



Santa Clara University
Silicon Valley Executive Center

MEET COHORT 4
BLACK CORPORATE BOARD READINESS
FEBRUARY - APRIL 2022

BLACK CORPORATE BOARD READINESS

BCRB accelerates authentic diversity in corporate governance by accompanying talented, qualified Black leaders through a structured executive education program, connecting them to networks, and building a community devoted to better business performance and racial justice.

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LETTER from BCBR CO-FOUNDERS



Dennis Lanham, MS, MBA



Thane Kreiner, PhD

We imagined and launched the Black Corporate Board Readiness (BCBR) program to accelerate authentic diversity in corporate governance with consequent better business outcomes and racial justice.

Since we launched in February, 2021, we have graduated four cohorts comprising 108 participants, testifying to the abundance of qualified, talented Black leaders ready to serve on public and private corporate boards. Our ambition is that 100% of BCBR participants find appropriate corporate board seats in less than 12 months. Thank you for opening your networks to the participants in BCBR Cohort 4 (C4) to achieve this outcome.

We are humbled by the many facilitators, mentors, and advisors who came together to accompany participants through the BCBR program and eternally grateful for the wisdom, guidance, and grace of our Program Advisory Council: Caretha Coleman, Mark Goodman, Almaz Negash, Desirée Stolar, Robin Washington, and Barry Lawson Williams. As a consequence of this amazing BCBR community, we achieved a 100% Net Promoter Score for all four BCBR cohorts.

At a time of profound change in human history, the BCBR community offers evidence that through collective action, we can build a more just, humane, and sustainable world. Thank you for joining us on the journey.

We welcome you to the BCBR community and invite you to meet BCBR C4 with faith, hope, and love,

Dennis, Thane, and the BCBR Team

A handwritten signature in black ink, appearing to be 'DL'.

Dennis Lanham, MS, MBA

A handwritten signature in black ink, appearing to be 'TK'.

Thane Kreiner, PhD

BCBR PROGRAM ADVISORY COUNCIL



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Dir., Adviser, Exec. Coach,
Community Advocate

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Sen.Dir., Management
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Barry Lawson Williams

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Williams Pacific Ventures

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Adimika Arthur is a visionary and strategic executive who has spent over two decades in healthcare and whose research experience in health equity, investments and disruptive technologies provides companies insights while competing in a rapidly shifting market. She has transformed business use cases and leveraged partnerships in complex domestic and global regulatory environments. She works cross-functionally across all disciplines to foster creative and customer-responsive solutions to the biggest challenges and deliver meaningful and quantifiable results. She inspires high-growth companies ranging from early-stage start-ups, public and privately held payer and provider systems, policymakers, and community leveraged non-profit and private organizations. She provides boards with a valuable understanding of innovations that impact how a company's products, services, and experiences will fare in a competitive environment.

Mrs. Arthur has domain expertise in multiple levers of the technology and healthcare industries with expertise in convening investors, executives, and boards to create shareholder and stakeholder value and optimize performance. She founded and currently leads HealthTech for Medicaid (HT4M), a national nonprofit dedicated to supporting innovation in Medicaid, the nation's largest insurer, and further improving the quality, equity, and access to care for vulnerable populations, and their families and communities. She has worked with the Centers for Disease Control (CDC),

Health and Human Services (HHS), Food and Drug Administration (FDA), and Centers for Medicaid and Medicare Services (CMS) on telehealth equity and advances to leverage communities of color.

Mrs. Arthur has led hospital operations in public, academic, and not-for-profit health systems with her competency in compliance, risk management, customer care, patient/physician relations, and administration. She held operational roles in several Northern California Hospitals, including UCSF and Sutter Hospitals. She is a global health equity leader and impact designer for purpose-driven organizations, helping them create meaningful interactions and sustainable business solutions for mobilizing causes they care about and eradicating health inequities.

She has served on many nonprofit boards, clinical advisory boards for digital health companies, Cleo and Care Academy, and serves on the board and Nominations/Governance committee of Fero International, a Canadian-based modular construction company solving for the utility infrastructure challenges in disaster relief and capacity shortages.

Mrs. Arthur has an MPH from the University of Washington, a BS from Clark Atlanta University, and studied at Boston University School of Medicine. A married, mother of two boys, she is an active community volunteer and advocate for the liberation of the outdoors.

Expertise/Passion

Healthcare, Digital Health and Technology, Health Equity, Corporate Social Responsibility

Business Model Expertise

Operations (government, non-profit, non-for-profit) and B2B and B2C Health Technology companies

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Dalana Brand is a seasoned corporate executive with global leadership experience at some of the foremost Fortune 500 companies spanning various industries. Her career includes corporate finance and human resources, which allows her to uniquely add value by leveraging the link between people and the bottom line. She has a strong reputation for transforming organizations by maximizing the talent and potential of their people.

Dalana Brand is the Chief People and Diversity Officer at Twitter, Inc., a strategic advisor to the CEO, and a key member of the executive leadership team. She oversees every aspect of human resources and corporate real estate in over 38 countries for 8,000 employees worldwide and leads global teams to design and develop innovative people programs that equitably engage employees, create a fair and inclusive culture, and help advance the business strategy of the company. She has led efforts to build an award-winning culture of inclusivity and has also recently garnered recognition for the company's innovative strategy for decentralizing its workforce through distributed and remote work. Ms. Brand's work at Twitter has led to industry accolades like Adweek's Trailblazers award, Diversity Woman Magazine's Elite 100, ColcorComm's 28 Changemakers, and the National Diversity Council's Top 100 Diversity Officers. She is regularly covered in publications like Forbes, Business Insider, and Bloomberg. Ms. Brand previously worked for Whirlpool Corporation, Yazaki North America, Comerica Bank Inc.,

The Boeing Company, Willis Towers Watson consulting, and Ford Motor Company.

Dalana Brand has extensive board experience. Currently, she is the management lead for the Compensation Committee of Twitter's Board of Directors. Nationally, she is on the boards of ColorComm and All in Together. Locally, she is on the boards of Compass Family Services as Chair of the Diversity, Equity, and Inclusion Committee and on the Governance Committee, and Enterprise for Youth as Vice-President of the Board and on the Executive Committee and Nom/Gov Committee (previously as Chair).

Ms. Brand is actively involved in her community and is a frequent speaker on diversity, equity, and inclusion, and other human capital topics. She is a proud member of Delta Sigma Theta Sorority, Inc., The Links, Inc., 100 Black Women, and Jack and Jill of America, Inc.

Ms. Brand received her BA in Finance and her MBA with a dual degree in Finance and Human Resource Management and a certificate in Leadership and Change Management from Michigan State University.

Dalana experiences her greatest moments of joy with her family which includes her husband, three children, and their French bulldog Bentley. In her spare time, she enjoys adventure, traveling, collecting art, and reading and writing.

Delivering board value by leveraging my experience as a transformative human capital strategist, cultural architect, and innovative leader.

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Kimberly Y. Chainey (Kim) is an experienced strategic advisor and governance expert for organizations that operate in complex and changing regulatory environments. She provides significant expertise to companies operating in highly regulated spheres including technology companies, manufacturers, and companies with global footprints. She supports Executives and Global Departments executing their business objectives and goals.

Ms. Chainey is a public company Chief Legal Officer and Corporate Secretary (NYSE:ATR), who leads a global legal, compliance and government relations department and serves on the board of a public technology company (NYSE:NPTN). Ms. Chainey has over 20 years' experience with global companies in a variety of regulated industries including Manufacturing, Transportation, Consumer Products, Pharmaceuticals, and Technology. Ms. Chainey has served as a trusted counselor and legal advisor for boards and C-Suite executives of Global 100 and Fortune 500 companies (Panasonic Avionics, Avis, Hershey's), venture companies, and government entities in achieving their strategic objectives.

Ms. Chainey is currently the EVP, Chief Legal Officer and Corporate Secretary of AptarGroup, Inc., a Fortune 850 company and a global leader in drug delivery, consumer products, pharmaceutical dispensing, and active packaging solutions. Ms. Chainey led Aptar's Covid-19 relief efforts which resulted in significant US and French government critical infrastructure grants for expanding Aptar's pharma manufacturing capabilities.

Ms. Chainey was previously VP, General Counsel for Panasonic Avionics Corporation (PAC), a global business unit of Panasonic Corporation, a Global 100 company. Ms. Chainey joined PAC to lead the legal organization through PAC's US Dept. of Justice monitorship related to the Foreign Corrupt Practices

Act. Ms. Chainey led global M&A and strategic initiatives at Avis Budget Group, a Fortune 400 global tourism and mobility company. Ms. Chainey is an industry thought leader in the area of autonomous vehicles and connected cars. While at Avis, she was legal lead on an initiative that resulted in partnerships with several ride hailing and car sharing companies. She is also Co-Author of The Regulatory Future: Compliance in the Age of Self-Driving Cars. By Kimberly Y. Chainey, Robert Muhs, Linda Rush, Eric Tanenblatt, and James Richardson More. Association of Corporate Counsel. ACC Docket magazine. January/February 2018.

While at Hershey's, Ms. Chainey led a global antitrust case and major supply chain restructuring projects involving the closure, sale, and construction of new manufacturing facilities around the world. She led a variety of transactions including: the legal integration plan for a \$400 million Chinese acquisition, the redevelopment of the iconic Hershey plant, the construction of one of Southeast Asia's largest food investment/manufacturing plants, and a social responsibility manufacturing plant in Ghana to support malnourished children in sub-Saharan Africa called "Project Peanut Butter".

Ms. Chainey is a former member of the Board of Trustees of the Montclair Art Museum and a current board member of the South Side Community Arts Center in Chicago. She has also served as treasurer of the boards of Harrisburg Catholic Charities and the Law Project of Pennsylvania. She began her legal career at the law firm Morgan Lewis. She is admitted to practice law in Pennsylvania, New Jersey, and is an Illinois registered in-house counsel. Ms. Chainey earned her JD/MBA from The University of Pennsylvania and Wharton School of Business at the University of Pennsylvania. Ms. Chainey earned her Bachelor of Science in Environmental Science, cum laude from Harvard University, Harvard-Radcliffe College.

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Sam Cobbs is an accomplished Chief Executive Officer and Board Member with more than two decades of experience leading and advising rapidly scaling and cutting-edge organizations in the nonprofit and philanthropic sectors. Cobbs is a national expert and policy advisor on the causes and solutions to poverty in the United States, and has testified before the United States Congress and the California State Legislature on legislation aimed at transforming the lives for those who need it most in California and across the nation. Cobbs has proven time and again his ability to design and implement programs that successfully improve outcomes and reduce poverty and homelessness amongst the country's most vulnerable populations.

Currently, Cobbs is the Chief Executive Officer of **Tipping Point Community**. Tipping Point is the premier philanthropic nonprofit in the San Francisco Bay Area with a mission of increasing economic opportunity for those living in poverty in the region. Since taking the reins as CEO in 2020, Cobbs has led the development of a new organizational plan with a greater focus on producing a measurable impact in a financially efficient manner, which he accomplished in partnership with some of nation's most successful private investors and corporate leaders. Cobbs has also increased the amount of capital raised by the organization, raising upward of \$150 million dollars over the last two years. To date, the organization has invested more than \$350 million in the most effective poverty-fighting solutions in the region.

Prior to joining Tipping Point, Cobbs served as Chief Executive Officer of **First Place for Youth**, where he

helped grow the organization from a budget of \$1.9 million to \$28 million. Under his leadership, the organization's impact increased significantly – from serving approximately 600 youth in one location in 2006 to a national program operating throughout the state of California and four other states.

Cobbs' experience at the helm of nonprofits has made him a recognized authority on leadership, performance management, and scale and growth. Cobbs has become a go-to advisor for nonprofit organizations around the country. He is often asked to write and speak on topics such as: building successful teams within a fast moving and growing organization, operationalizing a company's vision for growth into tangible plans, increasing revenue through fundraising, communicating and marketing to diverse populations, and creating a culture that embraces diversity, and is equitable and inclusive for all employees. Finally, Cobbs has also advised for profit companies on their ESG strategies.

During his long career, Cobbs has served in leadership positions on numerous nonprofit boards including: Board Chair of **Foster Youth Alliance**, a policy advocacy organization focused on Foster Youth; the audit chair for **3rd Sector Capital Partners**, a nonprofit strategic consultant firm; Chair of the Compensation Committee for **Housing California**, a housing advocacy organization; **New Profit Inc.**, a national philanthropic organization focusing on supporting social entrepreneurs; **SPUR** a public policy organization in the San Francisco Bay Area, and **Catalyst Housing**, a private for-profit entity with the mission of creating more housing for middle income consumers.

Recent Press Or Published Commentary

San Francisco Chronicle - The Bay Area has problems. Are we going to complain or work together to fix them?

San Francisco Business Times - His Tipping Point: Sam Cobbs' lifetime of service

Funding Performance: How Great Donors Invest in Grantee Success — Are you helping grantees succeed—or trying to catch them messing up?

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Carole Diarra is a strategic global executive leading brand and digital transformation with over 20 years of experience in Fortune 500 companies and private businesses. She helps companies unlock growth opportunities at the intersection of digital consumer experiences and product innovation. Carole leverages data and creativity to solve complex problems while connecting with the next generation of consumers and pop culture to remain relevant. She drives strategy, brand purpose, social impact, sustainability, and brand inclusion programs. She has led teams in eCommerce, R&D, marketing, social media and digital marketing, and has worked in beauty, fashion, footwear and wellness.

She currently serves on the boards of Skinsafe Products founded by the Mayo Clinic; is a founding member of the advisory board for Black Women on Boards and previously served on the Harvard Club of NY from 2011-2017.

Carole currently lives in Paris and is the Chief Marketing Officer and Global Vice President of Marketing at Ugg, a \$2B global business at the Deckers Corporation. Carole has enhanced consumer engagement and created immersive experiences across social, retail, digital and the metaverse. She reports directly to the Chief Executive Officer of Deckers has collaborated across regions and the omnichannel business to drive brand relevancy and commercial success helping to drive double digit growth. Carole has set out an ambitious plan to double the size of the business through fashion collaborations, new product categories, such as apparel, and geographic expansion in APAC and Europe. Carole previously served as the Global Chief Marketing Officer of Arbonne International, a social selling company privately held with \$750M

in revenue. Reporting to the Chief Executive Officer, Carole drove over 30% growth in revenue and significantly improved brand health measures from 35% consideration to 55% bringing in a younger generation of consumers. She recruited a new leadership team that drove significant advances of new product innovation in R&D and clinical studies that brought in an additional \$70M and improved gross margins- from 55% to 60%. She helped the company achieve the coveted B Corporation certification and handled a host of regulatory issues including letters from the FTC and corporate crisis issues related to cybersecurity breaches, product recalls, and social media brand reputation issues.

She spent 15 years at L'Oreal SA, a \$22B leader in the beauty industry where she held various positions in brand management, P&L, and innovation. As the Vice President of Vichy and AcneFree, she improved the P&L increasing net sales and improving profitability with D2C performed driven marketing and social-first campaigns for millennials and Gen Z. She led a new premium skincare section at CVS, Walgreens, and Amazon.

During her time at Garnier, Fructis increased its market share and improved its profit margin, while Garnier added an additional \$30m in revenue from the new Olia haicolor launch.

Starting her career at Accenture, she was recognized early in her career for leading the Department of Housing's eGov strategy and leading a national homeless digital system. Carole has lived and/or worked in New York, Paris, London, Spain, and Central America.

She is fluent in French with a working knowledge of Spanish.

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Lisa Gelobter is a technologist and strategic business executive with decades of experience driving digital transformation ahead of the curve at small high-growth startups and large established organizations, in a variety of industries, both consumer-facing, as well as enterprise-focused. Her success as a change agent is reflected in her work on several pioneering Internet technologies that have reached billions, including Shockwave, Hulu, and the ascent of online video. Lisa's strength is in her unique ability to harness technology and apply user-centered lean principles and metrics-driven decision-making to solve intractable problems, resulting in reduced risk, new opportunities realized, and improved business outcomes.

Lisa is currently the CEO and Founder of tEquitable, a category-creating SaaS company that, under her leadership, has developed and successfully launched a revolutionary technology platform to make workplaces more safe, equitable and inclusive by providing an independent confidential platform to address issues of bias, discrimination, and harassment. tEquitable helps organizations mitigate critical risks and implement culture transformations that power their ESG initiatives, deliver measurable data, hold themselves accountable, and drive successful business outcomes by improving employee retention and productivity.

Previously Lisa worked in the Obama White House where she was the Chief Digital Service Officer for the U.S. Department of Education. As an expert in digital modernization, Lisa brought her transformative practices to bear in federal government, impacting the lives of millions of students, improving college graduation rates in just 3 years, and streamlining the systems for servicing the \$1.3 trillion in student loans, one of the largest federal contracts outside of the military. Additionally, Lisa introduced a framework for decision-making driven by user-centered policy

and user-centered government, and she worked within the agency to assess and augment (cyber) security and privacy protocols.

Prior to that, Lisa acted as the Chief Digital Officer for BET Networks at Viacom, where she redefined the strategy and transitioned the organization for success in an increasingly digital landscape. Lisa introduced significant operational efficiencies, reduced technical debt, improved agility, execution and innovation, and delivered the fastest growing digital property at Viacom.

Lisa is driven to serve with organizations that focus on equity and impact, and she is on The Education Trust Board of Directors (Audit Committee), Obama Foundation's Digital Council, and Times Up Global Leadership Board.

A recognized leader with deep domain expertise, Lisa has been quoted in major publications, appeared on CNBC, testified for the EEOC, and selected as a Harvard Kennedy School Fellow. She is a sought-after speaker on: digital disruption and transformation, intra- and entre-preneurialism, tech for social impact, user-centered decisionmaking, and organizational culture and inclusion in the workplace.

Lisa has been recognized as one of Inc. Magazine's 100 Women Building America's Most Innovative and Ambitious Businesses, Fast Company's Most Creative People, ELLE x Culture Creators' Empowered Women, and she is spotlighted in Eric Ries' book The Startup Way, putting Lean methodologies into practice.

Lisa holds a bachelor's degree in Computer Science from Brown University, with a concentration in Artificial Intelligence (AI) and Machine Learning. She speaks French fluently and, in her spare time, is a professional gymnastics photographer.

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Dr. Hise Gibson is a seasoned leader with over 25 years of global experience leading high-performing teams through crises, operations, and strategic risk management as a U.S. Army Officer. Dr. Gibson has a track record of driving results during periods of turbulent transition, increasing growth through new process innovation, digital transformation, and a relentless focus on mission accomplishment. A sought-after thought leader, he has spoken extensively on issues related to leadership in crises, risk management, and leveraging a systems-thinking approach to create value.

Dr. Gibson serves as a Technology and Operations Management Professor at the Harvard Business School, focusing on inclusive leadership, practical in-market experiences, and technology and operations management. His research has focused on operational effectiveness and human capital development. He has published several business cases used both in academia and corporate settings.

Previously, Dr. Gibson was an Academy Professor of Systems Engineering at the United States Military Academy at West Point. He established the Systems Decisions and Analysis Center that drove strategic partnerships with the Department of Defense and commercial entities to develop new processes by leveraging systems engineering approaches and the intellectual capital at West Point. This partnership has generated approximately \$1 million in research, benefiting Cadets, faculty, and members of the DOD.

Before serving at West Point as an Academy Professor, Dr. Gibson commanded a \$1 billion aviation organization in the historic 82nd Airborne

Division at Fort Bragg, NC. His organization comprised 35 helicopters and 650-Soldiers distributed throughout the U.S., Canada, and Africa. He ensured that his organization was prepared to deploy worldwide within 96-hours of notification as part of the Strategic Global Response Force. Dr. Gibson was also a Master-Aviator, piloting U.S. Army Blackhawk helicopters, and led large organizations in South Korea, Iraq, and Afghanistan. Dr. Gibson has been honored with numerous awards for his leadership, including the Legion of Merit, the Bronze Star, twice, and the Air Medal for service in combat.

Dr. Gibson has extensive board experience, including as a Trustee of the Dana Farber Cancer Institute, where he is a member of the Quality Improvement and Risk Management Committee. He also serves on the finance committee for the West Point Association of Graduates. Other advisory board affiliations include membership in the Advisory Council for the MITRE Corporations Public Sector, the National Association of Corporate Directors, and he is a graduate of Santa Clara University's Black Corporate Board Readiness Program.

Originally from Texas, Dr. Gibson earned his Doctorate of Business Administration in Technology and Operations Management from Harvard Business School, his Masters of Science in Operations Research from the Naval Postgraduate School, his Masters of Operational Arts and Science from the Air Command and Staff College, and his Bachelor of Science from the United States Military Academy at West Point. He served as an officer in the United States Army for twenty-five years, attaining Colonel's rank. Dr. Gibson resides in Lexington, Massachusetts, with his wife and family.

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Salah Goss is a technology innovator and social impact strategist with deep roots in financial inclusion who has combined her public and private sector experience to stand at the bleeding edge of technology and social impact. For more than 20 years, she has been an early adopter and implementer of ESG principles.

As Senior Vice President at Mastercard and Head of Social Impact for North America, Salah oversees a grant portfolio that has delivered over \$6 billion in loans to small businesses. She has used Mastercard's balance sheet for \$20 million in deposits in CDFI banks and manages initiatives that have delivered technical assistance to nearly three million small businesses. Salah leads Mastercard's \$500 million commitment to help close the racial wealth gap where she has exceeded program targets and helped Mastercard realize number one share of voice in inclusion and increased brand favourability amongst all customer segments.

Salah led Mastercard's technology lab in Nairobi, Kenya where she developed, incubated and commercialized digital payment and credit solutions for Africa, India and the Middle East. In this role, she more than doubled commercial contracts and market expansion and helped to lead the charge to increase Mastercard's investment in financial inclusion globally. While headed by Salah, the Mastercard Nairobi technology lab was awarded top 5 fintech labs by Fintech magazine. Salah has earned three technology and process patents for technology innovations.

Salah managed a \$90 million dollar portfolio that incentivized private and public sector investment

in financial inclusion at the Bill and Melinda Gates foundation. She worked with Central Banks, Ministries of Finance and the banking sector to design and execution of the first ever geospatial mapping of all financial services outlets in Nigeria and Tanzania. As a Partnership Specialist at the Department of Commerce, Salah received an award for outstanding performance for her work in economically disadvantaged neighbourhoods. A recognized thought leader, Salah was awarded the Outstanding Corporate Social Intrapreneur of the Year by the World Economic Forum and Schwab Foundation in 2019. She was awarded the Women in Payments Community Impact Award in 2022. Salah is an Aspen Finance Leaders Fellow and has authored numerous articles including a featured article in the World Economic Forum Mobile Financial Services Development Report and an essay in The Future of Building Wealth Brief Essays on the Best Ideas to Build Wealth—for Everyone, published by the Federal Reserve Bank of St. Louis and The Aspen Institute in 2021. Salah has been interviewed by multiple media outlets including CNN, Forbes Africa and MSNBC. Salah was an invited delegate to Davos in 2019 where she was a featured speaker on technology and innovation.

Salah is active on the Root Capital board of directors, serving on the Governance Committee. She is on the Advisory Council of Heartland Forward and the Advisory Council of the Washington University Social Policy Institute. Salah holds a bachelor's degree in International Relations and US Foreign Policy from Johns Hopkins University and a master's degree from The Paul H. Nitze School of Advanced International Studies (SAIS) at Johns Hopkins University.

LEARIE HERCULES



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Learie Hercules brings a diverse perspective to the boardroom combining a deep technology background with strategy and governance. Having worked in digital transformation, data privacy and security, cyber security and cloud architecture, he is able to draw upon a wide range of experiences which enables him to effectively collaborate and engage with board members as well as other industry executives. He specializes in emerging issues such as data privacy, data compliance, data security and business opportunities around creating new revenue models from emerging technologies.

Currently, Learie is the Chief Technology Officer (CTO) of Smart Warehousing, a leader in the ecommerce and retail fulfillment space where he is responsible for providing the strategic direction and the development of new revenue models in the midst of multiple technology disruptions.

As a C-level executive with more than 20 years of leadership experience, he has guided organizations through technology disruptions,

acquisition due-diligence, digital transformation, cyber security and corporate partnership activities. In addition, he has held leadership positions in multiple industries spanning supply chain/logistics, ecommerce, education, smart cities, big data and telecom industries. His experience spans start-ups to private PE funded companies to Fortune 10 such as AT&T- Big Data division charged with creating data and AI driven products to drive new revenue streams.

Learie holds a Bachelor of Science double major in Computer Science & Management from the University of the West Indies.

His past board experience includes serving as Governance Chair and a member of the Technology committee of a global non-profit and several early stage startups.

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Eric Jacobs is a C-suite technology executive, with more than 15 years of experience in business development, finance and innovation leadership. Having worked in financial services, B2B SaaS, and marketing, Eric's career reflects his global, cross-industry perspective and ability to build and scale businesses. An intuitive and analytical leader, he has been a force multiplier; turning complex problems into positive outcomes for shareholders and stakeholders, alike. Through his roles in both commercial and cultural leadership, Eric has worked extensively with Boards to drive revenue goals, analyze business results, and lead DEI initiatives.

Eric is the Chief Innovation Officer at VaynerMedia, a global, integrated advertising agency serving Fortune 100 clients. He founded and leads the Agency's Innovation business, developing new advisory and project-based offerings focusing on emerging marketing technologies such as Web3, NFTs and the Metaverse. Under his leadership, VaynerMedia has become widely recognized as the leading agency for Innovation, winning a 2022 Best Agency award from Ad Week, and being named Breakthrough Agency of the Year by Ad Age.

Eric previously served as SVP, Business Development at Adyen (AMS: ADYEN), a Dutch payments technology firm. As BD lead in the New York office, he focused on the company's strategic expansion into new key verticals, including retail, platforms/marketplaces, and quick service restaurants, resulting in 10x revenue growth; during which, Adyen went public with the firm currently trading at a €50B+ market cap. He also founded and led the company's global Diversity, Equity, & Inclusion program, working with the Board to deliver on significant initiatives.

Eric's deep operating expertise is complemented by a robust analytical and financial skillset. He began his career as a consultant in BCG's Los Angeles office, before joining Citigroup as an equity research analyst covering consumer internet stocks on the team ranked #1 in the world. At Citi, Eric initiated and led coverage on several high-profile IPOs, including Facebook, providing strategic recommendations to company management teams.

Eric attended Stanford University as an undergraduate, where he studied Psychology and New Media. His passions include DJing, cooking, horology, and SCUBA diving.

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Dianna Renea Jones is a corporate board director and trusted C-suite thought partner with nearly 20 years of experience spanning the highly regulated energy and technology industries. She currently serves as Non-Executive Director of Next Fifteen Communications Group plc (Remuneration; LSE:NFC), a \$1.25B tech and data-driven growth consultancy firm.

Respected for her collaborative engagement style, Dianna brings expertise in identifying, evaluating and mitigating risks as a business advisor to senior management, negotiating mergers and acquisitions, and implementing ESG programs for companies in complex environments. Passionate about raising cultural fluency across multinational organizations and human capital management, Dianna has a keen ability to bridge the gap between employees and executives by translating employee sentiment into executive action.

In her role as Director, Legal Compliance at Uber, Dianna has led several high profile business initiatives on behalf of Uber's CECO. Within the first 10 months of joining Uber, she spearheaded a cross-functional review of 31,000+ third party vendors, and designed Uber's first risk-based third party due diligence program resulting in increased transparency and reliability of third party relationships globally. She authored and secured the adoption of Uber's first global Supplier Code of Conduct. She also redesigned Uber's mergers and acquisitions due diligence procedures to include pre-acquisition, risk-based FCPA due diligence and post-acquisition integration of acquired entities to protect Uber's improved ethics and compliance culture.

She is a global co-chair of Black at Uber providing oversight for a global network of 31 chapters and ensuring consistency of the ERG's programming and engagement efforts. Dianna successfully leveraged her ability to influence in navigating Uber's corporate response to the 2020 social justice movement in collaboration with the CDO, CMO and global Social Impact team. Dianna is a founding member of Uber's global Racial Equity Leadership Council composed of 16 senior leaders across Uber's business units and geographies working to ensure accountability and to operationalizing its racial equity commitments.

Dianna served as Regional Compliance Counsel - Western Hemisphere at John Wood Group plc (LSE:WG; FTSE250), a global engineering and consulting services firm. She was the highest-ranking compliance executive in the US, Canada, LatAm, Caribbean and key markets in West Africa, including Equatorial Guinea. Notably, she successfully guided Wood in fulfilling its obligations under an Administrative Agreement with the US Environmental Protection Agency and the US Department of the Interior; earned trust with the government monitor, minimized disruption to the business, and enabled Wood to avoid debarment. Reporting directly to the CECO, Dianna was instrumental in transforming Wood's global ethics and compliance program through strategic, cross-functional collaboration, linking rules-based requirements to values-based actions and creating better awareness, understanding and value of ethical activity at all levels of the then 60,000 workforce across 60 countries. Dianna began her tenure with Wood as Senior Counsel - M&A where she negotiated complex mergers and acquisitions transactions with values ranging from \$100,000 to \$3 billion.

Dianna was with the international law firm, Greenberg Traurig, LLP, where she advised national and multinational companies negotiating complex M&A transactions, reorganizations, restructurings with a combined transaction value in excess of \$17 billion.

Dianna is regarded as a leading voice and sought after speaker on global ethics and compliance matters bringing her knowledge and expertise to senior level audiences in the United States and abroad. She is on the Executive Advisory Committee for Metamorphosis Conference, Inc., a non-profit empowerment organization for women. She is also an avid NCAA college football fan, and spends time tending to the needs of her Italian Lagotto Romagnolo pup, Luca Love Jones. She received her JD from Vanderbilt University Law School and her BBA in International Business from the University of Oklahoma's Price College of Business. Dianna is a member of the State Bar of Texas and registered in-house counsel with the State Bar of California.

KAREN JONES



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Karen Jones is a strategic communications leader building global brand stewardship, shaping communications, and maximizing consumer and media awareness that enable a legacy entertainment brand and fast-growing streaming service to continue to grow and innovate. Karen specializes in navigating complex and dynamic situations with successful outcomes, forging relationships with creative and corporate stakeholders, and driving transformation while leading teams to deliver highly visible results.

Karen is currently Executive Vice President and Head of Communications for HBO and HBO Max, working directly with its senior executive leadership. She drives external communications, including crisis and reputational management, and spearheading all publicity efforts for the industry-leading, award-winning programming slate at HBO and HBO Max with a team of 45 in Los Angeles and New York. Since Karen gained oversight, the slate has garnered a total of 49 Emmy Awards, with the HBO Max subscriber base exceeding growth expectations to reach nearly 74 million globally.

Karen currently serves as an Executive Committee member for the Television Academy Public

Relations Peer Group. She has been a guest speaker on entertainment publicity at USC's Annenberg School and Cal State Northridge. Karen is an alumna of The WICT Network's Betsy Magness Leadership Institute, a preeminent leadership development program for women in media, technology, and entertainment, and has served as a mentor for the Southern California chapter of the organization. She has also been a mentor for the Hollywood Radio & TV Society (HRTS). A former board member for the nonprofit Stand Tall International, she continues to hone her governance knowledge with Santa Clara University's Black Corporate Board Readiness Program.

Karen began her entertainment publicity career as one of a handful of Black independent publicists working at the forefront of Black filmmaking in the 1990s. She graduated magna cum laude from Amherst College, where she received a B.A. in French. After a year of teaching, she continued her education with graduate studies in French Literature at New York University before embarking on her career in entertainment. Karen is a second generation native of Los Angeles, where she resides in her childhood home in a historic Mid-City neighborhood.

WENDY-KAY LOGAN



Wendy-Kay Logan

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Wendy-Kay Logan is a data-driven executive who has spent two decades scaling high-growth companies in complex global regulatory environments. An expert in commercialization, M&A/partnerships, crisis response and business operations, Ms. Logan has advised or operated in dozens of corporate contexts spanning venture-backed to global Fortune 50 companies. She currently leads the Business Strategy team for Google's largest business – Search Ads (\$145B+ annual revenue, representing ~60% of Google's revenue). She is trusted to lead innovation efforts including Web3/Blockchain explorations and other incubations.

Previously, Ms. Logan ran multiple high profile and sensitive business initiatives. She pioneered the digital health strategy and partnerships for Apple/Google Covid-19 exposure notifications project. She helped secure product adoption by 200m+ users and 70+ public health leaders, and negotiated partnerships with the Centers for Disease Control and Prevention, National Institute of Health, United Airlines, Airbnb, Lyft and others. The product is estimated to have saved 100K+ lives, was awarded Popular Science's Innovation of the Year 2020, and expressed Google's values and community commitment.

She also spearheaded Google's user data privacy program encompassing 3M+ Android apps and 1B+ Gmail users, refined the business model for the \$20B Google Play business, and negotiated a \$100M OEM partnership to avoid hundreds of millions of margin risk. She also helped implement the Alphabet operating model and governance structure across 13 CEOs and their respective businesses, which balanced risk and operational velocity.

Ms. Logan was a senior consultant at McKinsey & Company where she led digital transformations for telecommunications, transportation, healthcare and public sector clients. She started her career as a software engineer at Motorola, and she has held progressive product and marketing leadership roles in the B2B SaaS industrial automation space resulting in 20% annual revenue growth across her product portfolio.

A champion of diversity, equity and inclusion, Ms. Logan currently serves on Google's Black Executive Leadership Group representing a 20k-person organization, and is the most senior Black female executive in the Google Ads business unit. She has served on multiple non-profit boards in the technology space including MIT's Dean Advisor Board and the IVI Foundation Board. She was also honored as one of Silicon Valley's "Top 40" and advises startups specializing in payments, blockchain and digital health.

Originally from Jamaica, Ms. Logan earned a Bachelor's degree in Computer Science from Rice University, a Masters in Computer Science and Electrical Engineering from the Massachusetts Institute of Technology, and a MBA from MIT Sloan School of Management. She co-founded the Rice University Women in Computer Science organization and was recognized as an Intel Noyce Scholar. In her spare time, she enjoys hiking, NCAA baseball, independent film, and investing in Blockchain projects.

Expertise & Passion

Digital Health, eCommerce, Data Privacy, Web3, DEI

Business Model

B2B, B2C, Software as a Service (SaaS), Advertising

ANITA LYNCH



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Ms. Anita Lynch is dedicated to making life better and business more resilient through technology and data. She is passionate about driving digital transformation, finding positive solutions that benefit all stakeholders while mitigating risk, and growing shareholder value. A technophile at heart with an intuitive sense of systems and processes, she has an innate ability to bridge technology and business with diverse perspectives. She identifies smart investments that protect and leverage data to maximize profitability, and ultimately adds value to public and private companies at all stages.

Ms. Lynch is the Chief Data Officer at New Relic, a provider of data-driven enterprise software. She is among the first African American women to serve in the C-Suite in this role for a public company. Responsible for the extraction of business value from data to drive long-term growth, she interfaces regularly with the Board on issues such as data quality, governance, and cybersecurity. She is also a member of the Board's Audit subcommittee on Technology, Data, and Information Security (TDIS).

Prior to New Relic, Ms. Lynch was Vice President of Data Governance, Architecture, and Analytics at Disney. She oversaw a broad cross-section of data strategy to align vision, priorities, and financial goals for the launch of Disney+ in the Americas, Europe and APAC regions scaling to 100M+ subscribers.

Previously, Ms. Lynch's career traversed some of America's most high-profile technology brands leading business operations and technology teams in

retail, media and finance sectors. She served as Head of Business Intelligence & Analytics for the launch of *Amazon Prime Now* where she designed the data infrastructure to advance retail sales. Earlier as the Director of Analytics for Yahoo, her team delivered insights that drove product-led revenue growth, and at Apple she focused on the business expansion of iTunes. She also led strategy consulting projects at Bain for M&A, competitive benchmarking, and customer loyalty after beginning her career in software engineering at several technology startups.

Ms. Lynch is recognized for trailblazing and leadership. She was named in the *San Francisco Business Times* "Top 100 Most Influential Women in Business" and listed as one of the "Top 8 Female Analytics Experts" by *Forbes*. She was a featured keynote speaker in Snowflake's 2020 Data Cloud Summit after they launched one of the biggest technology company IPOs of all time. Ms. Lynch holds an MBA from the Harvard Business School, a BS in Economics from Northwestern University, and two patents for her work on trading system algorithms at the Chicago Board of Trade. Ms. Lynch also completed the Black Corporate Board Readiness program at Santa Clara University.

Beyond the corporate board room and her professional life, Ms. Lynch volunteers with Harvard Business School Admissions, Harvard Business School Alumni Board and Harvard Alumni Association. She is a servant leader in vital community programs and has served on non-profit boards supporting education initiatives for urban youth with Chicago Youth Centers and Silicon Valley Talent Partnership.

Independent Board Director
Technology & Data-Driven
Companies

Digital Transformation
Launching, Scaling
New Businesses

Risk Management
Data, Regulatory,
Governance, Cybersecurity

DR. DT OGILVIE



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Dr. dt ogilvie is an internationally known leader in strategic management, economic development, and urban entrepreneurship. Her 30 years of leadership experience includes stints as an executive with a global retail conglomerate, as a dean, as a business professor, and as an information technology executive. She is a creative, strategic, and visionary thought leader who has led transformations in retail, service, civic, and educational settings, and the author of *Creativities: The What, How, Where, Who, and Why of the Creative Process*, with C. Bilton and S. Cummings, forthcoming June 2022.

Dr. ogilvie is well known for a collaborative, innovative approach to driving results in volatile environments and for simplifying complex issues. She ran multimillion dollar profit centers for the 11th largest retailer in the US, The Southland Corporation, increasing sales and profits of old stores by 15%. Dr. ogilvie turned around TRC (as CEO) by reorganizing staff, transforming workflows, and creating new products and services. As COO and acting CFO, she worked with Daycare 100's CEO to achieve profitability.

Dr. ogilvie is currently Professor of Urban Entrepreneurship & Economic Development and former Dean of Saunders College of Business at Rochester Institute of Technology (RIT). She moved the school from unranked in *US News & World*

Report 100 to #90 today. Dr. ogilvie's international experience includes working with institutions such as the US State Department, US Army, US Air Force, and the Peoples Republic of China. As Professor, Associate Provost of Information Technology Strategy, and Rutgers's first Chief Information Officer, Dr. ogilvie led a digital transformation, reducing the cost of delivery for Rutgers and affording greater convenience to its students.

She is Honorary Professor of Beijing Information Science and Technology University; was Professeur Associé Invité de Gestion Stratégique à l'Université de Reims, Champagne-Ardennes, France; sits on the Advisory Board of Hong Kong Baptist University School of Business; and was named a Foreign Expert by the State Administration of Foreign Experts Affairs of China. Dr. ogilvie serves on numerous nonprofit advisory boards including as Vice Chair of Rochester Economic Development Corporation, on the Executive Committee of Rochester Jamaica Organization, as Chair of the RIT Women of Color Advisory Board, and as President of the RIT Phi Kappa Phi Executive Board.

In addition to continuing executive education programs, Dr. ogilvie earned her PhD in business strategy from the University of Texas at Austin, her Executive MBA from Southern Methodist University, and her BA in Sociology from Oberlin College. Dr. ogilvie's full academic CV is accessible [here](#).

ASHLEY PAGE



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Ashley Page is a dynamic, trailblazing C-Suite leader and trusted advisor with extensive experience as legal and business counsel to leading technology, sports, entertainment, media, and content companies. Ms. Page has vast expertise as an executive with keen macro level vision and is known for using innovation, technology and automation to close gaps, mitigate risk and increase efficiency. Her insightful approach to governance and as a regular board presenter and advisor enables a strategic approach to consistently offer creative and authentic leadership in a practical and nuanced manner.

After leading as general counsel for Endeavor's college sports business unit, Ms. Page transitioned to her role as SVP, Deputy General Counsel and Chief Compliance Officer where she is driving the cultural and structural transformation of its' Global Ethics & Compliance Program. Ms. Page's leadership is critical to Endeavor achieving SOX compliance as a newly public company and fostering compliant, speak-up culture to mitigate critical areas of global regulatory risk including anti-bribery, anti-money laundering, conflicts of interest, privacy/cybersecurity, online gaming/sports betting, environmental, social and corporate governance. Ms. Page also leads Endeavor's Compliance Committee and regularly advises and presents to Endeavor's Audit

Committee. Ms. Page is deeply passionate about DEI issues and her sense of responsibility and integrity led her to bring the first ever DEI initiative to IMG College and serve as a founding member of Learfield's DEI task force. Ms. Page is also an indispensable member of Endeavor's newly formed Black Leadership Council.

- Provided strategic counsel to Google in building its shopping and e-commerce product suite, including Google Express, Google Trusted Stores, and Google Shopping.
- Led the development and successful execution of the automation of Learfield's brand protection and trademark enforcement program for its university clients driving efficiency and effectiveness by improving matter completion rate by 62%.
- Spearheading the automation of Endeavor's compliance control environment around third party (including customers) diligence, contract lifecycle management and third party payment processing. This project is Ms. Page's brainchild and is designed to ensure SOX compliance for Endeavor as a newly public company.
- Advising Endeavor's ELT on its enterprise risk management and mitigation efforts.
- Advising NBA Star Anthony Edwards on the launch of his foundation, Don't Follow the Wave, Inc., including program design and board structure/composition.

Speaking Engagements

- Ethisphere BELA Global Ethics Summit | 2022
- Converge 21" by Convercent
- Corporate Counsel Women of Color 21"
- SCCE Compliance Conference | 2022

Boards & Nonprofit Service

- Don't Follow the Wave, Inc. | Of Counsel 2021-present
- South Fulton Tennis Center | Board Member, Marketing Committee, 2017-present

ROB SIMMELKJAER



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Rob Simmelkjaer is a Fortune 100 sports media and gaming executive who has become an impactful board leader. At ESPN and NBC Sports he ran and created businesses which have generated over \$1 billion in revenue. As Chairman of the Board of the Connecticut Lottery Corporation he has helped turn around a struggling quasi-public company and led the process of legalizing and launching legal sports betting in Connecticut.

As Senior Vice President of NBC Sports Ventures and International (a division of Comcast) from 2011-2019, Rob created lines of businesses including audio (NBC Sports Radio and podcasts), eSports, and B2B software (the SportsEngine youth sports software). Rob led NBC Sports' entry into the sports betting space with the **launch** of the NBC Sports Predictor free-to-play game which was a key asset in NBC Sports' \$500 million deal with the PointsBet sportsbook. Rob also created NBC Sports' international division and served as a member of the investment committee of Comcast Ventures, focusing on investments in the sports, eSports and gaming verticals.

In 2019 Rob founded Persona, a business dedicated to helping families preserve their family stories through interviews. In 2020-21, Rob served as a consultant to William Hill (since acquired by Caesars), negotiating their multi-year media partnership with CBS Sports. Prior to his time at NBC, Rob served in various executive positions at ESPN (a division of the Walt Disney Company) including Vice President of International Development, Vice President and Assistant to

the President, and Director of NBA Programming. Rob honed his communications skills as an **on-air contributor** at ESPN, NBC Sports and the Tennis Channel, including serving as a studio host of NBC's Olympics coverage.

Rob was **nominated** by Governor Ned Lamont as Chairman of the CT Lottery in 2020. He assisted the Lamont administration in negotiating a complex agreement with the state's two Native American tribes which paved the way for the legalization and **launch of sports betting** and online casino gaming in October 2021. In Rob's first full year on the board, CLC generated record revenue of \$1.4 billion and over \$425 million in profit. Rob also managed the board's negotiation of a new compensation package for CLC's President and its handling of several litigation matters.

A graduate of Dartmouth College and Harvard Law School, Simmelkjaer practiced law in New York City at Cravath, Swaine & Moore and Weil, Gotshal and Manges with a focus on litigation and corporate governance. Rob's past board service includes a seat on the board of Universal Sports Network, an Olympic sports cable television network in which NBC invested, and service on several non-profit boards including the Child Center of New York and the Coalition to Stop Gun Violence. The NAACP named him one of the 100 most influential African Americans in Connecticut in 2021.

Rob is an avid runner (NYC marathon 2x finisher), golfer and tennis player. He lives with his family in Westport, CT.

BRYAN SIMMONS



Bryan Simmons

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Bryan Simmons is a marketing and communications executive and board member with 40 years of experience in the tech, philanthropy, and healthcare sectors.

Mr. Simmons has extensive environmental, social, and governance (ESG) experience, including as board chair of Feedback Labs, a non-profit that supports government, philanthropy, and care organizations in ensuring that those whom they serve have a role in the design of support provided them. He is currently chair of the strategic planning committee of Cambridge Health Alliance, a Massachusetts-based network of hospitals. He also chairs the compensation committee and serves on the finance and audit committee for Intend Health Strategies, which provides thought leadership and training to healthcare providers to improve outcomes by enhancing the quality of relationships among all in the healthcare ecosystem.

Currently, Mr. Simmons is vice president, communications at the Arcus Foundation, a global funder addressing gender justice, racial equity, the effects of climate change on inequality, and the reconciliation of economic development with the conservation of endangered species and welfare of indigenous peoples and cultures. At Arcus, Mr. Simmons has built a strategic communications function, shaped the foundation's branding and messaging, and overseen media-related grantmaking and partnerships. Drawing on his experience collaborating with C-Suite executives and managing large global teams and budgets, Mr. Simmons also plays an active role in the foundation's strategic planning, organizational design, and grantee experience work.

Mr. Simmons was vice president of corporate communications at Lotus Development Corp. where he worked closely with C-suite executives on strategic projects and issues of compliance and reputation, including acquisitions, earnings reporting, litigation, and crisis communications. He was actively involved in groundbreaking diversity initiatives and served on the company's philanthropy committee, which distributed one percent of the company's profits to anti-racist causes. Mr. Simmons was promoted to lead the company's global marketing function following its acquisition by IBM Corp. As vice president, marketing, Mr. Simmons managed more than 200 marketers and a budget greater than \$60M. He also led the integration of Lotus' corporate brand into IBM's brand architecture, overseeing channel marketing, market intelligence, events, digital marketing, and communications. In subsequent executive roles at IBM, he led global communications efforts focused on strategic vertical industries and development of the global marketing and communications program for IBM's centennial.

Recognized for his expertise across sectors, Mr. Simmons has consulted to Rockefeller Foundation and The Ballmer Group and has been featured in several management training video modules produced by Harvard Business School Publishing over the past decade.

Mr. Simmons, a native of Memphis, Tennessee, earned a bachelor's degree in European History from Harvard College in Cambridge, Massachusetts. He speaks fluent French and conversational Italian.

SHEILA L. SPARKS



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Ms. Sheila L. Sparks is a highly collaborative and deeply trusted business advisor to publicly traded companies with global experience in developing and implementing risk management solutions that enable businesses to successfully operate. With nearly 40 years of experience as a human capital specialist, Ms. Sparks has developed a deep expertise in identifying, analyzing and mitigating risk and has a proven track record of leading the legal operations of global companies.

Ms. Sparks is Vice President, Employment Legal at Netflix, Inc. (NASDAQ: NFLX), the world's largest subscription streaming entertainment service with 214M members supported by 11,000 employees in 24 countries. She is a member of the executive leadership team that shapes critical strategic business matters, new business models, human capital management, prospective M&A and provides input to the board agenda. Ms. Sparks leads a diverse team responsible for creating innovative and industry-leading practices regarding human capital management. Throughout the COVID-19 crisis, Ms. Sparks has been an influential leader on the team responsible for navigating the quickly changing landscape of the pandemic to enable Netflix's productions to operate while protecting the health and safety of employees, cast and crew.

Ms. Sparks served as Vice President & Senior Employment Counsel and Vice President, Employee Relations with Warner Bros. Entertainment Inc. and Director, Human

Resources with AOL Time Warner. While serving as Vice President, Employee Relations, Ms. Sparks proposed policy changes resulting in annual savings of \$20M. Ms. Sparks previously worked as a human resources consultant advising a broad array of clients, including tech startups, on risk mitigation and human capital strategies, including advising the Board of a technology startup on the results of her investigation into management issues with the CEO. She also worked for Hughes Aircraft Corporation and TRW, Inc. as an employment litigation attorney during a period of significant workforce contraction in the aerospace industry. Ms. Sparks has firm experience with Latham & Watkins and Gipson, Hoffman & Pancione.

Ms. Sparks is co-author of Manager's Practical EEO Handbook, 2nd Edition, BNA Communications, Inc. In addition, she has been a guest lecturer at Pepperdine Law School's Dispute Resolution program and a panelist for the Los Angeles County Bar Association's Labor and Employment Symposium. As a consultant, Ms. Sparks provided diversity training and harassment prevention training to numerous clients in various industries. Ms. Sparks has served on the boards of non-profit organizations focused on education and social service.

Ms. Sparks received her J.D. from the University of Virginia School of Law and A.B. in American History, cum laude, from Harvard University. She is a member of the California Bar and currently resides in Los Angeles, California with her wife.

BRUCE THOMPSON



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Bruce Thompson is a seasoned global executive and qualified Audit Committee Financial Expert. With over 30 years of public and private company experience in cross-functional roles across multiple sectors (including Manufacturing, Automotive, Aerospace, Hospitality and Global Industrials), Bruce has had extensive public and non-profit Board and Audit Committee exposure. His well-rounded Finance background encompasses Internal Audit, Sarbanes-Oxley Compliance, Financial Planning & Analysis, Treasury and Data Analytics.

Bruce's background includes roles as President, CFO, Chief Separation Officer (CSO), and Chief Internal Audit Officer (CIAO). He has served in leadership roles for organizations with annual sales ranging from \$10 million to over \$150 billion, including Ford, Johnson Controls, Alcoa and Arconic.

- As CSO of Arconic (2019-2020), the C-suite executive led the separation of a \$14 billion company into two successful \$7 billion businesses.
- As CIAO, he led information technology, environmental, health & safety, and financial & business processes auditing for well over 100 locations.
- He currently serves as President of Hospitality Development Company Group, a multi-property hotel development and management firm where he has been an investor/advisor since 2000.
- His leadership has been critical to the Marriott franchisee's success in weathering the Covid pandemic and achieving award-winning guest satisfaction.

His board experience includes working closely as an executive with the Alcoa and Arconic Boards of Directors in the midst of activist investors, restructuring, M&A and leadership changes. Bruce has distinguished himself as a Board leader with his analytical rigor, focus on strategic priorities, collaborative approach, and openness to input.

- Served as Board Chairman (2015-2017) for the 20,000-member National Black MBA Association
- As interim President & CEO in 2020 he achieved record financial results, spearheading the group's highly-successful, first-ever Virtual Conference & Career Fair, and helping launch a \$20 million fundraising campaign.
- As Audit Committee Chairman, he improved financial oversight and controls.
- Served as an Arconic Foundation Board and Distribution Committee member.
- Named to NASDAQ-listed LB Foster Company Board of Directors.
- Serves on the Howard University Board of Trustees.
- Certified by National Association of Corporate Directors and Santa Clara University Black Corporate Board Readiness Program. Participated in the Stanford Directors Forum and the Executive Leadership Council Corporate Board Initiative.

Bruce has extensive cross-functional experience, having worked in senior Strategy, Business Development, Marketing, Manufacturing and Finance roles for Tier 1 automotive suppliers. Leading global teams of up to 200 employees, he has built new customer relationships, spearheaded profit improvements, fostered financial controls, launched Enterprise Resource Planning systems, and advanced employee engagement in a wide range of businesses.

A champion of and speaker on diversity, equity and inclusion, Bruce has been quoted in the *Wall Street Journal*, *Reuters*, and *Black Enterprise*. His civic involvement includes community and church volunteer work as well as charitable fundraising efforts. He holds a Bachelor of Arts degree (Phi Beta Kappa) in Economics from Howard University, a Master of Public Affairs from Princeton University, and a Master of Business Administration from Stanford Graduate School of Business.

TONI VANWINKLE



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As a digital transformation leader, board member, and DEI advocate, **Toni Vanwinkle** brings over 25 years of innovation and thought leadership to startups, mid-sized, and fortune 500 companies aimed at improving business performance. Toni has a proven track record in leading high performing inclusive teams focused on product development, experience design, organizational change management, and operational excellence. As a frequent public speaker on the future of work, innovation, and women in technology she was featured in Forbes CIO Next podcast episode 1, Women in Innovation WIN/WIN podcast episode 45, and Content Magazine podcast episode 62.

Toni established and currently leads the award-winning Digital Workplace Experience (DWx) team at Adobe. Using a contemporary design thinking framework, she established a culture of innovation and human-centered problem solving. When the COVID-19 pandemic emerged and public safety concerns required employees to shelter in place, she led the transition that enabled 22,000 global employees to work from home. Since 2017, Toni drove a cumulative 41% operation cost reduction that exceeded benchmarks by 23% through automation and process optimization while Adobe's global workforce grew 58%. Prior to leading the DWx team, Toni developed operational strategies to improve product reliability and was accountable for quality assurance and release lifecycle management supporting Adobe's business model transition from perpetual to software as a service.

Toni joined in 2001 as a consultant in the Service Sales business unit tasked with driving end-to-end quality management for one of the largest Oracle 11i implementations in the world. She later transitioned the Information Technology organization where she formed a Release Management Office providing services that maintained the integrity of Cisco's production environment while delivering new features and business capabilities. Her experience developing agile delivery frameworks, quality principles, and organizational change management strategies enabled predictable high-quality production releases.

As a Technology Consulting Manager, Toni led onsite client implementations of Oracle ERP software implementations. She worked with startups to medium-sized businesses to reengineer and automate business processes to facilitate rapid growth and scale. In partnership with consultants across the firm, she developed a playbook enabling clients to quickly adopt business capabilities and transition operations to their respective teams.

Toni is committed to giving back to her community through non-profit boards, fundraising, and sponsorship. She mentors emerging leaders, provides career guidance to girls in STEM, and has hosted the San Jose City College "Let your life speak" event since 2016 providing a platform for diverse students to share their transformative narratives.

Non-Profit Boards

Silicon Valley Leadership Group
SV Chamber of Commerce
American Leadership Forum
SVCcreates

Advisory Boards

Microsoft
Qualtrics
Coveo
Miro

Memberships & Associations

Digital Workplace Group
Digital Workplace Council
Stanford Executive
Leadership Program Alumni

Industry Recognition

Digital Workplace Leader/2019
Digital Workplace/2021
CIO100/2021

MIRON WASHINGTON



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Miron Washington is currently the General Manager of Home Depot's Quote Center business unit and successfully grew revenues from \$1.5B to over \$3.0B in under three years. In his current role, Miron oversees 200+ associates responsible for Product Management, Software Development, Marketing, Merchandising, Operations, Data Science, and 3rd Party Marketplace functions, with indirect oversight of HR and Finance operations.

Prior to joining Home Depot, Miron was Senior Vice President, Digital Commerce/Product Management, and a company officer, at Monotype Imaging where he was credited with driving double-digit E-commerce revenue growth, increasing active users, and transforming digital channel user experiences. Miron has also held senior leadership positions of increasing responsibilities at Amazon, Staples, and Hewlett-Packard.

Results at these companies include:

- Launching Amazon Services, driving 220% YoY revenue growth
- Global expansion of Amazon's Trade-in program
- Delivering +\$50M of incremental revenue and \$10M of 'cost-out'
- Improving on-time-delivery rate to 90%
- Reducing Inventory by \$30M
- Developing direct reports now serving in VP/SVP roles

Admired for being a pragmatic futurist - deft at delivering significant short-term wins and driving towards an unimaginable future - Miron has an extensive track record of surpassing business goals, transformative leadership, and creating rapid growth-strategies across a diverse set of global enterprises.

His broad subject matter expertise in finance, business operations, ecommerce, product management, and supply chain uniquely position him to evaluate business opportunities with a wide aperture, while simultaneously understanding the financial, operational, and technologies required to deliver customer value.

With a knack for building mutually beneficial relationships and a bias for action, Miron hits the ground running with creativity, passion, humility, and a smile to deliver results quickly.

Education & Certifications

- MS, Technology Management, Oregon Health Science University
- BS, Accounting, Santa Clara University
- Exec. Leadership Program, UCLA-Anderson School
- Black Corporate Board Readiness Certification
- Executive Leadership Council

LOUIS WILLACY



Louis Willacy

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Louis Willacy is a future-focused, strategic thinker with experience innovating and scaling global consumer products and technologies. He has 20+ years of leadership experience in operations, finance, HR and legal at transformative venture-backed technology companies and has helped launch new products and applications that have driven hundreds of millions of dollars in digital sales. He has significant experience executing growth strategies through M&A, helping drive corporate acquisitions exceeding \$9B in market value, often overseeing post-merger integration. He is passionate about helping companies identify market opportunities and devise regulatory and go-to-market strategies for disruptive technologies.

Currently, Louis serves as the Chief Operating Officer and General Counsel of Tari Labs, developer of a blockchain protocol, where he oversees global operations, finance, HR and regulatory strategy and ensures the company's workforce is highly engaged and executing with clear alignment to the company's strategic goals. During his tenure, the company has raised over \$20 million in capital, quadrupled its workforce, and developed and launched Yat, an online identity product that has generated over \$20 million in sales during its first year. Prior to Tari Labs, Louis led cross-functional teams at social platform operators The Meet Group, Ifwe and

Tagged and financial publishing company The Deal. He started his career practicing law at NY-based law firm Dewey Ballantine LLP.

A proven C-suite people leader, Louis has served as the head of human resources for global workforces with notable successes in the areas of employee engagement and DEI. He has significant experience developing people strategies for organizations both public and private, including employee and executive compensation, leadership succession and workforce growth and reduction.

Louis is an active nonprofit leader and currently serves as the Chairman of the Board of Trustees of GO Public Schools, recently helping the organization navigate through a Founder/CEO transition and subsequent shift in its strategic direction. Previously, he served as a member of the Board of Trustees of St. Paul's Episcopal School, where he acted as Chair of the Audit Committee, and of the People's Community Partnership Federal Credit Union.

Louis received his JD from Columbia Law School (Columbia Law Review) and his BA from Wesleyan University (Government). A creator at heart, Louis enjoys leveraging technology to build new ways to solve problems, composing music and writing fiction. He lives in Oakland, CA with his wife and two children.

CHRISTOPHER O.H. WILLIAMS



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Christopher Williams is a strategic growth and business transformation leader in the consumer products and retail sector.

Over the course of his three-decade career, he has held high-visibility senior executive positions with significant Strategy, Brand Development and Go-to-Market functional responsibility at well-known global brands. He has successfully spearheaded and navigated enterprise change and turnarounds at Nike, adidas, VF Corporation and Gap during unprecedented periods of volatility.

Christopher's record of thought partnership and successful change implementation have earned him the reputation of a trusted C-suite advisor to consumer brands seeking to weather or create industry disruption. His broad experience includes investment banking at Goldman Sachs and Lehman Brothers and international assignments in the USA, Asia, Europe, and Africa.

He is the Principal of Custament Partners, through which he advises entities at all life stages. He is an Independent Board Director of Enda Athletic, a seed-stage sports brand, as well as Advisory Board Member of Mizizi Africa Consumer Holdings, a US-based house of African consumer brands, and Bossy Cosmetics, a mission-driven women's beauty brand. He also serves on the advisory boards for Pacific University College of Business and Emory & Henry College School of Business.

As Head of Strategy for Nike USA Footwear, the company's largest business unit, Christopher drove the consumer and market perspective that inspired Nike's industry-shifting "Category Offense" strategy. His international outlook and keen insights led to his promotion to Global Head of Geography Strategy, where he helped develop and direct the rollout of "Marketplace Transformation," the core of Nike's omnichannel retail experience, growing market share and doubling sales to \$30B in 9 years (2006-

2015). In addition, he propelled the turnaround of Nike Southeast Asia, while serving as GM Nike Malaysia, in the region's lead country.

As VP Strategy for VF Jeanswear, Christopher oversaw consumer insights, innovation, business development, licensing, and digital commerce teams for Wrangler and Lee brands. He led the denim portfolio's repositioning and revamped its consumer segmentation and commercialization model, which helped reverse sales and market share stagnation for the \$3B business, paving the way for its eventual spin-off as a stand-alone public company.

As SVP Global Sales Strategy for adidas Group, Christopher introduced "Trade Zone Attack," the company's omnichannel marketplace growth blueprint. His work influenced the launch of a new adidas operating model, for which he was Global Co-Lead. As VP Commercial Planning & Development, he led the "Key Cities" pillar of adidas' "2015-2020 Creating the New" global turnaround, defining the brand vision and driving revenue and brand equity growth for adidas' top six urban centers, and contributing to Net Promoter Score expansion and dramatic global sales growth (€15B to €24B).

Presented with a unique opportunity to contribute his diverse skills to develop a new generation of leaders, Christopher joined African Leadership University (1,500 students) as its first President. He served during the COVID pandemic – driving ALU's innovative academic model, launching the school's digital push, and establishing a governance structure with a new Board of Trustees.

Christopher holds an MBA in General Management (Harvard Business School) and BA in Economics Phi Beta Kappa (Morehouse College). He is a member of the National Association of Corporate Directors and the Private Directors Association and is certified by the Santa Clara University Black Corporate Board Readiness Program.

LES WILLIAMS, JR.



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Les Williams is a Certified Risk Manager with over 20 years of experience in strategic enterprise risk management, engineering, enterprise sales and marketing, and M&A. Mr. Williams' expertise is advising organizations on cyber risk, including developing response plans leading to more resilient outcomes. His unique background enables him to help businesses of various sizes, geographies, and complexity manage risk with a focus on shareholder value. His work has gained international attention as a frequent contributor on the radio broadcast **BBC Business Matters**, where he discusses emerging issues impacting global economies such as human capital management and supply chain innovation.

Mr. Williams is the co-founder and Chief Revenue Officer of **Risk Cooperative**, a minority-owned risk management and insurance brokerage firm specializing in helping clients navigate emerging risks such as cyber, healthcare, political risk, regulatory reform, and other complex domestic and global risks. With over \$20 Million in annual premium managed, he helps to lead the firm's governance and serves as a trusted advisor for clients, adding value in diverse industries including hospitality, real estate, retail, technology, higher education, and healthcare. His knowledge of succession planning, human capital management, and risk management design has been an integral factor in helping clients scale. A sought-after thought leader, he is a featured "Risk Insider" and writes frequent columns in the publication **Risk & Insurance**, and has been a contributor in **The Institutes'** CPCU online risk management curriculum.

Mr. Williams' multi-industry experience has delivered value to well-known brands. At Ford, he

led a cross-functional team of over 20 engineers and field technicians dedicated to resolving vehicle stalling on a popular car model. His work led to the composition of a Technical Service Bulletin providing repair instructions to 3,000+ North American Ford dealerships. While at IBM, he was placed on a special sales team and was directly responsible for managing high-profile client relationships with Fortune 1000 companies such as Carter's, Inc (NYSE:CRI) and Intercontinental Exchange (NYSE:ICE). At JLL, Mr. Williams was selected to participate in the Protégé Program, a selective program for high potential real estate brokers advising clients like TD Ameritrade (NASDAQ: AMTD) on space planning strategy.

In 2020 Mr. Williams received the coveted **Bert King Award for Service** for his work supporting Harvard Business School (HBS), and in 2021 he was appointed to an **adjunct professorship at the University of Virginia's (UVA) engineering school** teaching business concepts. He currently chairs the Data and Technology Committee on the UVA Alumni Association Board of Managers, he chairs the Finance Committee on the UVA Engineering Foundation Trustee Board, and he serves on the Cybersecurity Strategic Council for the **Private Directors Association (PDA)** where he presents to boardrooms on risk management strategies.

Originally from Alexandria, Virginia, Mr. Williams obtained a B.S. in Mechanical Engineering from the University of Virginia's prestigious **Rodman Scholars Program in 2000**. He is also a graduate of Harvard Business School, where he served as class co-president. An avid gym rat and reader, he resides in Arlington, Virginia with his wife B.J. Wiley Williams.

JASON WILSON



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Jason Wilson has more than 25 years of experience in corporate governance, capital markets, and regulated industries as a senior executive, investment banker, and corporate and securities lawyer. Mr. Wilson's collaborative approach, persistence, and long-term strategic thinking has improved the Thoroughbred horse racing industry through new marketing initiatives and technological advancement. He has worked on more than 30 capital raising transactions with a value in excess \$8.4 billion and 11 acquisitions/divestitures in the sports, technology, healthcare, real estate, energy and media sectors.

Mr. Wilson is the Chief Operating Officer of 1/ST Content, where he and sets the strategic direction of an international media and wagering rights business that generates more than \$5 billion in wagering activity. He drives growth through achieving regulatory approval for the launch of new wagering products, identifying new markets and increasing engagement through emerging technologies.

Mr. Wilson was President of Equibase Company, the official database of Thoroughbred horse racing, where he improved the quality and quantity of data collected by moving from manual collection methods to automated tracking through GPS technology. Prior to Equibase, he led innovation

at The Jockey Club where he created America's Best Racing, a multi-channel engagement platform to attract the next generation of fans, and he implemented a long-term strategy that resulting in an increase in nationally televised horse racing from 14 hours in 2011 to more than 600 hours in 2019. During the dot-com era, Mr. Wilson helped transform SoftNet Systems from a document management company into an Internet pioneer by raising approximately \$180 million while executing two acquisitions and two divestitures over the course of three years. He began his career as an investment banker and corporate and securities lawyer.

Mr. Wilson is well versed in corporate governance having interacted with boards in several capacities. At Equibase, he worked with the Chairman to reboot the board by recruiting new members, revising strategic planning and clarifying the financial statements. He serves on the Board of Directors of The Ed Brown Society and is Chair of its Strategic Planning Committee, and he formerly served on the Board of Commissioners of The New Rochelle Youth Bureau.

Mr. Wilson earned an A.B. from Princeton University, J.D. from UCLA Law School and M.B.A. from Columbia University. He lives in Eastchester, NY with his wife Michelle, daughter Blake and son Parker.

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