

LEAD TO EMPOWER

32nd Annual Women in Business Conference

Hosted by The Women's Student Association at Harvard Business School

**Saturday, February 11th
at Harvard Business School**



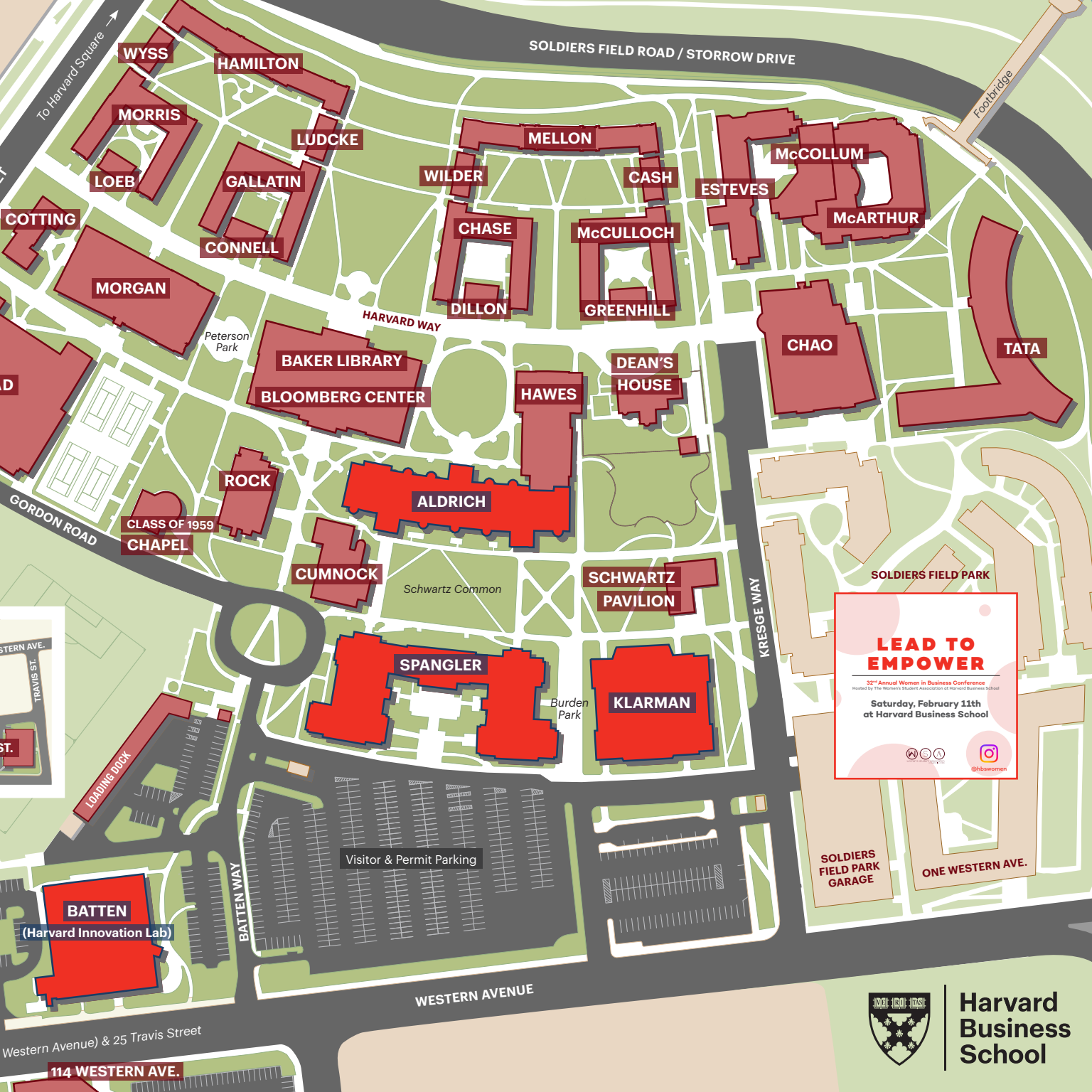
@hbswomen



Campus map
on following page

Agenda

- 8:30 – 9:30am Registration | Klarman Atrium
Breakfast | Spangler Williams Room
- 9:30 – 9:45am **Opening Remarks** | Klarman Auditorium
- 9:45 – 10:30am **FIRST KEYNOTE** | Klarman Auditorium
Angela F. Williams, President and CEO, United Way Worldwide
- 10:30 – 10:45am Coffee Break | Klarman/Spangler/Aldrich
- 10:45 – 11:45am **MORNING PANEL SESSION**
Can You Have It All and Stay Sane?
Leaders’ Perspectives on Work, Relationships, and Health
Klarman Auditorium
What Doesn’t Kill You Makes You Stronger:
Lessons From Turning Points and Challenges
Spangler Auditorium
Empowerment In Practice:
Tactics For Empowering Women at Different Stages of Their Career
Aldrich 112
- 11:45am – 12:30pm **SECOND KEYNOTE** | Klarman Auditorium
Natalie Massenet, Founder, Net-a-Porter & Founding Partner, Imaginary Ventures
- 12:30 – 1:30pm **Lunch Break** | Batten Hall
- 1:30 – 2:30pm **AFTERNOON PANEL SESSION**
Building Women-First Enterprises **Growing the Female Talent Pipeline**
Klarman Auditorium Spangler Auditorium
Women Leading Social Activism **Investing In Women**
Aldrich 111 Aldrich 112
- 2:30 – 2:45pm Coffee Break | Klarman/Spangler/Aldrich
- 2:45 – 3:30am **CLOSING KEYNOTE** | Klarman Auditorium
Dakota Johnson, Actress, Producer, Teatime Pictures
- 3:30 – 4:30pm **Female Founders Pitch Competition** | Klarman Auditorium
- 4:30 – 4:45pm Break - judges deliberate pitch winners | Klarman Auditorium
- 4:45 – 5:00pm Closing Remarks and Announcement of Pitch Winners | Klarman Auditorium
- 5:00 – 6:00 Happy Hour and Networking | Spangler Williams Room



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#hbswomen



Harvard Business School

Western Avenue) & 25 Travis Street

114 WESTERN AVE.

Visitor & Permit Parking

SOLDIERS FIELD PARK GARAGE

ONE WESTERN AVE.

Welcome

Distinguished Guests:

It's a pleasure to have you with us at Harvard Business School for the 32nd Women in Business Conference. Today, we gather in Klarman Hall to celebrate the power and impact of female leadership in the business world.

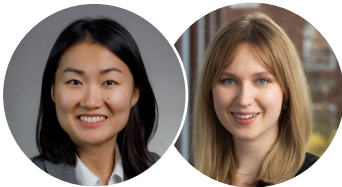
We are thrilled to provide a space for students and professionals to connect with influential female executives and entrepreneurs. With this year's theme, "Lead to Empower", we aim to inspire and challenge each other to tap into our full potential as leaders, managers, mentors, and members of our communities, and to empower those we work with to unlock their strengths as well.

We extend a warm thank you to our guest speakers for their time and enthusiasm. Their willingness to share their personal journeys, successes, and challenges with us, is truly appreciated. Their insights and practical advice will offer a glimpse into what modern female leadership looks like and inspire us all.

We are proud to have worked alongside a dedicated group of over 20 female students in making this event a reality. Their passion and hard work are truly remarkable and a testament to the great things that can be achieved with teamwork.

We also acknowledge the contributions of the Board Members of the Women's Student Association and their Alumni, the Harvard Business School Faculty, the Admission Office, and the MBA Club Team. And a special thanks to our sponsors and partners who have supported us throughout this journey.

So, let's embrace this opportunity to learn, grow, and be inspired. Thank you for joining us and we hope you have a memorable and enriching conference experience.



Amy Sang and Martyna Styslo
Co-Chairs, Women in Business Conference



KEYNOTE SPEAKERS

KLARMAN AUDITORIUM

Angela F. Williams

President & CEO, United Way Worldwide

9:45 – 10:30am

Natalie Massenet

Co-Founder, Imaginary Ventures

Founder, Net-a-Porter

11:45am – 12:30pm

Dakota Johnson

Actress & Producer, Teatime Pictures

2:45 – 3:30pm

FIRST KEYNOTE

Angela F. Williams

9:45 – 10:30am | Klarman Hall



Angela F. Williams

President & CEO, United Way Worldwide

Angela F. Williams is President and CEO of United Way Worldwide – the first Black woman to lead the organization.

Driven by a lifelong commitment to service, Williams has more than 30 years of leadership experience across all sectors including roles as the president and CEO of Easterseals, Inc.; the EVP, general counsel, and chief administration officer at YMCA of the USA; and the vice president and deputy general counsel, chief compliance and ethics officer for Sears Holdings Corp.

Williams served on active duty in the U.S. Air Force Judge Advocate General's Corps (JAG) after graduating from the University of Texas School of Law. Other governmental leadership roles include serving on Sen. Edward M. Kennedy's Senate Judiciary Committee staff as special counsel on criminal law; as a prosecutor on the DOJ Civil Rights Division's National Church Arson Task Force; and as an Assistant U.S. Attorney. Williams was interfaith liaison for the Bush-Clinton Katrina Fund.

Recognized for innovative leadership, Angela was included in the 2022 NonProfit Times' Power and Influence Top 50 and Forbes' 2021 List of Women Over 50 Creating Social Change at Scale, and received a 2021 CEO Today Healthcare Award.

She is a volunteer pastor at Chicago Apostolic Center.



Debora Spar [MODERATOR]
Senior Associate Dean, Harvard Business School

Debora Spar is the Jaime and Josefina Chua Tiampo Professor of Business Administration at Harvard Business School and Senior Associate Dean for Business and Global Society. Her current research focuses on issues of gender and technology, and the interplay between technological change and broader social structures. Spar tackles some of these issues in her latest book, *Work Mate Marry Love: How Machines Shape Our Human Destiny*.

KEYNOTE CAPTAIN:



Elisabeth Powell

SECOND KEYNOTE

Natalie Massenet

11:45am – 12:30pm | Klarman Hall



Natalie Massenet

Co-Founder, Imaginary Ventures

Founder, Net-a-Porter

Dame Natalie Massenet is Co-Founder and Managing Partner of Imaginary Ventures, a venture capital firm focusing on innovations in the consumer ecosystem at the intersection of retail and technology. Imaginary invests in best-in-class brands and tech enablement platforms backing entrepreneurs that are actively changing how a new generation of consumers live, eat and shop. Stage and geography agnostic, key investments include Skims, Kosas, EON, Everlane, Grin, Gloss Genius, Foxtrot, Good American, HUM Nutrition, Westman Atelier and others.

Before starting Imaginary, Natalie revolutionized luxury retail when she founded Net-A-Porter in 2000, growing into one of the world's most influential fashion businesses operating across retail, media and publishing platforms. She has held several non-executive and advisory positions such as a Director and Co Chairman of Farfetch Inc (2017-2020), the Chairman of British Fashion Council (2012-2017), and currently serves on the board of Aston Martin. In 2009, she was made Dame Commander of the British Empire in recognition for her contributions to the UK fashion and retail industry.

Natalie resides in New York City with her partner Erik Torstensson (founder of clothing line FRAME) and their three children.



Christina Wallace [MODERATOR]
Senior Lecturer, Harvard Business School

A self-described “human Venn diagram”, Christina Wallace has crafted a career at the intersection of business, technology, and the arts. She is currently a Senior Lecturer at Harvard Business School, where she teaches entrepreneurship and marketing. Her latest book, *The Portfolio Life*, comes out in April 2023 from Hachette.

A serial entrepreneur, Christina has built businesses in ecommerce, edtech, and media. She also co-authored *New To Big: How Companies Can Create Like Entrepreneurs, Invest Like VCs, and Install a Permanent Operating System for Growth* (Penguin Random House, 2019) and was the co-host of *The Limit Does Not Exist*, an iHeart podcast with millions of downloads over 3 seasons and 125 episodes.

In her free time, she sings with various chamber choirs, embarks on adventure travel, and is a mediocre endurance athlete. She lives in Cambridge with her husband and their two children.

KEYNOTE CAPTAIN:



Sofia Corti

CLOSING KEYNOTE

Dakota Johnson

2:45 – 3:30pm | Klarman Hall



Dakota Johnson

Actress & Producer, Teatime Pictures

Dakota Johnson is a BAFTA nominated and award-winning actress and producer.

After bursting on to the scene with her performance in David Fincher's critically acclaimed *The Social Network* written by Aaron Sorkin, Johnson went on to appear in the feature comedies *The Five-Year Engagement* and *21 Jump Street*. She then starred as Anastasia Steele in Universal's billion-dollar franchise *Fifty Shades of Grey*, *Fifty Shades Darker* and *Fifty Shades Freed*.

Johnson recently wrapped production on *Daddio*, a TeaTime production, in which Johnson stars opposite Sean Penn with Christy Hall writing and directing. She also stars in the much anticipated *Madame Web*, based on the Marvel superhero character for Sony; directed by S.J. Clarkson and slated for a February 2024 release.

In 2019, the accomplished actress launched TeaTime Pictures with producing partner, Ro Donnelly and has already acquired mass attention for their work. Securing a First Look TV deal with Boat Rocker Studios they recently wrapped production on their first scripted comedy series *SLIP* for Roku, premiering in April. The project was directed, created, and written by Zoe Lister-Jones in which she also stars.

In addition to their first look deal with Boat Rocker, TeaTime's first two feature films, *Cha Cha Real Smooth* and *Am I OK?* sold straight out of their respective premieres at the 2022 Sundance Film Festival to Apple TV+ and HBO Max. Starring in both films

Johnson earned outstanding reviews for her performance in *Cha Cha Real Smooth* opposite writer and director Cooper Raiff which was released last year. *AM I OK?* will be released in June on HBO Max.

More recently, Johnson and Donnelly executive produced *The Disappearance of Shere Hite* for TeaTime which premiered at this year's Sundance Film Festival. Johnson is featured as the voice of Shere Hite in the highly reviewed documentary film.

She recently starred in two Netflix films; *Persuasion*, based on the novel by Jane Austen, and in Maggie Gyllenhaal's award nominated film, *The Lost Daughter* alongside Olivia Coleman, Jessie Buckley and Paul Mescal. The later film premiered at both the 2021 Venice International Film Festival and Telluride Film Festival to rave reviews, earning several awards and nominations from different critics' associations. The film won Best Feature at the 2021 Gotham Independent Awards and Johnson was awarded the Actor Spotlight Award at the Middleburg Film Festival for her performance.

Over the span of her career, Johnson has been a part of several acclaimed films. In 2015, she starred opposite Johnny Depp in Scott Cooper's *Black Mass* and in Luca Guadagnino's *A Bigger Splash* with Tilda Swinton and Ralph Fiennes, both of which premiered at the Venice Film Festival.

In 2018, she reteamed with Guadagnino and Swinton to star in Guadagnino's critically acclaimed version of Dario Argento's, *Suspiria*. Johnson received admiring reviews for her performance of American dancer, Susie Bannion and the film was honored with the Robert Altman Award at the 2019 Film Independent Spirit Awards. The independent feature, *The Peanut Butter Falcon* in which she starred alongside Shia LaBeouf and Zack Gottsagen won the Audience Award at the 2019 SXSW Film Festival and grossed over \$20 million in the US to become the top platform release that year.

Other notable film credits include *Our Friend* alongside Casey Affleck and Jason Segel, which several top critics noted as Johnson giving the most impressive performance of her career; Universal's *The High Note* directed by Nisha Ganatra opposite Tracee Ellis Ross and Kelvin Harrison Jr and in Drew Goddard's noir thriller *Bad Times at the El Royale*, alongside Jeff Bridges, Jon Hamm, and Chris Hemsworth.

Johnson is an active philanthropist and an advocate for Global Citizen's She Is Equal campaign. She has used her voice along with others to target world leaders demanding them to strongly invest in women by providing critical funding for female health and family planning. Johnson also actively supports Action in Africa, a nonprofit organization that strives to educate, inspire and empower people in Uganda by focusing on education and community development. She launched The Left Ear podcast featuring stories of assault, abuse, and harassment from survivors around the globe.

She is an investor and co-creative director with founder Éva Goicochea in the sexual wellness company maude, a gender neutral brand that makes well-designed, accessible and affordable sex products. Johnson also serves as the face of Italian luxury brand Gucci.

[MODERATORS]



Rachel Anderson
JD/MBA Student, Harvard Business School

Rachel, JD/MBA Class of 2026, came to Harvard after serving in the Army as a Military Intelligence Officer, stationed in both the US and Germany. She originally hails from Boulder, CO and loves mountains, fashion, fitness, and gender equality!



Sofia Corti
MBA Student, Harvard Business School

Sofia, MBA Class of 2024, moved to HBS from Michigan, where she worked in strategy consulting serving consumer clients on growth and innovation topics. Sofia studied in the UK and is originally from Italy.



MORNING PANEL SESSION

10:45 – 11:45AM

**Can You Have It All and Stay Sane?
Leaders' Perspectives on Work, Relationships, and Health**

Klarman Auditorium

**What Doesn't Kill You Makes You Stronger:
Lessons From Turning Points and Challenges**

Spangler Auditorium

**Empowerment In Practice: Tactics For Empowering Women
at Different Stages of Their Career**

Aldrich 112

Having It All While Staying Sane: Leaders' Perspectives on Work, Relationships, and Health

10:45 – 11:45am | Klarman Hall

Today's women face increasing pressure to "have it all": have a successful career, be a loving partner, a dedicated mother (if they choose), all while staying on top of their physical and mental health. Can women truly have it all or is this merely an illusion? Does the reality involve a choice of priorities (what even is "all") or a matter of timing (I can have it all, but not all at once)? We go behind the scenes with a range of female leaders to understand their perspective on this topic – their definition of "having it all" and their practical tips and tricks for staying sane while doing so.

PANEL CAPTAIN:



Alicia Huang



Ashley Whillans [MODERATOR]
Assistant Professor, Harvard Business School

Dr. Whillans is an Assistant Professor in the Negotiation, Organizations & Markets Unit at the Harvard Business School, and a member of Harvard's Behavioral Insights Group. She holds a PhD in Psychology from the University of British Columbia. In 2018, her dissertation won the CAGS award for being the single best PhD thesis in Canada across the fine arts, humanities, and social sciences. Prior to joining HBS, Prof. Whillans was a Visiting Scholar at the Chicago Booth School of Business. She has published her research in top academic journals and popular media outlets like *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *Time Magazine*. Her first book "Time Smart: How to Reclaim Your Time & Live a Happier Life" was published in October, 2020 by Harvard Business Publishing. Three of her articles—which explored the benefits of the four-day work week, of non-cash rewards, and of reducing meeting overload—were the most read research-based articles in *Harvard Business Review* in 2021. Her TED originals talk, "3 Rules for Better Work Life Balance" has been viewed more than 3 million times. Prof. Whillans is passionate about practical application of research. Currently, she is a Research Advisor for Gallup and a member of the UN Global Happiness Council.



Smitha Gopal
COO & Co-Founder, Ounce of Care

Smitha is the COO and Co-Founder of Ounce of Care, an organization whose mission is to empower healthy and thriving communities by building bridges between housing and health. Ounce currently serves residents living in partner properties in Washington D.C. through a team of Community Health Leads, leveraging technology to engage residents and deliver impactful services.

Prior to Ounce, Smitha was a Senior Manager in Bain & Company's healthcare practice, helping client teams redesign their sales organizations and scale their operating mod-

els. She also worked at the Commonwealth of Massachusetts, as an HBS Leadership Fellow, leading a multi-million dollar initiative to deploy an identity & access management solution under the CIO, and spent time as a Product Manager at Amazon.

She holds a B.S. and M.S. in Bioengineering from UPenn and an M.B.A. from Harvard Business School.



Stephanie Kramer

CHRO, L'Oréal USA

Stephanie Kramer is the Chief Human Resources Officer (CHRO) of L'Oréal USA, Adjunct Professor at the Fashion Institute of Technology (FIT), author of "Carry Strong: An Empowered Approach to Navigating Pregnancy and Work" (Penguin Life, 2023), and the mother of two young sons.

Stephanie currently leads Human Resources for L'Oréal USA, and is responsible for the company's overall HR strategy in the U.S. including talent, learning, rewards and people experience.

Prior to becoming CHRO in January 2023, Stephanie was the Global General Manager, US General Manager, and Senior Vice President of Global Marketing, Product Innovation and Retail at SkinCeuticals. Previously she was Vice President of Global Marketing for Kiehl's Since 1851, and an Executive Director of Marketing at Chanel for the U.S. skincare and women's fragrance portfolios. Stephanie was also Global Marketing Director at L'Oréal for the Professional Products and Luxury Products divisions. She joined L'Oréal from Quest International Fragrances and was a participant in their European Graduate Development Program (EGDP).

Stephanie graduated with a major in chemistry from Wake Forest University. She completed her master's degree at FIT and graduated in 2011 as valedictorian. Today, Stephanie is a member of Cosmetic Executive Women (CEW) and in 2023 joined the FIT CFMM Industry Advisory board. She is a champion of working mothers, and her first book will be published by Penguin Life in May 2023.



Ann Lucena

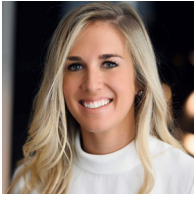
Board Director, Cerus Corporation

Since 2021 Ann Lucena has served on the Board of Directors of Cerus Corporation, a public, global company that makes products that safeguard the blood supply through pathogen inactivation. Ann is the Chair of the Audit Committee.

Ann most recently served as the CEO of San Ramon Regional Medical Center, a Bay Area hospital with over 650 employees, 600 physicians, and 70 volunteers. Ann previously served as the Chief of Staff for the President of Hospital Operations at Tenet Healthcare, a large healthcare system with over 100,000 employees that operates over 60 hospitals in 11 states. Before Tenet, Ann worked in investment banking at Bank of America Merrill Lynch, healthcare consulting at Triage Consulting Group, human resources at Google, and television production at ABC News.

Ann serves on the Harvard Business School Alumni Board. She previously served on the Board of Directors of the joint venture between John Muir Health and Tenet that owned her hospital, and held leadership roles in hospital industry organizations.

Ann has been included in the *San Francisco Business Times*' lists of "Bay Area's Most Influential Women in Business" and "40 under 40." She was named "Business Person of the Year" by the San Ramon Chamber of Commerce. She earned her undergraduate degree from Stanford University and her MBA from HBS.



Liza Truax

Managing Partner, Wingspan Legacy Partners

Liza Truax is passionate about helping families and businesses overcome challenges to better effect positive change in the world. Prior to Wingspan, Liza ran her own advisory practice working with family businesses, family offices, and entrepreneurs. During this time, she advised the principal during a generational transition at a single-family office, was COO of a family-owned enterprise technology business that supported the operations of nearly 1,000 asset managers, and designed and implemented a banking product for a fintech startup.

She spent the early part of her career at AQR Capital Management, where she was a key member of the team that built the high net worth channel and pioneered the liquid alternatives investment category for the industry. At AQR, she also spent time in the strategy team identifying and standing up new business lines, driving the firm's rapid growth. Liza has previously been a management consultant at Bain & Co. and an equity capital markets analyst at Bank of America Merrill Lynch.

Liza studied economics at Cornell University where she graduated as a Merrill Presidential Scholar, and she holds an MBA with distinction from Harvard Business School.

When she's not working, Liza competes as an endurance athlete, completing myriad half marathons, marathons, and triathlons. In addition, she is looking to add her 41st passport stamp soon.



Meghan Verena Joyce

CEO & Co-Founder, Stealth Start-up

Meghan is a founder, CEO, and board member focused on high growth, high impact technology organizations. She currently serves as the co-founder and CEO of a stealth startup seeking to democratize access to personal help and alleviate mental load. She also serves on the Board of Directors of Guardant Health (NASDAQ: GH) and The Boston Beer Company (NYSE: SAM).

Meghan previously served as COO and EVP of Platform at Oscar Health (NYSE: OSCR), where she oversaw engineering, product, marketing, clinical, operations and new businesses. During her tenure, Meghan has led a team of over 2,000 through >300% top line growth and IPO, expanding access to Oscar tech and services to over 1 million members. Before joining Oscar, Meghan served in a number of leadership roles at Uber Technologies, Inc. (NYSE: UBER), most recently overseeing its \$25 billion US & Canada business, the company's largest P&L.

Meghan formerly served the United States Department of Treasury as Senior Policy Advisor, Domestic Finance. She began her career at Bain Capital and Bain & Company. Meghan serves on the boards of WBUR, Boston's NPR news station; UP Education Network, and MassChallenge. She is also a 2022 Henry Crown Fellow at the Aspen Institute. Meghan earned her bachelor's degree in the History of Science from Harvard College (Phi Beta Kappa), and an MBA from Harvard Business School.

What Doesn't Kill You Makes You Stronger: Lessons From Turning Points and Challenges

10:45 – 11:45am | Spangler Auditorium

Times have evolved and business leaders today have realized the importance of women in leadership positions, and yet we see a lack of representation at the top of the ladder. Women leaders want to advance, but they still face stronger headwinds than men. We will uncover common challenges faced in the modern workplace today and understand how female leaders have managed to successfully navigate these situations. Going further, our panelists will also take us through their leadership journeys and give us their take on how they managed to lead with authenticity, in a world where we are still seeing a homogenous leadership style.

PANEL CAPTAIN:



Thiru B



Emily Williams [MODERATOR]

Assistant Professor, Harvard Business School

Emily Williams is an assistant professor of business administration in the Finance Unit, teaching the Finance II course to MBA students. Professor Williams' research focuses on financial intermediation, traditional intermediation and payments, the use of technology in financial intermediation and the financial services offered to the under-banked. Professor Williams earned her MA in Mathematics from Warwick University, and after working in various industry roles received her MBA from the Tuck School of Business at Dartmouth, and later her PhD in finance at London Business School in 2017.



Kristen Carbone

CEO & Founder, Brilliantly

After a decade-long career working in curatorial departments in Museums across New York and New England, I founded Brilliantly. A writer, public speaker, and solution finder, I serve on the Advisory Council for the Breasties, and am a member of Dreamers & Doers, The Fourth Floor, Hey Mama and Women of Wearables. In addition to my work at Brilliantly, I am an avid jigsaw puzzler, gardener, and list maker. I am also the mom to Liam (14) and Sylvia (11) who I lovingly refer to as my Junior Staffers.

Brilliantly started with trying to solve a problem for myself and after talking to hundreds of women in the breast cancer community over the summer of 2017 and finding out that I wasn't alone in my struggles post-mastectomy, I was compelled to leave my career and start my own business. What started as a product designed to support breast cancer survivors feeling more comfortable in their body has become a leading innovation in the world of wearable technology for women.



Julia H. Grace VP of Engineering, Netflix

Julia is currently a Vice President of Engineering at Netflix. Prior to Netflix she was at Apple leading Product Engineering for Siri in the AI/ML organization, as well as Slack where she built the Infrastructure Product and Engineering team.

She has deep entrepreneurial roots, having founded, raised venture capital and sold an electronics marketplace, sits on several boards and is an active angel investor based in Silicon Valley, California



Laura Katz Founder & CEO, Helaina

Laura Katz, food scientist, is Founder and CEO of Helaina. Founded in 2019, Helaina is the first company to bring the immune-nourishing proteins in breast milk to a new category of infant formula. Helaina has raised more than \$25 million, including \$20 million in Series A funding (co-led by Spark Capital and Siam Capital) announced in November 2021. Helaina is based in New York City.

Laura became NYU's youngest ever adjunct professor in Food Science & Technology in 2017 and was featured in Forbes' 30 under 30 list in 2022. Prior to Helaina, Laura developed food products for NUGGS, Plated, and Dylan's Candy Bar. Laura has reached viral success as a food scientist, generating \$60M+ views via an 11-episode stint as the expert food scientist for Epicurious' 4-Levels video series. She earned a Master's in Food Studies from NYU, and a Bachelor of Sciences in Food Science and Technology from Western University.



Eshita Kabra

Founder & CEO, By Rotation

Eshita Kabra is founder & CEO of the world's largest social fashion renting app By Rotation.

Ex-investment analyst and global citizen Eshita Kabra founded By Rotation as a side hustle in October 2019 to revolutionize the way people consume fashion by offering a more sustainable and sociable solution to shopping. Today By Rotation has become the world's largest peer-to-peer fashion rental app and the world's largest shared wardrobe. Eshita is a Forbes 30 Under 30, Marie Claire Future Shaper, and regularly speaks at the likes of Meta, Financial Times, Vogue Business, British Fashion Council and more. She is based between London and New York City.



Rayna Zacks

Head of Talent Acquisition, ghSMART

Rayna Zacks is a Head of Talent Acquisition at ghSMART. Before leading our Talent Acquisition team Rayna was a Principal at ghSMART where she advised private equity and corporate clients on their most pressing leadership challenges.

She partnered with senior leaders to drive business value by unlocking the potential of people through talent assessment, leadership development and organizational effectiveness. Prior to joining ghSMART Rayna spent 7 years at McKinsey & Company advising senior executives and CEOs of Fortune 500 companies on the human side of strategy. In addition to her client work, Rayna led McKinsey's company-wide sponsorship & mentorship initiative focused on retaining, promoting, and electing more diverse talent. Rayna is a trained neuroscience researcher and spent her early career focused on seminal research around Traumatic Brain Injury and the NFL. Rayna holds a Masters in Public Health from Johns Hopkins University and completed her undergraduate studies in neuroscience at Washington University in St. Louis and MIT.

Empowerment In Practice: Tactics for Empowering Women at Different Stages of Their Career

10:45 – 11:45am | Aldrich 112

Empowering women is a complex issue in practice as it involves identifying women's unique needs at different stages in their lives and careers. This panel aims to provide women with tactical strategies to empower themselves and others to excel in the workplace. Additionally, our panelists will share key advice and uncover insights on the opportunities and challenges faced by women on their way to the C-suite and beyond.

PANEL CAPTAIN:



Sarah Alfares

**Nicole Sylvester** [MODERATOR]**Director of Learning & Development, Keystone Strategy**

Nicole Sylvester is a passionate Talent Development leader currently working with Keystone Strategy in Boston. She has facilitated the growth and development of employees at all levels for over a decade leveraging her expertise in DEI, Employee Engagement, and Performance Management to support organizations of all sizes in achieving their related goals. She currently leads a team focused on upskilling employees and delivering a great employee experience.

**Mona Ataya****Founder & CEO, Mumzworld.com**

Mona Ataya, CEO and Founder of Mumzworld, has proven to be one of the Middle East's most prominent and successful female entrepreneurs who has helped shape & disrupt the regional digital landscape. Mumzworld is the leading e-commerce platform and respected gateway into millions of households in the Middle East. With 5 rounds of funding, Mumzworld became the #1 Funded Women-Led e-commerce Company in the region and the 1st homegrown digital company acquired by a Saudi, strategic giant in 2021.

Mona was voted as one of the top 75 Faces of the UAE and 5 most Powerful Women Transforming the Business World in the Levant. She is voted among UAE's Top 3 Most Prominent Women in the Tech World and amongst the top 2 Forbes women creating impact in the region and one of Middle East's Power Businesswomen.

Beyond the awards, she serves as a board member of the Dubai Chamber of Digital Economy and a United Nations representative for UNCTAD with a mandate to empower women and create enabling opportunities in the digital ecosystem. Mona serves year round as a mentor to entrepreneurs, passionate especially in enabling young female entrepreneurs.

**Saj-nicole A. Joni****Founder & CEO, Cambridge International**

Saj-nicole Joni is a globally acclaimed business strategist and confidential advisor to CEOs and boards of world-leading business, philanthropic, and academic organizations. She focuses with them on complex strategic choices that define performance, risk, impact, and legacy.

Saj-nicole is founder and CEO of Cambridge International Group Ltd. and is the author of three bestselling books (*Get Big Things Done* (2015); *The Right Fight* (2010); and *The Third Opinion* (2004)).

Prior to founding Cambridge International Group Ltd., Saj-nicole was a highly successful senior executive in the technology sector, including Microsoft, CSC, and venture backed AI startups. She serves as a director on the boards of public and private companies, and philanthropic organizations.

Saj-nicole earned her doctorate in Mathematics from the University of California, San Diego, and served on the mathematics and computer science faculties of MIT, Carnegie-Mellon, and Wellesley College (1977-1986). Her research extended from algebraic combinatorics to the foundations of artificial intelligence, and her work is still quoted by scientists today. She continues to advise executives and scientists in think-tanks and research centers as they seek to increase their impact for good based on new science and technologies.



Elissa Sangster
CEO, Forté Foundation

Elissa Sangster serves as CEO of Forté and brings to the role extensive knowledge of issues affecting women's abilities to seek, prepare for and attain business leadership positions, drawn from her prior experience as Assistant Dean and Director of the MBA Program at the McCombs School of Business at the University of Texas at Austin. There she oversaw all activities related to the full-time McCombs MBA program including marketing, admissions, student services, and alumni relations. Before McCombs, Elissa was Assistant Director of the MBA Program at Texas A&M University's Mays School of Business.

Elissa is a member of Vistage Worldwide and recently won Vistage's Impact Award. Elissa serves on the Board of the San Antonio Public Library Foundation. She pursues her love of genealogy as Second Vice Regent for the San Antonio de Bexar Chapter of Daughters of the American Revolution. She lives in San Antonio with her husband, Jeremy, and their daughter, Anna Leigh. Elissa received her MBA and her B.A. in English from Texas A&M University.



Janvi Shah
Co-Founder & CEO, Hue

Janvi Shah (HBS '22) is the Co-Founder & CEO at Hue, an e-commerce technology company that helps brands and retailers embed TikTok-style shoppable videos on their e-commerce websites to give customers confidence to add to cart. She co-founded Hue while at HBS with two of her classmates, Nicole Clay and Sylvan Guo, and they went on to raise over \$2 million in venture capital funding and won the \$75K President's Innovation Challenge Grand Prize. She previously was a Product Manager at Google on Google Photos, overseeing the development of AI-powered social sharing features and growing the app to over 1 billion monthly active users.



Lisa Skeete Tatum

Founder & CEO, Landit

Lisa Skeete Tatum is founder and CEO of Landit, a personalized career pathing platform created to increase the success of women and diverse groups in the workplace. The platform offers a turn-key “one size fits one” solution that enables companies to attract, develop, and retain their talent.

Previously, Lisa was a General Partner for over a decade with Cardinal Partners, a \$350M+ early-stage healthcare venture capital firm. She also worked for Procter & Gamble.

Lisa serves on numerous high growth, public, and nonprofit boards, including Stryker Corporation (NYSE: SYK), World 50, Union Square Hospitality Group, USHG Acquisition Corp. (NYSE:HUGS), Cornell University Board of Trustees, McCarter Theater, The Lawrenceville School, and the Harvard Business School Board of Dean’s Advisors.

Lisa received her BS in chemical engineering from Cornell University and her MBA from Harvard Business School. She is a member of the Kauffman Fellows Class 4 and a 2012 Henry Crown Fellow of the Aspen Institute.

She has been featured in the *Wall Street Journal*, *Forbes*, *Fast Company*, *Vanity Fair*, *Fortune*, *Inc.*, *Black Enterprise*, CNBC, BBC Business and named one of the Most Impressive Women Entrepreneurs by *Inc.* Landit was named one of the Top 10 Innovations That Made Women’s Lives Better by *Fast Company*.



AFTERNOON PANEL SESSION

1:30 – 2:30PM

Building Women-First Enterprises

Klarman Auditorium

Growing The Female Talent Pipeline

Spangler Auditorium

Women Leading Social Activism

Aldrich 111

Investing in Women

Aldrich 112

Building Women-First Enterprises

1:30 – 2:30pm | Klarman Hall

What does the female perspective bring to the table? A McKinsey Global Institute study found that advancing women's equality could add \$12 trillion to the global economy by 2025. Yet, women remain underrepresented amongst today's entrepreneurs, investors, and business leaders. If the foundation of business is building a connection between capital and good ideas to address today's most relevant consumer needs, the lack of adequate female representation on both sides of this equation is leading to missed opportunities for businesses at large. This panel will explore the importance of a female voice in boardroom conversations where the decisions that have the ability to narrow or prolong the gender gap are made and will feature the women who have successfully proven how necessary their voices are throughout their careers.

PANEL CAPTAIN:



Harshini Chengareddy



Kisha Lashley [MODERATOR]

Visiting Associate Professor, Harvard Business School

Kisha Lashley is a Visiting Associate Professor in the Strategy Unit at the Harvard Business School. She is also an Associate Professor of Commerce at the University of Virginia. Professor Lashley is a field researcher who studies contentious practices within organizations and industries. She uses organizational social evaluations, including stigma, reputation, and status, to understand how organizations and their stakeholders negotiate shared meanings over time. She is also interested in how organizations construct and revise their histories. Professor Lashley has examined various industries, including healthcare, the cannabis industry, and payday lending. She teaches strategy.



Jessica Assaf

Co-Founder & Chief Education Officer, Prima

Jessica Assaf is an entrepreneur, community builder, writer and activist who has spent the past 15+ years advocating for safe products, corporate accountability, consumer wellness and women's health. Jessica is the Co-Founder of Prima, a purpose-driven wellness brand sold at national retailers like Sephora. A graduate of Harvard Business School, *Forbes* 30U30 and award-winning entrepreneur, she's been a leading voice in the beauty and CPG industry since the age of 15.



Éva Goicochea

Founder & CEO, maude

Éva Goicochea is the Founder of maude, an inclusive modern sexual wellness company launched in 2018. After studying marketing in New York, Éva returned to California and spent her early career as a legislative aide in healthcare at the California Medical Association. She then went on to work in ecommerce and brand strategy with companies including The Natural Resources Defense Council, ADIDAS Y-3 and SLVR, Squarespace, Steven Alan, Josie Maran Cosmetics, and in 2012, joined the early team at Everlane.

In 2017, she converged her passion for healthcare and brand to begin the development for maude. To date, Goicochea is one of only 10 Latinas to raise over \$10 million in consumer goods and was voted *Entrepreneur's* 2019 100 Most Powerful Women, *WWD's* 60 Power Players in Healthy and Beauty in 2020 and 2021, *Fast Company's* 2021 Next 1000 and in 2022, received a CEW Female Founders Award along with industry icons Bobbi Brown and Jeanine Lobell, and was one of *Inc.* Female Founders 100 in 2022.



Willow Hill

CCO & Co-Founder, Scout Lab

Willow Hill is an entrepreneur and award-winning Chief Creative Officer at the helm of building the purpose-driven brands of tomorrow. As the Co-founder of Scout Lab, her clients include Wix.com, Adidas, Venmo, and scaling startups such as Ritual, Maple, Kindred, and Casetify. Prior to Scout Lab, she built and launched Airbnb's global brand, introducing the Airbnb rebrand to the world via major global campaigns.

Today, Willow speaks on building brands designed for the next generation. Her work has been featured by *Forbes*, *The Disney Channel*, *Ad Week*, *Nylon*, *Rolling Stone*, and *the Dieline*.



Tiffany Pham

Founder & CEO, Mogul

Tiffany Pham is the Founder & CEO of Mogul, one of the world's leading diversity recruitment companies. Praised by Sheryl Sandberg as "the number one platform" and referred to as "the perfect business" by Melinda Gates, Mogul is backed by leading investors including the world's largest investment fund SoftBank, Hearst Corporation, the Founders of Comcast, LinkedIn Learning, and Match.com.

Referred to as a "Triple Threat" by the *Wall Street Journal*, Pham was named one of *Forbes* "30 Under 30" in Media, *Business Insider* "30 Most Important Women Under 30" in Technology, *ELLE Magazine* "30 Women Under 30 Who Are Changing the World," *Entrepreneur Magazine* "100 Most Powerful Women," *Inc. Magazine* "Top 100 Female Founders," *Crain's Magazine* "40 Under 40," and Staffing Industry Association's "40 Under 40."

She is the author of the instant *Wall Street Journal* bestselling book "You Are a Mogul," "Girl Mogul," and "From Business Strategy to IT Roadmap: A Guide for Executives & Board Members."

A TV personality, Tiffany has been a Judge on the TLC TV Show "Girl Starter" and is a cast member on The History Channel TV Shows "The Machines That Built America" and "The Toys That Built America." In 2021 and 2022, she became the face of Lexus's "More Than Intelligence" TV campaign. She has appeared across advertising campaigns for Asana, Amazon Audible, Naturalizer, Dell, Captain Morgan, Visa, LUNA, Bumble and bumble, and GoDaddy.

She is the Founder of Representation, a TV and Film production company producing diverse stories by diverse storytellers. She previously produced Girlfriend (Toronto), Funny Bunny (SXSW), AWOL (Tribeca).

Tiffany has served on the Board of Directors for No Limits Media, Board of Trustees for Provincetown Film Society, the Interactive & Technology Committee for WNET New

York Public Media, the Business Committee for the New York City Ballet, and Board of Advisors to YCombinator startup BuzzStarter.

Previously, Tiffany was a business executive in technology and finance, and worked across CBS, HBO, Credit Suisse, and Goldman Sachs. She is a graduate of Harvard Business School and Yale, with Distinction.



Jessie Young

Global New Verticals Lead, Uber

Jessie is a Global Lead of New Verticals at Uber, with deep commercial experience building scaling B2C business to their first \$XBn. She is passionate about tech-enabled marketplaces that drive shared value for the communities they operate in and serve. An early Uber employee, she stewarded the IPO in APAC, and currently leads the launch and scale of Grocery, Alcohol, Restricted Items and Retail businesses. Her previous professional experience spans strategic finance, management consulting, and law. She is a start-up advisor and founder, and a yoga teacher. She sits on the Advisory Boards of several early-stage tech marketplaces, and is also a board member of a not-for-profit in Australia, where she serves as an advocate for family and child safety.

Growing The Female Talent Pipeline

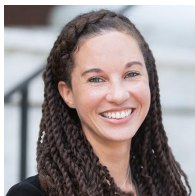
1:30 – 2:30pm | Spangler Auditorium

What does it really take to recruit and retain top female talent? Leading women across industries and functions share insights on what works (and what doesn't) to attract women and set them up for successful, sustainable careers. We will discuss challenges and opportunities throughout the talent funnel, including awareness, networking, interviews, mentorship, promotion, and retention.

PANEL CAPTAIN:



Sarah Better



Summer Jackson [MODERATOR]
Assistant Professor, Harvard Business School

Summer Jackson is an Assistant Professor of Business Administration in the Organizational Behavior Unit at Harvard Business School. She teaches LEAD in the MBA required curriculum.

Professor Jackson is an organizational ethnographer and field researcher who studies organizational inequality, social hierarchies (such as race, gender, and class), and related topics in the sociology of work and occupations. In particular, she studies the policies and practices associated with building diverse, inclusive, and equitable workforces. Her dissertation focused on diversity and inclusion initiatives at a fast-growth technology company, and was recognized as the winner of the 2020 INFORMS/Organization Science Dissertation Proposal Competition.

Professor Jackson earned a Ph.D. and M.S. from MIT Sloan School of Management, and a B.A. in International Relations from Stanford University. She has lived and worked throughout the Middle East, and prior to graduate school worked for the U.S. Department of State.



Azania Andrews
CEO, 1440 Foods

Azania Andrews is an accomplished business leader with a successful track record of establishing and growing iconic brands.

As Chief Executive Officer of 1440 Foods, a sports and active nutrition company, Azania is applying her expertise in inspiring and motivating talent to build a world-class team, accelerating growth through a new commercial plan, strengthening operations, and evolving marketing and innovation.

This follows her time At Anheuser-Busch, where Azania led paid media, sports and entertainment partnerships and experiential marketing as Vice President, Consumer Connections. She also served as Vice President, Michelob ULTRA where her team led the growth of the brand from number six to number two beer in America by dollar sales. Earlier at AB, Azania held various leadership roles in Digital Marketing.

Previously, Azania was Vice President, Business Development for WPP Digital; Senior Brand Strategist for Young & Rubicam; Digital Strategist for Schematic and Manager, Communications, Marketing & Events for The Robin Hood Foundation.

Azania earned an MBA at Harvard Business School and a BA at Stanford University.

She is the recipient of multiple awards, including a Titanium Lion for Michelob ULTRA Pure Gold Contract for Change at the 2021 Cannes Lions Creative Festival.

Azania and her family live in New York City; she is the mother of an 8-year-old. An avid consumer of pop culture, Azania is also an aspiring golfer and ardent fan of the New York Knicks, Giants and Yankees.



Kim Fay Boucher

**Co-Founder, Women's Foundation of Boston,
Senior Lecturer, MIT Sloan**

Kim Fay Boucher is a senior business executive, civic leader, and senior lecturer with over 25 years of experience leading high-performance organizations in technology, consumer products, and social enterprise/non-profit industries. Kim began her career at leading companies such as GE, General Mills, Inc., Gillette Company, and Lycos. She spent the last decade in senior marketing and investment roles with Analog Devices (NASDAQ: ADI).

Most recently, Kim was the technology commercialization expert for Analog Devices (NASDAQ: ADI) internal venture fund. Prior to this, Kim drove change in the GTM

strategy for ADI and was selected to run the global marketing organization across all business sectors.

Kim has been a Senior Lecturer at the MIT Sloan School of Management since 2019.

Kim cofounded and is a board director for the Women's Foundation of Boston, and was an Entrepreneur in Residence for Swiss EP, teaching leadership and entrepreneurial skills to women in Vietnam in the Summer of 2022. She has founded, led, or participated as a Board Director in four non-profits and one pre-revenue AI software company.

Kim holds a BS degree in Management Industrial Engineering from Worcester Polytechnic Institute ("WPI") and an MBA from the Harvard Business School. She is in the WPI Athletic Hall of Fame, NCAA Academic All-American of Women's basketball.

Kim is a native of New Hampshire and has three grown children.



Joanne Chang Founder, Flour Bakery

James Beard Award-winning chef Joanne Chang opened the first Flour bakery in 2000. 20 years later, she now operates nine Flour bakeries and sister restaurant Myers + Chang in Boston/Cambridge with her husband and business partner Christopher Myers.

Joanne, Flour, and Myers + Chang have garnered local and national recognition from *Gourmet*, *Food & Wine*, *Bon Appetit*, *the New York Times*, *the Food Network*, *Conde Nast Traveler*, *Inc. Magazine*, *O Magazine*, *Boston Magazine*, and the *Boston Globe*. She is the author of five cookbooks, teaches and advises local pastry cooks, serves on the Board of Directors for Share our Strength as well as Brookline Bank.

In Spring 2020, Joanne launched an IGTV series *Flour Love* (#flourlove) on Instagram featuring a collection of baking kits with baking demonstration videos. In 2021, Joanne appeared as a judge on the first season of Netflix's TV show *Baking Impossible* and launched a 30-day baking session on the online platform, MasterClass.



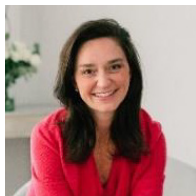
Tiffany Freitas

COO, PathAI

Tiffany Freitas is the Chief Operating Officer at PathAI, a leading provider of AI-powered research tools and services for pathology. Tiffany is responsible for the business operations including business development, corporate strategy, and legal & compliance. During her time at PathAI, the company has grown by over 10x and completed a successful Series C led by top tier investors, D1 Capital Partners and Kaiser Permanente.

Prior to PathAI, Tiffany was the Chief Financial Officer at Vestmark and spent 6 years in the Interactive Division at the Walt Disney Company in a variety of leadership roles including VP of Finance & Strategy. At Disney, her strategy and M&A leadership drove significant revenue growth and helped turn the business profitable. Tiffany previously worked at both Bain Consulting and Citigroup Investment Banking, where she enabled technology companies to reach the next phase of growth.

Tiffany has been named *Boston Business Journal's* CFO of the year and Top 40 under 40. Tiffany has her MBA from Harvard Business School, and BA from Columbia University.



Stephanie Kramer

CHRO, L'Oréal USA

Stephanie Kramer is the Chief Human Resources Officer (CHRO) of L'Oréal USA, Adjunct Professor at the Fashion Institute of Technology (FIT), author of "Carry Strong: An Empowered Approach to Navigating Pregnancy and Work" (Penguin Life, 2023), and the mother of two young sons.

Stephanie currently leads Human Resources for L'Oréal USA, and is responsible for the company's overall HR strategy in the U.S. including talent, learning, rewards and people experience.

Prior to becoming CHRO in January 2023, Stephanie was the Global General Manager, US General Manager, and Senior Vice President of Global Marketing, Product Innovation and Retail at SkinCeuticals. Previously she was Vice President of Global Marketing for Kiehl's Since 1851, and an Executive Director of Marketing at Chanel for the U.S. skincare and women's fragrance portfolios. Stephanie was also Global Marketing Director at L'Oréal for the Professional Products and Luxury Products divisions. She joined L'Oréal from Quest International Fragrances and was a participant in their European Graduate Development Program (EGDP).

Stephanie graduated with a major in chemistry from Wake Forest University. She completed her master's degree at FIT and graduated in 2011 as valedictorian. Today, Stephanie is a member of Cosmetic Executive Women (CEW) and in 2023 joined the FIT CFMM Industry Advisory board. She is a champion of working mothers, and her first book will be published by Penguin Life in May 2023.

Women Leading Social Activism

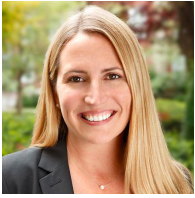
1:30 – 2:30pm | Aldrich 111

Social activism is a personal choice - a significant undertaking beyond our day-to-day to bring about a change in society! Many women today have trailblazed the path to doing holistic business, either by heading social ventures within their corporations, or starting new initiatives for connecting organizations in their industry to the community. We uncover inspiring stories like this in our panel, with women leading the charge in promoting DEI, economic development, financial equity, and environmental sustainability.

PANEL CAPTAINS:



Avery White, Nareen Sidhu



Elizabeth A. Keenan [MODERATOR]
Assistant Professor, Harvard Business School

Elizabeth Keenan is an assistant professor of business administration in the Marketing Unit. She teaches the Purpose-Driven Marketing course in the MBA elective curriculum (EC) and previously taught the Marketing course in the MBA required curriculum (RC). She is affiliated with the Behavioral Insights Group at the Harvard Kennedy School's Center for Public Leadership as well as with the Harvard University Center for the Environment.

Professor Keenan's research explores individuals' prosocial choices and behaviors within the domains of charitable giving and environmental sustainability. Her research has been published in *Science*, the *Journal of Consumer Research*, and *Nature Climate Change*, and it has been cited by media outlets including *NPR*, *The Huffington Post*, *The Wall Street Journal*, and *U.S. News & World Report*.

Professor Keenan earned her PhD in marketing at the Rady School of Management at the University of California, San Diego; an MAS in marine biodiversity and conservation, also at UC San Diego; and a BS in biology at Loyola Marymount University. Prior to her doctoral studies, Professor Keenan spent ten years in nonprofit management and education at the Aquarium of the Pacific.

**Tamara Baer, MD MPH****Senior Expert & Associate Partner, McKinsey**

Tamara Baer is a Senior Expert and Associate Partner in McKinsey's Boston office and is also a board-certified pediatrician and subspecialist in Adolescent Medicine at Boston Children's Hospital. Tamara's work at McKinsey focuses on better care models for vulnerable populations, and she leads McKinsey's efforts around social drivers of health and health equity, as well as the Children's Hospital service line. She serves academic medical centers, children's hospitals, payers, not-for-profit foundations, and public-sector systems on these topics. She is also a practicing pediatrician and adolescent-medicine specialist at Boston Children's Hospital.

Tamara received her BA from Amherst College, her MD from the George Washington University School of Medicine, and her MPH from the Harvard TH Chan School of Public Health. She completed her residency in pediatrics in the Boston Combined Residency Program at Boston Children's Hospital and Boston Medical Center, and adolescent-medicine fellowship at Boston Children's Hospital. She is a member of the Greater Boston Food Bank's board of directors and Health and Research Council, as well as a member of the University of Houston Population Health Advisory Council. She has previously served as a member of the Institutional Review Board (IRB) at The Fenway Institute / Fenway Community Health, and of the Society of Adolescent Health and Medicine National Advocacy Committee.



Kikka Hanazawa

Founder & CEO, Fashion Girls for Humanity

Kikka Hanazawa is Co-Founder/CEO of Yabbey, a digital fashion library and marketplace. She also founded Fashion Girls for Humanity, an award-winning nonprofit organization, and VPL, a sustainable fashion brand.

In 2007, VPL was selected as a finalist for the Council of Fashion Designers of America (CFDA)'s Vogue Fashion Fund, and in 2012, VPL won the CFDA Lexus Eco Challenge. In 2014, Fashion Girls for Humanity received Asia Society's Game Changer Award. Her new social enterprise venture Yabbey has been recognized by *Fast Company* for "World Changing Ideas" in 2022.

She currently serves on the Columbia University's School of General Studies board of visitors and on the advisory boards of various companies. Born in Tokyo, Ms. Hanazawa graduated from Columbia and received an MBA from Harvard Business School. She has since become the first Japanese woman to be selected as a *Forbes* 48 Heroes of Philanthropy, a finalist for the 2020 Rising Star Award by HBS Women's Association of Greater New York, and received a FLAIR Award from Harvard Alumni for Fashion, Luxury, and Retail in 2021.



Ann Lorbes

VP & Head of DEI Global Programs, PGIM

As vice president and head of DEI Global Programs in PGIM's Office of Diversity, Equity and Inclusion, Ann is responsible for programming that drives an inclusive culture at PGIM. She consults with leaders across PGIM's affiliates on their diversity strategies and leads programming for PGIM's six flagship heritage and affinity acknowledgments. Through Ann's leadership, PGIM has engaged allies, leaders and employees around the globe, with events like a Pride Month variety show, celebrity keynotes on equity and fireside chats with politicians and journalists on allyship and celebrating diversity. Ann is also at the forefront of designing and implementing PGIM's Inclusion

Counts campaign, which aims to educate employees about unconscious bias and enable inclusion through incremental behavior change.

Prior to PGIM, Ann held roles at Millipore Sigma and Fidelity. She has more than 20 years of experience serving in leadership roles including Diversity, Equity & Inclusion, Talent, Leadership Development and Learning & Development. Ann earned her master's degree from Lesley University and holds a certificate in DEI from Cornell University. In her spare time, she enjoys sketching, drawing, kayaking... sometimes sketching creatures she's seen on her kayak trips!



Gina Lucarelli

Team Leader, UNDP Accelerator Labs

Gina stewards the world's largest learning network on sustainable development through the Accelerator Labs, 91 social innovation labs embedded in the United Nations Development Programme. She's been working on human rights and development work for over 20 years, but is just getting started! A systems thinker, designer and fixer, she leads, learns from, and creates space for experiments that tackle complex development problems and the new categories and opportunities they create. She has focused her development work on Asia, Eastern Europe and most recently Africa. She writes, talks about and is always looking for ways to tap into collective intelligence, learn from grassroots knowledge, and drive continuous R&D to transform the systems that will determine whether future generations will be able to meet their development needs. Her work has been acknowledged in Apolitical's Public Service Team of the Year in 2019, covered in the MIT Sloan Review (Summer 2020) analyzed as a Harvard Business School Case Study (Fall 2022) and depicted in *For Tomorrow*, a documentary on grassroots innovation available on Amazon Prime (Release date September 16th, 2022).

Investing In Women

1:30 – 2:30pm | Aldrich 112

The evidence is clear — women’s economic empowerment is critical to economic growth. Yet, companies fail to invest in female entrepreneurs and female-led startups. This dynamic panel of seasoned female investors will share their successes, challenges, and lessons from their own journeys. They will discuss how we can build ecosystems to expand market opportunities for women. Panelists will also share practical tips for aspiring female founders.

PANEL CAPTAIN:



Sahana Vijaya Prasad



Alex Attard-Manché [MODERATOR]
Principal, Yard Ventures

Alex is a principal at Yard Ventures, the Harvard network-powered fund of Alumni Ventures. She has prior experience with three other venture funds; BDMI, Visible Ventures & Cue Ball. She has also worked as a strategy consultant in London/Paris, at the BBC and as an entrepreneur-in-residence at Bertelsmann across their different media divisions including Penguin Random House, BMG Music, Fremantle. Alex received her BA and MA in Theology from the University of Oxford and her MBA from Harvard Business School.



Sofia Guerra
Investor, Bessemer

Sofia is an investor in the Cambridge office, where she focuses on healthcare and biotech early and growth-stage investments. Sofia is the co-author of benchmarks for growing health tech businesses where she studies financial and operational metrics of best-in-class companies. At Bessemer, she works closely with Oshi Health, HouseRx, Rupa Health, US Health Partners, among other portfolio companies. Sofia began her career as a consultant at Bain and Company, where she worked on strategy, operations, and due diligence projects across healthcare and technology.

Prior to joining Bessemer, she was an investor at BoxGroup Ventures and the co-founder and President of Nucleate, a national life sciences entrepreneurship program helping PhDs, Post-docs, and students commercialize scientific projects.

Sofia earned her MBA from Harvard Business School and her BA with high honors in Chemistry from Harvard University. While in school, she conducted research alongside Bob Langer, a serial entrepreneur and one of 12 Institute professors at MIT widely recognized for his contributions to drug delivery and tissue engineering fields.



Kate Horin

Head of Fund Operations, H/L Ventures

Kate is Head of Fund Operations at H/L Ventures and CityRock Venture Partners, an impact-focused Venture Capital firm, investing at the nexus of growth, impact and diversity. Based in New York, the firm is dedicated to investing in and building high-growth businesses that add value to society by protecting and promoting people and the planet, with a strong preference for diverse founding teams. Prior to Venture Capital, Kate was a Corporate Lawyer at Herbert Smith Freehills in Melbourne, Australia. Kate is an active Board Member of TSWs a hybrid-fund focused on investing in diverse talent across Hedge Funds, Private Equity and Venture Capital as well as The Female Athlete Project, the fastest growing women's sport platform in Australasia. She is a member of the Nexus Impact Society and the Generation Climate Alliance. Kate holds a Bachelor of Laws (Honors)/ Bachelor of Arts, from Monash University, Melbourne, Australia.



Angela Jackson

Founder, Future Forward Strategies

Dr. Angela Jackson is the founder of Future Forward Strategies, a labor market intelligence, design thinking, and impact investing firm. She also serves as lecturer on entrepreneurship in education at the Harvard Graduate School of Education.

For over a decade, Dr. Jackson has worked with entrepreneurs, F100s and policymakers on entrepreneurship, innovation and technological trends that are transforming organizations and human capital infrastructure necessary for corporations to maintain competitiveness.

Previously, she held operating positions at Nokia and Viacom and was formerly the Chief Investment Officer at Kapor Enterprises and Managing Partner at venture philanthropy firm New Profit. Dr. Jackson serves on the board and advisory boards of a range of private and nonprofit boards including Arena Analytics, Guild Education, Free-

dom Learning Group and Beyond 12. She is proud member of Pipeline Angels and TBD Angels investment communities. Dr. Jackson is passionate about modernizing the public education to career system and advancing academic and professional opportunities for women, veterans and people living in disinvested communities. Her work and writing has been featured in *CNN*, *Fast Company*, *Forbes*, *Fortune*, *Newsweek*, *Stanford Social Innovation Review* and *Harvard Business Review*.

Dr. Jackson holds a doctoral degree from Harvard University where her research focused on using capital as a lever in service of systems change. She also holds business, marketing and journalism degrees and certifications from University Missouri-Columbia and INSEAD Business School.



Diana Kimball Berlin
Partner, Matrix

Diana Kimball Berlin grew up in Ann Arbor, Michigan and graduated from Harvard College with a history degree. After breaking into tech as a PM at Microsoft on the PowerPoint team, she attended Harvard Business School and joined Kickstarter over the summer. She then moved to Berlin, Germany to join SoundCloud. When she returned to the U.S., she joined Quip, a startup that was reinventing collaborative productivity. Once Quip was acquired by Salesforce, Diana stayed on to grow Quip's product and data science teams, ultimately taking on the role of VP Product. In 2021, she joined Matrix as an early-stage investor leading concept through Series A rounds in B2B SaaS and applied AI startups. Diana lives in San Francisco and loves to build LEGO sets with her two young kids.



Anna Whiteman
Principal, Coefficient Capital

Anna is a Principal and on the founding team of Coefficient Capital, a multi-stage fund focused on consumer and technology investments with a portfolio that includes Oatly, Magic Spoon, Hodinkee and Lemme among others. Forbes named Anna 30 Under 30: Venture Capital for 2021, Entrepreneur magazine named Anna among its 100 Powerful Women of 2020, and Business Insider has named Anna a Rising Star in Venture. She received her BA in Philosophy Politics and Economics from the University of Pennsylvania.



FEMALE FOUNDERS PITCH COMPETITION

3:30 – 4:30PM | KLARMAN HALL

PITCH TEAM: Emily Roberts, Nitzan Israel, Shivangi Khanna

Female Founders Pitch Competition

3:30 – 4:30pm | Klarman Hall

The Harvard Business School Women's Students Association is hosting its first-ever pitch competition as part of its annual conference. This exciting event will bring together female entrepreneurs from a range of industries to showcase their ideas and compete for prizes. The competition features an outstanding panel of judges, who will evaluate each pitch, ask questions, and provide valuable feedback. With a focus on empowering women in business, this competition provides a unique opportunity for participants to connect with like-minded individuals, learn from experts, and take their ventures to the next level.

PITCH TEAM:



Emily Roberts, Nitzan Israel, Shivangi Khanna

PITCH COMPETITION JUDGES | See pgs. 45 – 47 for full bios



Sofia Guerra
Investor, Bessemer



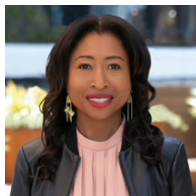
Diana Kimball Berlin
Partner, Matrix



Kate Horin
Head of Fund Operations,
H/L Ventures



Anna Whiteman
Principal, Coefficient Capital



Angela Jackson
Founder, Future Forward Strategies

PITCH COMPETITION FINALISTS



Esther Park

Ahma & Co

Ahma & Co is on a mission to revolutionize postpartum. Inspired by Korea's holistic care practices, Ahma & Co's postnatal retreat offers round-the-clock recovery care, newborn care assistance, and community support in the crucial first weeks after birth to promote the long-term well-being of mothers and families.



Jordan DeTar

Tango

Tango is a fun and proactive couples care app that provides self-guided programs on practical relationship topics (e.g., finances, sex, getting married) via on-demand audio content.



Madeleine Smith

Civic Roundtable

Our Vision: Powering a more integrated, collaborative, effective government. How we do it: We connect public servants to the people they trust most—their peers, associations, agencies, and partners.



Neshmeen Faatimah

Nuzzle Technologies Inc.

We help veterinary clinics get, process, and manage patient electronic medical records in a software-agnostic manner.



Yinka Ogunbiyi

Halo Braids

We reduce braiding time from hours to minutes, empowering Black salon owners to double or triple their business.

WSA Women in Business Conference 2023

Leadership Team

CO-CHAIRS:

Amy Sang
Martyna Styslo

TEAM:

Operations:
Amy Liang
Cat Ding
Haley Brown
Isabella Cavallero

Marketing:
Amelia Barros
Claire Theodorescu
Claire Nadira
Marcia Backrany

Pitch:
Emily Roberts
Nitzan Israel
Shivangi Khanna

Programming:
Abisola Ojikutu
Alicia Huang
Avery White
Elisabeth Powell
Harshini Chengareddy
Julia Lemesh
Michelle Isaacs
Nareen Sidhu
Rachel Anderson
Sahana Vijaya Prasad
Sarah Alfares
Sarah Better
Sofia Corti
Thiru B

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