's numerous selling efforts with these strategic customers into one cohesive solution selling strategy and drove the first global agreements with these organizations.

Prior to joining Microsoft, Perez held several customer-facing roles at Oracle Corporation and Dun & Bradstreet including technical management, systems engineering, and consulting roles. She made Oracle's President's Club (Top 5% Sales) in her first year and Oracle's Club Excellence (100% Quota Attainment) every year thereafter while she was with Oracle's High Tech Manufacturing Sales industry segment in Northern California.

Perez holds a Masters degree in Computer Engineering from California State University Long Beach and successfully completed the Executive Program for Negotiation at Harvard Business School. Passionate about citizenship and community affairs, she serves as a Board member of the Asia Pacific American Legal Center.



Panelists



Heather Rim

*Vice President, Global Corporate Communications
Avery Dennison*

Heather Rim is vice president of Global Corporate Communications for Avery Dennison Corporation. She was named to her current position in January 2011. Heather joined Avery Dennison in 2010 as senior director, Internal Communications.

Heather is responsible for the strategic direction and management of all aspects of corporate communications programs for Avery Dennison including integrated employee communications, corporate brand management, executive communications, financial communications, crisis communications, social media and digital communications, corporate media and community relations, and corporate philanthropy.

Before joining Avery Dennison, Heather held the position of vice president, Communications for the Disney ABC Television Group, where she led global communications strategies to inform and engage employees across Disney's entertainment and news television properties. Previously, she progressed through Corporate Communications, Marketing and Investor Relations roles at companies including WellPoint, Countrywide and KPMG.

Heather received a master's degree in communications management from the University of Southern California and a bachelor's degree in marketing from Azusa Pacific University. She is a member of the Arthur Page Society and the Board of Directors of the United Way of Greater Los Angeles. Heather is also the recipient of a number of communications awards including PRWeek's Best Large Corporate Communications Department, The Communicators Award of Excellence and the International Association of Business Communicators' Helios Award.

Heather resides in Studio City, California with her husband and their two children.



Schedule of Events

8:30 a.m. -9:00 a.m.

REGISTRATION, BREAKFAST, & NETWORKING

9:00 a.m. -9:05 a.m.

WELCOME

Angeles M. Valenciano — *Executive Vice President, National Diversity Council*

9:05 a.m. -9:10 a.m.

HOST REMARKS

Tyler Bryson — *District General Manager, Southwest Enterprise Sales District, Southern California Microsoft Corporation*

9:10 a.m. -9:15 a.m.

INTRODUCTION OF PANELISTS & TOPICS

Angeles M. Valenciano — *Executive Vice President, National Diversity Council*

9:15 a.m. -9:25 a.m.

WHAT IF YOU DON'T PLAY GOLF?

Monica Bouldin — *Executive Vice President, Consumer & Multicultural Marketing Edelman*

Introduction:

The CEO and president of the Grass Ceiling consulting group, Rose Harper-Elder, stresses that, “golf provides an opportunity for women to prove themselves and their abilities to their male colleagues. Increasingly, women play because their careers can’t survive without it.” Is there some truth to this statement, or can women survive in the workplace without having to subject themselves to playing a sport with their male colleagues?

Discussion Questions:

- How important is gaining access to informal networks to one’s career? Is there a price one has to pay to gain entrance?
- How do you keep your gender identity intact without morphing into the opposite identity just to be a part of the “Good Ole Boy Network”? In your opinion, are women losing or gaining ground in their ability to be themselves in the workplace?
- What types of environments are conducive to authentic and productive interactions between men and women in the workplace?

9:25 a.m. -9:35 a.m.

PANEL RESPONSES

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Schedule of Events

9:35 a.m. -9:45 a.m.

KEEPING THE BALLS IN THE AIR: WORK/LIFE BALANCE

Adriana Cabre — *Vice President, Human Resources, Amylin Pharmaceuticals*

Introduction:

We continue to hear, read and see that as women leaders, we have to be able to “do it all” and do it all at the same time...be an effective career professional, wife, mother, sister, friend and the list goes on. Recent studies and surveys have reported that as women, we do not and should not feel guilty about not having to accomplish everything at the same time.

Discussion Topics:

- Are women making more of a sacrifice when it comes to work-life balance than their male counterparts?
- What are some tips for women to employ when striving to maintain a work-life balance without sacrificing their commitment to their career goals?
- What are the warning signs that there is an imbalance in the work-life issues and how do you carve out more “ME TIME”?

9:45 a.m. -9:55 a.m.

PANEL RESPONSES

9:55 a.m. -10:15 a.m.

Q & A SESSION I

10:15 a.m.-10:30 a.m.

BREAK



Schedule of Events

10:30 a.m.-10:40 a.m.

A BRAND CALLED “YOU”

Mary Jane Perez — *Enterprise Sales Director, Microsoft Southwest District*

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, continuous and sometimes re-branding, as career choices sometimes change.

Discussion Topics:

- What is a personal brand and why is it important to have your own personal brand? What are some of the benefits?
- What are some strategies one can employ to create one’s own personal brand?
- What is your personal brand? Why did you decide on that brand? How did you create your personal brand?

10:40 a.m. -10:50 a.m.

PANEL RESPONSES

10:50 a.m. -11:00 a.m.

WE ASKED FOR IT, WE GOT IT- NOW WHAT DO WE DO WITH IT ALL?

Heather Rim — *Vice President, Global Corporate Communications, Avery Dennison*

Introduction:

The audience will have the opportunity to hear stories from our panelist who balances the tradeoffs associated with a range of different life and career choices. Our goal is to help women take the pressure off of themselves to “have it all” and recognize that there are different definitions and timelines for “all.”

Discussion Topics:

- Sacrifices and priorities are a constant challenge for all of us. How did your life and career choices change your perspective?
- What advice would you give to a young woman upon entering her professional career to help her succeed in her life’s path?
- Regrets are the fallout of life’s decisions. How have you dealt with the fallout of your decisions that were inappropriately timed?

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Schedule of Events



11:00 a.m. -11:10 a.m.

PANEL RESPONSES

11:10 a.m. -11:30 a.m.

Q & A SESSION II

11:30 a.m. -11:35 a.m.

SPONSOR RECOGNITION & CLOSING REMARKS

Angeles M. Valenciano — *Executive Vice President, National Diversity Council*

11:35 a.m.

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Avery Dennison salutes
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For more information, contact Tonya Anderson at tonya.anderson@diversityfirstjobs.com



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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 a difference.



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Please contact **Shreya Ruxmohan** for Corporate Membership
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