



THE MASSACHUSETTS
CONFERENCE
FOR WOMEN

DEC 7, 2017

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MERYL STREEP



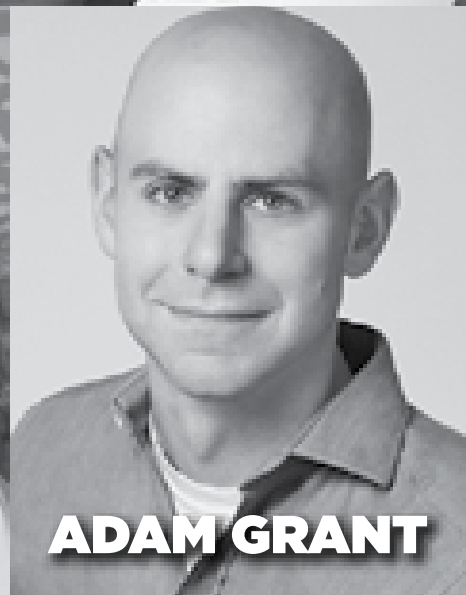
VIOLA DAVIS



GLORIA STEINEM



**DIANE VON
FURSTENBERG**



ADAM GRANT

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GENERAL INFORMATION

Please review this list of notes and information designed to help make your day more enjoyable.

- Please be respectful of speakers and attendees and silence your cell phones while in all keynote and breakout sessions.
- **Nursing Mother's Rooms** – are located in Meeting Room 158 and Meeting Room 208.
- **Morning Keynote seating** is Open Seating – there is no assigned seating at the morning keynote.
- **Lost and Found** for the day will be located at Registration.
- **ATM's** are located: North Lobby on Level 1 next to the Fedex Office; Southeast Level 0 outside of Hall C; Northeast Level 1 next to food court.
- **Luncheon Keynote Seating** – Seating at the luncheon is assigned. Please find the table number that corresponds to the one listed on your badge. Consult the map on the inside back cover of this program to find the location of your table.
- **Coat Checks** are located on Northwest Level 1 Lobby & Hall A.
- **Videotaping** keynote sessions on your phone is **NOT** permitted.
- **Concessions** are available in Hall A and the North Lobby for purchase.
- **Breakout Seating** – All breakout sessions are open seating and available on a first-come, first served basis.
- For the convenience of our attendees, many of the men's **restrooms** have been converted to women's restrooms. Men's restrooms can be found in the General Session, in the Exhibit Hall and in the North Lobby.
- Your conference admission includes a continental breakfast and seated lunch.

**DOWNLOAD
THE 2017
MASSWOMEN
APP**

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CONFERENCE BOARD WELCOME LETTER



December 7, 2017

Dear Attendees,
Welcome to the 13th Annual Massachusetts Conference for Women!

We have designed this special day to help broaden your perspectives, learn new skills, make meaningful connections, and even to motivate you to make the big life changes you've been contemplating. Our enthusiastic Conference community is here to offer support and inspiration.

Demand for the Conference is growing fast. This year, more than 10,000 tickets sold out in under an hour! Because we want to make the Conference experience accessible and affordable to as many women – and men- as possible, we have expanded our programming. We now offer a half-day Workplace Summit as well as our popular Opening Night and encourage you to include them in your planning for 2018.

Today we are proud to present an extraordinary keynote lineup featuring leaders whose accomplishments, talents, and courage know no limits. In addition to keynote speakers, more than 100 of the best and brightest experts from around the world will lead engaging sessions and workshops on a wide range of subjects, including leadership, career advancement, personal development, social media, personal branding, financial planning, health and wellness, and much more.


We know the Conference can be overwhelming, especially if this is your first time attending. Be sure to download the Massachusetts Conference for Women App to help structure your day! Create a profile to access networking opportunities with other attendees and speakers, the full agenda, interactive maps, and important alerts throughout the day. The app can be found on all platforms by searching "MassWomen."

The Massachusetts Conference for Women is made possible by the support of our generous sponsors, and we thank them for knowing the value of investing in, and uplifting, women. We hope you will keep them in mind when you decide who deserves your future business.

We wish you an exciting, productive and unforgettable experience today – and in the year ahead!

With warmest regards,
Massachusetts Conference for Women Board of Directors

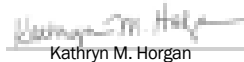

Heather P. Campion


Marian L. Heard


Gloria C. Larson, Esq.


Kimberly Steimle Vaughan


Renee Connolly

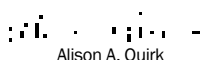

Kathryn M. Horgan


Cathy E. Minehan



Lynn D. Tinney


Anne Finucane


Kelli Kirwin


Alison A. Quirk


Pamela A. Wickham


Carol Fulp


Micho F. Spring



We're proud to sponsor the
**13th Annual
Massachusetts
Conference for Women**

Our perspective is shaped by the
experiences, talents and ideas of
employees around the world.
We're stronger together.



statestreet.com

STATE STREET WELCOME LETTER



"A woman with a voice is, by definition, a strong woman."

—Melinda Gates

In 2017, we've seen no shortage of strong women changing the world for the better, from standing up to fight harassment, to championing access to education, to leading relief efforts for communities stricken by natural disasters. Though we're living through turbulent and divisive times, when we amplify our voices, we can change the course of history.

It's my honor to welcome you to the thirteenth annual Massachusetts Conference for Women, where our theme is once again "The Power of Us: Amplify Your Voice." This year's conference promises to be the biggest and best in our history, with eleven thousand attendees and more than seventy speakers. In prior years, we've heard insights from movers and shakers representing a wide range of backgrounds and perspectives. This year is no different, with some of the most accomplished women on the planet (and some amazing men too!) here to inspire us through presentations, panels, and workshops.

State Street is proud to be the conference's Presenting Sponsor for the eleventh consecutive year, and a large contingent of our employees are thrilled to be here, as usual. This year, we're once again hosting the Social Hub, where attendees can be part of the online conversation. The connections we make with one another are among the most valuable aspects of the conference, so I encourage you to take advantage of the many opportunities to network and build relationships that will support your personal and professional growth long after the conference concludes.

On a personal note, I want to say how excited I am to be representing State Street on the conference board for my first time. Each year, it takes the tireless efforts of many to put this conference together, and I am thrilled to be a part of this important tradition.

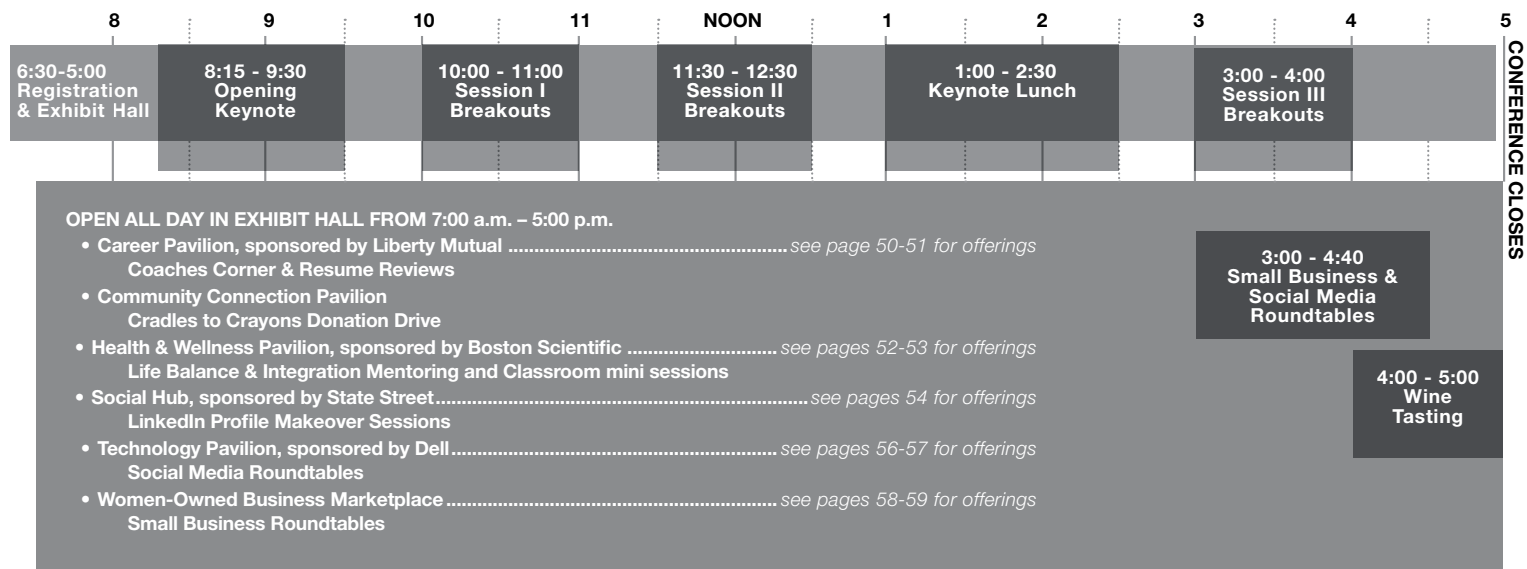
Women have accomplished so much, but we have the potential for so much more. I'm confident that the "Power of Us" will help us and our allies amplify our voices and bring positive change to our world.

A handwritten signature in black ink that reads 'Kathryn M. Horgan'.

Kathy Horgan

Executive Vice President & Chief Human Resources & Citizenship Officer State Street Corporation

CONFERENCE SCHEDULE AT-A-GLANCE



At the Luncheon Keynote Session there is assigned seating. Your table number can be found on your badge.
A map of the assigned luncheon tables can be found on the inside back cover of this program.

TIME	EVENT	LOCATION
6:30 a.m. – 5:00 p.m.	Registration.....	North Lobby
8:15 - 9:30 a.m.	Opening Keynote Session	Keynote Session
	Maria Stephanos , anchor, WCVB Channel 5 & <i>The 10 O'Clock News</i> , MeTV Boston @mariastephanos	
	Marian Heard , president & CEO, Oxen Hill Partners & vice chair, MA Conference for Women @masswomen	
	Renee Connolly , global head, communications & corporate responsibility, MilliporeSigma and board member, MA Conference for Women @milliporesigma @masswomen	
	Adam Grant , Wharton's top-rated professor, recognized as one of HR's most influential thinkers and best-selling author of <i>Option B</i> , co-authored with Sheryl Sandberg @adamgrant	
	Liz Matthews , SVP, brand & creative marketing, Dell Technologies @dell	
	Viola Davis , stage, television and Academy award-winning actor @violadavis	
10:00 - 11:00 a.m.	Session I Breakouts see pages 18-20 for session listing	
11:00 - 11:30 a.m.	Author Signings.....	Exhibit Hall, Book Store (page 49)
11:30 - 12:30 p.m.	Session II Breakouts see pages 22-24 for session listing	
12:30 - 1:00 p.m.	Author Signings.....	Exhibit Hall, Book Store (page 49)
1:00 - 2:30 p.m.	Luncheon Keynote Session	Keynote Session
	Karen Holmes Ward , director, public affairs & community services and host & executive producer, CityLine, WCVB-TV @karenholmesward	
	Gloria Cordes Larson , president, Bentley University & board president, MA Conference for Women @masswomen	
	Patrice D'Eramo , VP, Americas marketing & communications, Cisco @cisco	
	Diane von Furstenberg , iconic fashion designer, philanthropist & author, <i>The Woman I Wanted to Be</i> @therealdvf (IG)	
	Charlie Baker , Governor of Massachusetts @massgovernor	
	Kathy Horgan , EVP & chief human resources and citizenship officer, State Street Corporation & board member, MA Conference for Women @statestreet @masswomen	
	A Conversation with Meryl Streep , Academy award-winning actress and iconic pioneer of women's rights - moderated by Gloria Steinem , women's rights pioneer and advocate @gloriasteinem	
2:45 p.m.	Author Signings.....	Exhibit Hall, Book Store (page 49)
3:00 - 4:00 p.m.	Session III Breakouts see pages 26-27 for session listing	
3:00 - 4:40 p.m.	Social Media Roundtables & Small Business Roundtables Exhibit Hall (see pages 56-57 & 58-59 for session listings)	
4:00 - 4:30 p.m.	Author Signings.....	Exhibit Hall, Book Store page 49)
4:00 - 5:00 p.m.	Wine Tasting Networking Reception (brought to you by Bonterra).....	Exhibit Hall
4:40 - 5:00 p.m.	Author Signings.....	Exhibit Hall, Book Store page 49)
5:00 p.m.	Conference Closes	

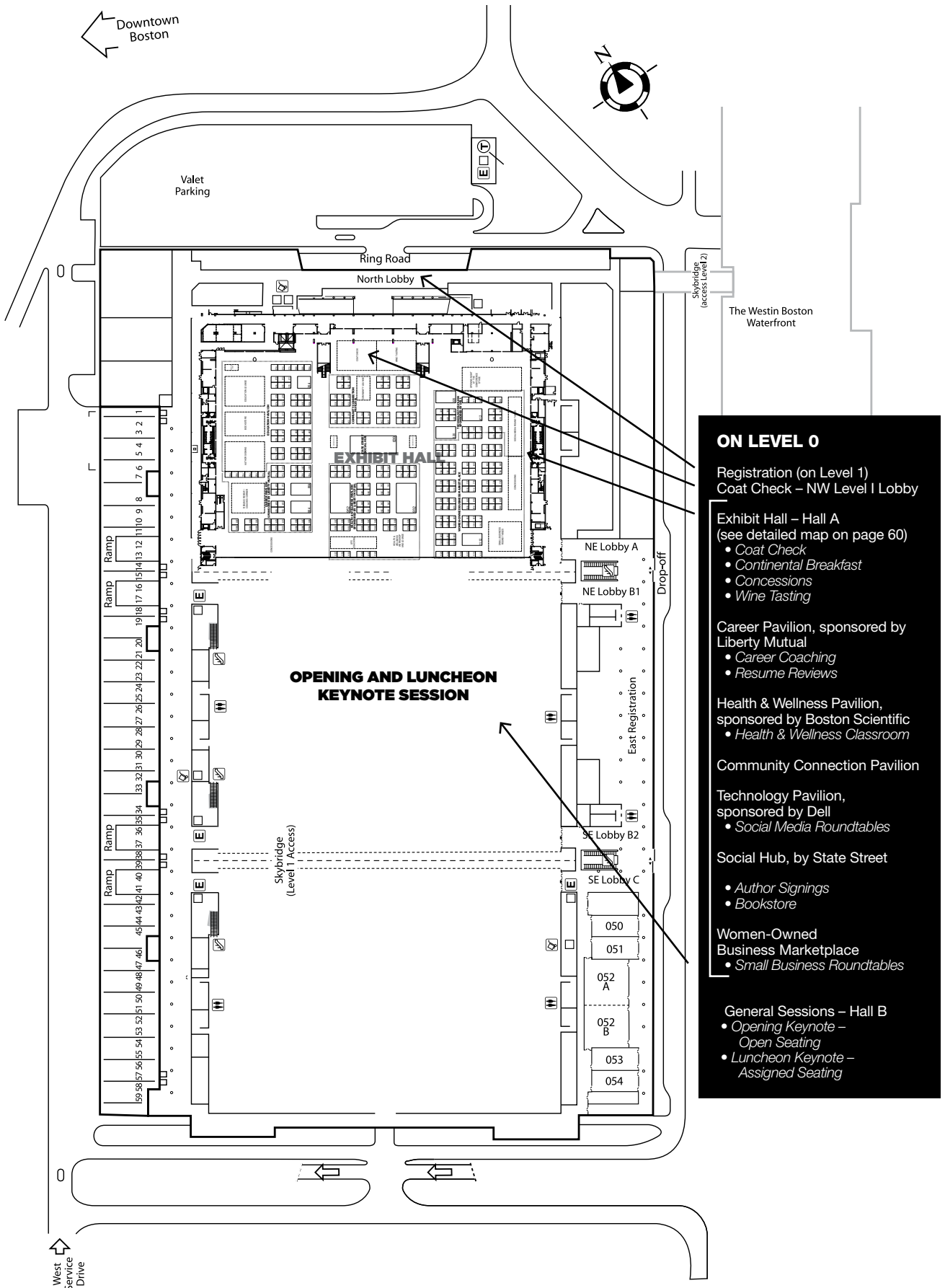
FEEL AT HOME, AT WORK.

We've created an environment that's global, inclusive and open. One that not only seeks unique attributes and insights like yours, but depends on them. For those ready to build the future of IT along with a team that represents the world over, welcome home.

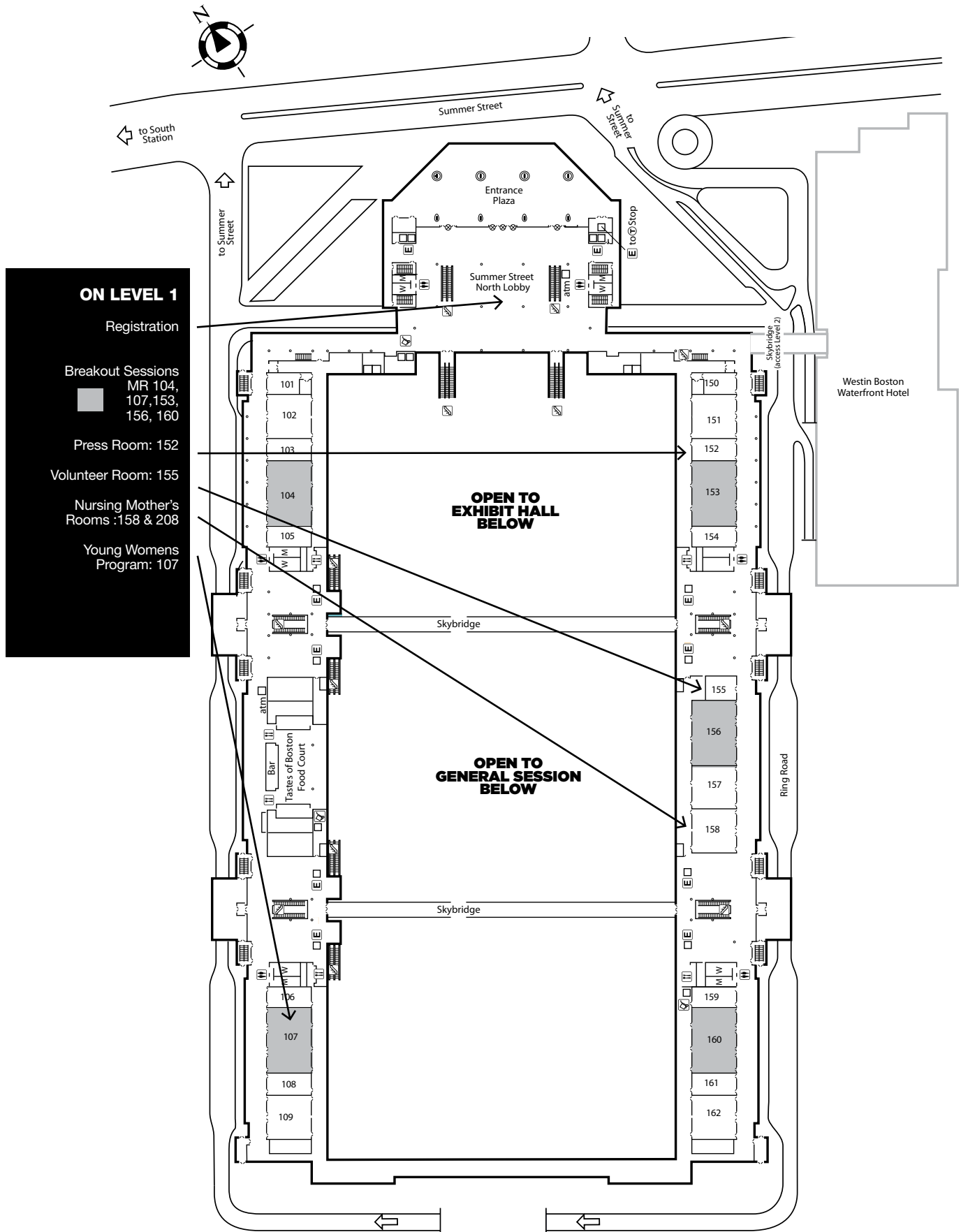
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Dell.com/diversity



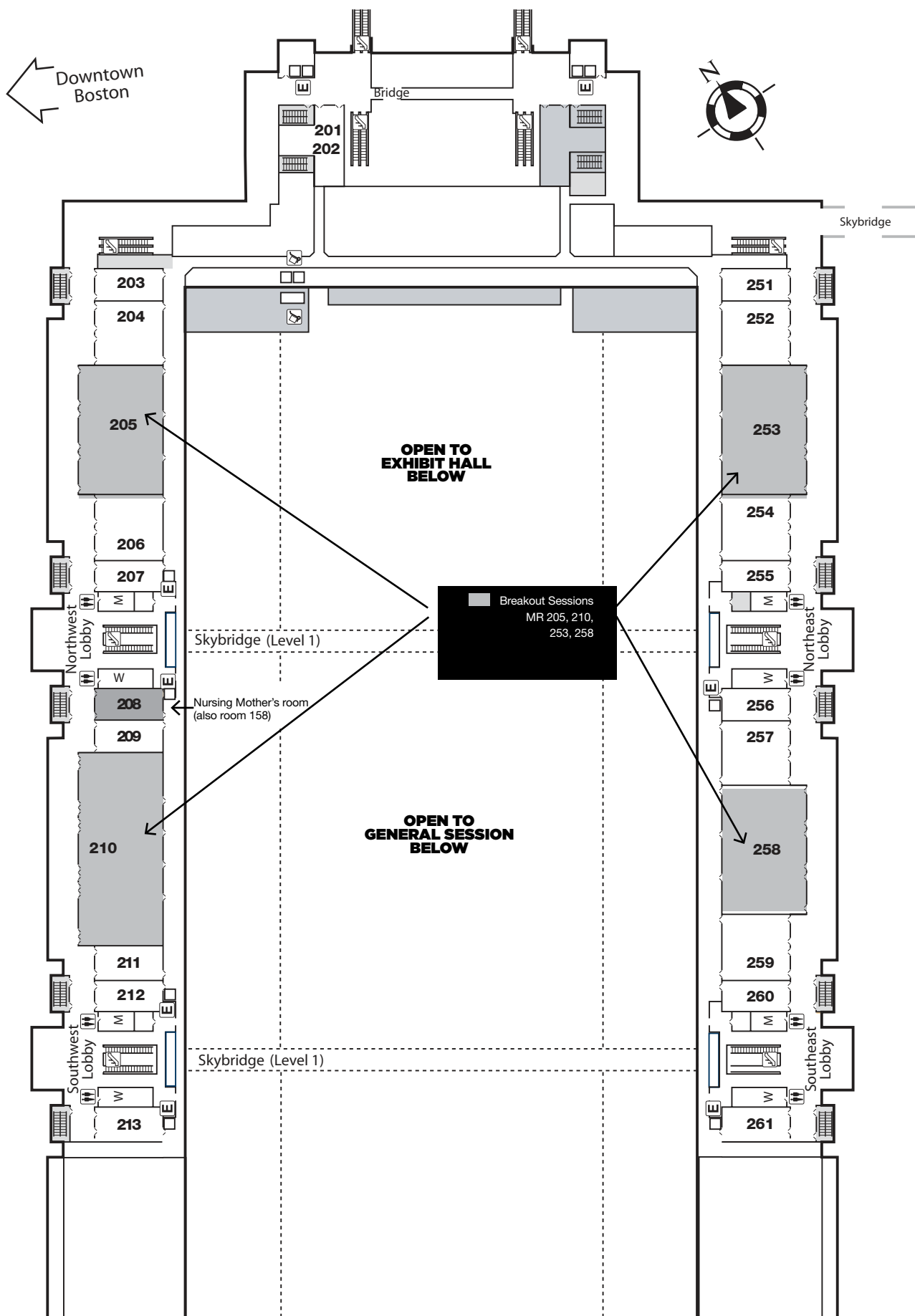
CONVENTION CENTER MAP LEVEL 0



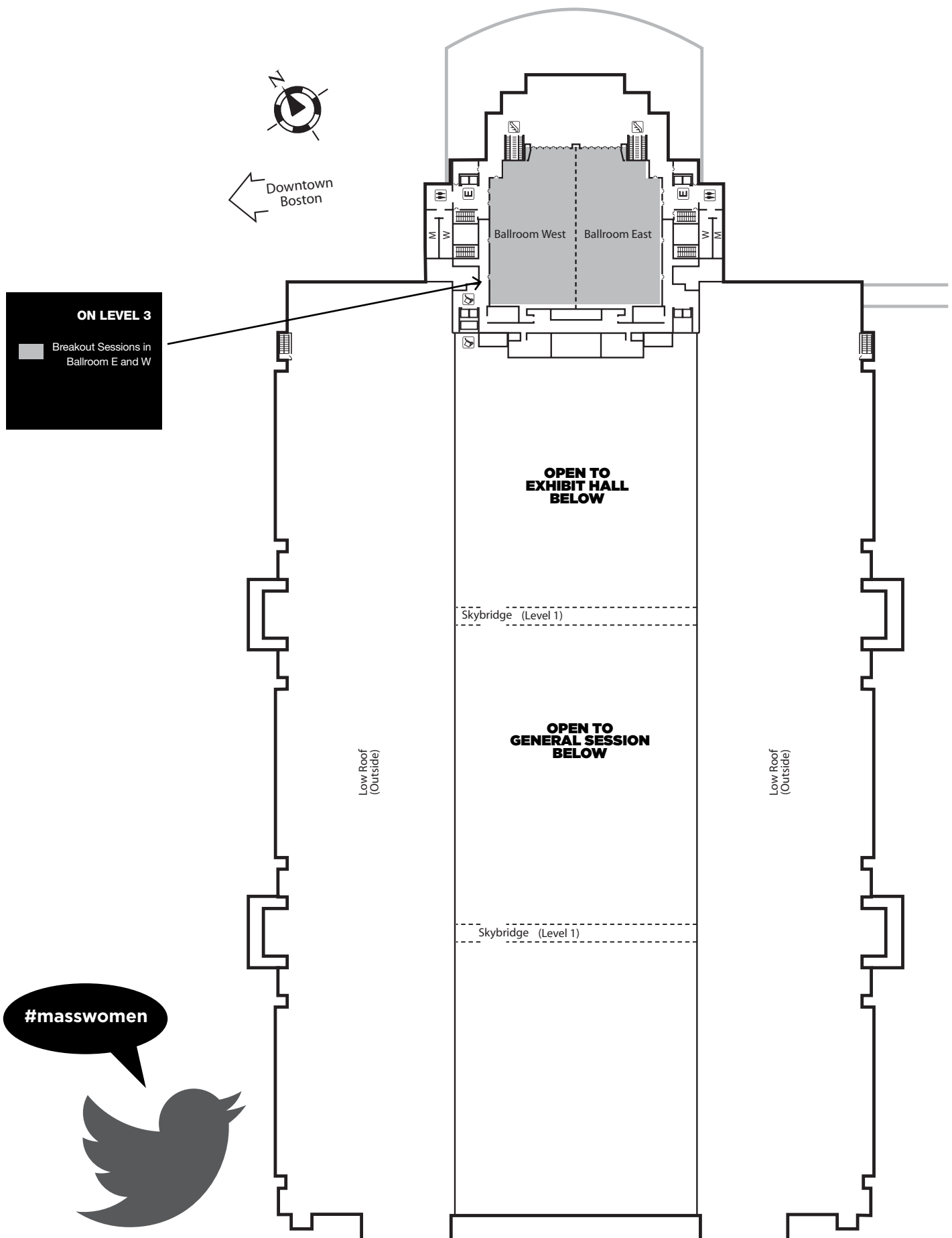
CONVENTION CENTER MAP LEVEL 1



CONVENTION CENTER MAP LEVEL 2



CONVENTION CENTER MAP LEVEL 3



OPENING KEYNOTE & SPECIAL GUEST SPEAKERS:

8:15 A.M. – 9:30 A.M. (LISTED IN ORDER OF APPEARANCE)



MARIA STEPHANOS is a highly-regarded local journalist with more than twenty-five years of experience as an anchor and reporter in New England. She is co-anchor of *NewsCenter 5* at 6:00, 7:00 and 11:00 PM with Ed Harding, chief meteorologist Harvey Leonard, and sports anchor Mike Lynch. Stephanos also anchors *The 10 O'Clock News* on MeTV Boston with co-anchor Ben Simmoneau.

Over the course of her distinguished career, Stephanos has covered many of the most significant news events including the plane crash of John F. Kennedy Jr., the Worcester Cold Storage fire, the Presidential recount vote live from Florida, the 9/11 attacks, Red Sox World series wins, Patriots' Super Bowl wins, the deaths of Senator Edward Kennedy and Boston Mayor Thomas Menino, the Boston Marathon bombings, the capture and trial of Whitey Bulger, and many more. Stephanos joined WCVB Channel 5 from Boston's WFXT-TV where she was a news anchor and reporter for nearly eighteen years. Before that, she was a reporter at WJAR-TV in Providence. She began her career as a statehouse reporter, working for several local stations including WBUR in Boston. She recently received a Lifetime Achievement Award from the Alpha Omega Society, presented by former Governor of the Commonwealth Michael Dukakis. @mariastephanos



ADAM GRANT is Wharton's top-rated professor. He has been recognized as one of the world's twenty-five most influential management thinkers and in *Fortune's* 40 under 40. He is the *New York Times* bestselling author of two books translated into thirty-five languages. *Give and Take* was named one of the year's best by Amazon, the *Financial Times*, and the *Wall Street Journal*. *Originals* was a #1 national bestseller praised by J. J. Abrams, Richard Branson, and Malcolm Gladwell. Grant's two TED talks have been viewed over eight million times; his keynote speaking and consulting clients include Facebook, Google, the NBA, the Gates Foundation, Goldman Sachs, and the U.S. Army and Navy. He is a World Economic Forum Young Global Leader, writes for the *New York Times* on work and psychology, and serves on the Lean In board and the Department of Defense Innovation board. He earned a BA from Harvard and a PhD from the University of Michigan. Grant is a former magician and junior Olympic springboard diver. His third book, *Option B* with Facebook COO Sheryl Sandberg, is about facing adversity and building resilience. @adamgrant

national bestseller praised by J. J. Abrams, Richard Branson, and Malcolm Gladwell. Grant's two TED talks have been viewed over eight million times; his keynote speaking and consulting clients include Facebook, Google, the NBA, the Gates Foundation, Goldman Sachs, and the U.S. Army and Navy. He is a World Economic Forum Young Global Leader, writes for the *New York Times* on work and psychology, and serves on the Lean In board and the Department of Defense Innovation board. He earned a BA from Harvard and a PhD from the University of Michigan. Grant is a former magician and junior Olympic springboard diver. His third book, *Option B* with Facebook COO Sheryl Sandberg, is about facing adversity and building resilience. @adamgrant

10:00 a.m. – 11:00 a.m. Option B – Ballroom West

11:00 a.m. Author Signing – Exhibit Hall, Bookstore

ALSO FEATURING SPECIAL GUEST SPEAKERS: See pages 28-46 for complete bios



MARIAN HEARD
president & CEO, Oxen Hill
Partners & vice chair,
MA Conference for Women
@masswomen



RENEE CONNOLLY
global head, communications
& corporate responsibility,
MilliporeSigma and board member,
MA Conference for Women
@milliporesigma @masswomen



LIZ MATTHEWS
SVP, brand &
creative marketing,
Dell Technologies @dell

OPENING KEYNOTE & SPECIAL GUEST SPEAKERS:

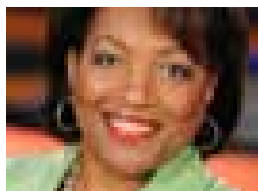
8:15 A.M. – 9:30 A.M. (LISTED IN ORDER OF APPEARANCE)



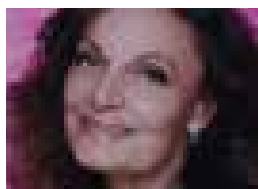
VIOLA DAVIS is a critically revered, award-winning actress of film, television and theater known for her intriguing and groundbreaking roles. She is the first black actress to win a Tony, Oscar, and Emmy in addition to being the most Academy Award-nominated black actress in history. For her recent role in *Fences*, Davis garnered Critics Choice, Golden Globe, SAG, and BAFTA awards, and an Academy Award in the category of Best Supporting Actress. Davis also starred with Denzel Washington in the 2010 revival of the play on Broadway. *Fences* was honored with the Tony for Best Play Revival and was the most profitable theater production of the year. Davis is the first African American woman to win the Emmy for Best Actress in a Drama Series, received for her role as Annalise Keating in Shonda Rhimes's ABC drama *How to Get Away with Murder*. Her role also earned two Screen Actors Guild awards, an NAACP Image Award, and two Golden Globe nominations. In *The Help*, Davis captivated audiences and critics alike with her portrayal of Aibileen Clark, for which she earned Screen Actors Guild and Critics' Choice awards and was nominated for the Academy Award, Golden Globe, and British Academy Film Award. Other notable film roles include *Blackhat*, *Get On Up*, *Prisoner*, *Beautiful Creatures*, *Extremely Loud and Incredibly Close*, and *Eat Pray Love*. Rising out of "the absolute epitome of poverty," Davis fell in love with theater early in high school as a form of escape. Her passion and growing abilities for acting would pay off with a full scholarship to the Young People's School of the Performing Arts before she attended the prestigious Juilliard School for four years. In 1996, Davis hit the acting trifecta by earning roles on Broadway in *Seven Guitars*, on TV on *NYPD Blue*, and in film on *The Substance of Fire*. Equally passionate is her dedication to ensure that "women of color are part of the narrative" on all artistic platforms. On raising the profiles and stories of young women of color, Davis says, "I want to do what Cicely Tyson did for me... she allowed me to have the visual of what it means to dream." It's this ideology and commitment that *TIME* saw when it named Davis as one of the Most Influential People of 2012. She resides in Los Angeles with her husband and daughter. @violadavis

LUNCHEON KEYNOTE & SPECIAL GUEST SPEAKERS:

1:00 P.M. – 2:30 P.M. (LISTED IN ORDER OF APPEARANCE)



KAREN HOLMES WARD is a director of public affairs and community services. She serves as host and executive producer of *CityLine*, WCVB's award-winning weekly magazine program which addresses the accomplishments, concerns, and issues facing people of color living in Boston and its suburbs. *CityLine* has been a recipient of the Associated Press Massachusetts/Rhode Island Best Public Affairs Program award and numerous Emmy nominations. Ward also oversees WCVB's public service and community outreach efforts, including the station's work on *Extreme Makeover: My Hometown*, raising awareness about the need for affordable housing in the Greater Boston area, and WCVB's first-of-its-kind web-based initiative, *Commonwealth 5*. Ward served as executive producer for *Return to Glory*, a one-hour prime-time documentary hosted by Emmy-winning actor Andre Braugher about the famed Massachusetts 54th Regiment. A graduate of Boston University's School of Public Communications, Ward has earned numerous awards for her work in the community including the Boston Jaycees Ten Outstanding Young Leaders Award, National Association of Black Journalists Region I Journalist of the Year, Big Sister of Greater Boston Achievement Award, Urban League of Eastern Massachusetts President's Award, and Women of Courage and Conviction Award from the Greater Boston Section National Council of Negro Women, Inc., among others. @karenholmesward



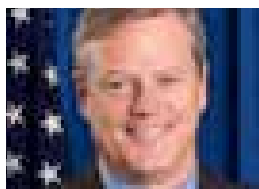
DIANE von FURSTENBERG entered the world of American fashion in the seventies, when she arrived in New York from Europe with a suitcase full of Italian jersey dresses she had designed. Her iconic wrap dress soon became a symbol of power and independence for an entire generation of women. Today, DVF is a global luxury fashion brand celebrated for its creative and chic effortlessness and its bold approach to color and print. In 2005, von Furstenberg received the Lifetime Achievement Award from the Council of Fashion Designers of America (CFDA) for her impact on fashion. Now, as the council's chairman, she dedicates herself to fostering emerging talent and has grown the organization to over five hundred members. Her commitment to empowering women is also expressed through philanthropy and mentorship. In 2010, with the Diller-von Furstenberg Family Foundation, she established the DVF Awards to honor and provide grants to women who have displayed leadership, strength, and courage in their commitment to their causes. In 2014, the iconic wrap dress was celebrated with the "Journey of a Dress" exhibition in Los Angeles, and von Furstenberg also published her memoir *The Woman I Wanted to Be*, translated in five languages. In 2015, she was named one of *TIME*'s 100 Most Influential People. She is on the boards of Vital Voices, an organization that supports female leaders and entrepreneurs around the world; the Statue of Liberty–Ellis Island Foundation; and The Shed, a new center for cultural innovation in New York City. As a vocal member of the community, she was actively involved in the campaign to save the historic High Line railway and to develop The High Line into what it is today. @therealdvf (IG)

2:45 p.m. Author Signing – Exhibit Hall, Bookstore

ALSO FEATURING SPECIAL GUEST SPEAKERS: See pages 28-46 for complete bios



GLORIA CORDES LARSON
president, Bentley University
& board president,
MA Conference for Women
@masswomen



CHARLIE BAKER
Governor of Massachusetts
@massgovernor



PATRICE D'ERAMO
VP, Americas marketing &
communications, Cisco
@cisco



KATHY HORGAN
EVP & chief human resources and
citizenship officer, State Street
Corporation & board member,
MA Conference for Women
@statestreet @masswomen

LUNCHEON KEYNOTE & SPECIAL GUEST SPEAKERS:

1:00 P.M. – 2:30 P.M. (LISTED IN ORDER OF APPEARANCE)



MERYL STREEP has portrayed an astonishing array of characters in a career that has cut its own unique path from theater through film and television, for almost forty years. Streep was educated in the New Jersey public school system through high school, graduated *cum laude* from Vassar College, and earned her MFA with honors from Yale University in 1975. She began her professional life on the New York stage, where she quickly established her signature versatility and verve as an actor. Within three years of graduation, she made her Broadway debut, won an Emmy (for *Holocaust*), and received her first Oscar nomination (for *The Deer Hunter*). She has won three Academy Awards and, in a record that is unsurpassed, in 2017 she earned a 20th Academy Award nomination for her role in *Florence Foster Jenkins*. Her performance earned her the Critics' Choice Award for Best Actress as well as Golden Globe and Screen Actors Guild award nominations. Streep has pursued her interest in the environment through work with Mothers and Others, a consumer advocacy group that she co-founded in 1989. M&O worked for ten years to promote sustainable agriculture, establish new pesticide regulations, and ensure the availability of organic and sustainably grown local foods. She also lends her efforts to Women for Women International, the Committee to Protect Journalists, Donor Direct Action, Women in the World Foundation, and Partners in Health. Streep is a member of the American Academy of Arts and Letters and has been accorded a Commandeur de L'Ordre des Arts et des Lettres by the French government and an honorary César. She received the Lifetime Achievement Award from the American Film Institute, a 2008 honor from the Film Society of Lincoln Center, and the 2010 National Medal of Arts from President Obama. In 2011, Streep received a Kennedy Center Honor and the Presidential Medal of Freedom in 2014. She holds honorary doctorates from Yale, Princeton, Harvard, Dartmouth, Indiana University, University of New Hampshire, Lafayette College, Middlebury College, and the Barnard College medal. She and her husband, artist Don Gummer, are the parents of a son and three daughters.



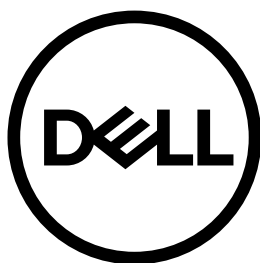
GLORIA STEINEM is a writer, lecturer, political activist, and feminist organizer. In 1972, she co-founded Ms. magazine, and she remained one of its editors for fifteen years. In 1968, she helped to found New York magazine, where she was a political columnist and wrote feature articles. Her books include the bestsellers *My Life on the Road*, *Revolution from Within: A Book of Self-Esteem*, *Outrageous Acts and Everyday Rebellions*, *Moving Beyond Words*, and *Marilyn: Norma Jean*, on the life of Marilyn Monroe, and in India, *As If Women Matter*. Steinem helped to found the Women's Action Alliance and the National Women's Political Caucus. She also co-founded the Women's Media Center in 2004. She was president and co-founder of Voters for Choice, a pro-choice political action committee for twenty-five years, then with the Planned Parenthood Action Fund. She was co-founder and serves on the board of Choice USA (now URGE) and is the founding president of the Ms. Foundation for Women. Steinem is founder of its Take Our Daughters to Work Day. She was a member of the Beyond Racism Initiative, and she is currently working with the Sophia Smith Collection at Smith College on documenting the grassroots origins of the US women's movement and with the Center for Organizers on a tribute to the late Wilma Mankiller, Principal Chief of the Cherokee Nation. As a writer and activist, Steinem has received countless awards and recognitions throughout her stunning career, including the 2013 Presidential Medal of Freedom, the highest civilian honor. Rutgers University is now creating the Gloria Steinem Endowed Chair in Media, Culture, and Feminist Studies. In 1993, she co-produced and narrated *Multiple Personalities: The Search for Deadly Memories*, an Emmy Award winning TV documentary for HBO. With Rosilyn Heller, she also co-produced *Better Off Dead*, an original 1993 TV movie for Lifetime. Steinem has been the subject of three television documentaries, including HBO's *Gloria: In Her Own Words*, and she is among the subjects of the 2013 PBS documentary *MAKERS*. She was also the subject of *The Education of a Woman*, a biography written by Carolyn Heilbrun. @gloriasteinem

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SESSION I BREAKOUT SESSIONS: 10–11AM

Please See Breakout Session Key at the bottom of page 19

Connectional Intelligence: How to Get Big Things Done (POE) LEADERSHIP Meeting Room 205 (simulcast in MR 204)

Success and leadership are often attributed to having smarts, passion, and luck. But in today's hyper-competitive world, even those gifts aren't enough. Erica Dhawan argues that the game changer is a thoroughly modern skill called Connectional Intelligence – a skill that anyone can attain. In this session, you will learn what is involved and see how you can use connectional intelligence to unleash the breakthrough competitive advantage you need to succeed in the 21st century. Dhawan will share secrets of how the world's movers and shakers, including a dynamic live panel of pioneers, use Connectional Intelligence to achieve their goals and ultimately get big things done at work and in life! Learning tangible tips and hands-on exercises, attendees will leave the session with a vision and plan to accelerate the connected power of teams, become more agile and innovative, and drive breakthrough ideas.

THOUGHT LEADER: **Erica Dhawan**, world's foremost expert on collaboration and connectional intelligence and author, *Get Big Things Done* @edhawan

PANELISTS: **Mary Beech**, EVP & CMO, Kate Spade & Company @katespadeny @marybeech1

Christine Fraser, SVP, strategy & operations, Dell EMC Services & IT @dellemc

Dr. Jen Welter, first female NFL coach & author, *Play Big* @jwelter47

EMCEE: **Hannah Grove**, EVP & CMO, State Street Corporation @statestreet

The Confidence Divide: Closing the Gap to Achieve Career Success (W) LEADERSHIP Meeting Room 153 (simulcast in MR 154)

Being passed over for a promotion you knew you were ready for is nothing new. What may be unique is this little culprit: a disparity in confidence. While men are prone to overestimate their abilities, women too often sell themselves short, and confidence plays a crucial role in the ability of women to succeed. Confidence expert Grace Killelea has done the research and will share how to turn your job competency into the kind of authentic confidence that gets noticed. Attendees will learn:

- The Four Rs of Success—relationships, reputation, results, and resilience;
- How to build circles of influence, leverage and promote your skills, and cultivate executive presence; and
- Strategies to help you bounce back from setbacks.

Join this session to find the confidence you need to step off the sidelines onto the playing field—and claim the success you deserve.

SPEAKER: **Grace Killelea**, CEO, GKC Group & author, *The Confidence Effect* @gracekillelea

EMCEE: **Lisa Britt**, SVP & chief human resources officer, Thermo Fisher @thermofisher

Ladies...Get Paid: Negotiate with Courage and Get What You Deserve (POE) CAREER ADVANCEMENT Meeting Room 258 (simulcast in MR 257)

Women may be the majority of today's college graduates, but less than a quarter of us make it past middle management. Ladies, it is time to advocate for yourself at work – we do have the ability to change this staggering reality! Whether you're interviewing for a new job or want a raise in a current one, this session will cover how to prepare, best ways to present yourself, and what to say when you're getting pushback during a negotiation. A panel of "ladies" will provide important talking points and give you the courage to get paid what you deserve.

THOUGHT LEADER: **Claire Wasserman**, founder, Ladies Get Paid @ladiesgetpaid

PANELISTS: **Lydia D. Bowers**, founder, Dear People Ops, contributing author, *The Muse* @lydia_bowers

Alex Dickinson, founder, Ask for It & columnist, *Women@Forbes* @_alex Dickinson

Irene Lam, vice president, product development, building management systems, Johnson Controls @tycosecuritypro

EMCEE: **Rachel Bloom-Baglin**, head, external & executive communications, MilliporeSigma @milliporesigma

Innovate with the Power of Onlyness (W) CAREER ADVANCEMENT Meeting Room 253 (simulcast in MR 252)

So often we hear how innovation depends on fresh takes, new perspectives, and breakthrough ideas. That all forward progress – whether in business, or society – is born of new ideas. Yet, when people are told their ideas are too weird, too wild, or simply "too much", they tend to give up. Not because they want to, but when one has to choose between activating an idea and belonging to a community, belonging wins. Every. Darn. Time. Until, now. Because, now, you can easily find those who share the same purpose as you, who are equally passionate, motivated, and mobilized. Now you can belong to your weird and wild ideas, AND also to a community of like-minded individuals. This is THE POWER OF ONLYNESS—that an idea, born of the spot in which ONLY you stand, can scale by connectedNESS, to become mighty enough to dent the world. Companies that harness this power will out-innovate the market. And, it's the way each of us enacts the change we imagine is possible. In this session, Nilofer Merchant will inspire and offer some specific instruction sets for navigating YOUR power to innovate. Together we will explore:

- How is Onlyness different than confidence building or brand building;
- If belonging is the key to owning your ideas, how exactly do you find "your people"?
- If your boss doesn't support you, what can you still do to bring YOUR onlyness to work?

SPEAKER: **Nilofer Merchant**, business innovator, author & ranked top 50 management thinkers in the world @nilofer

EMCEE: **Lynn Tinney**, board member, MA Conference for Women @masswomen

SESSION I BREAKOUT SESSIONS: 10-11AM

Please See Breakout Session Key at the bottom of this page

Transition and Land Your “It”! (POE) TRANSITIONS Meeting Room 104 (simulcast in MR 102)

Women hit a point in their career when they are unsure of which path to take next or even how to move ahead. For some, that inflection point comes mid-career or after a successful run; others are simply hopeful for a smooth return to the workforce after a child-rearing hiatus. Are you feeling stuck and trying to figure out what is next? Have you been out of the game and looking for ways to reconnect? Led by trailblazer and co-founder of Landit, Lisa Skeete Tatum, this session will provide the ideal playbook to help you maneuver those situations. A diverse mix of panelists will share their personal journeys in creating their own self-defined, non-linear career path that allowed them to work, break, disrupt, and stay in the game in a way that is best for them. Now you can learn how to do it too. Don't suffer in silence. Join us for practical tips and inspiration to cultivate your passions, curate your life, ignite the brand within, and ultimately land your “It”!

THOUGHT LEADER: **Lisa Skeete Tatum**, founder & CEO, LandIt and Inc. Magazine's Most Impressive Women Entrepreneurs 2016 @aplandit

PANELISTS: **Precillia Redmond**, VP, organizational effectiveness & strategic project management services, Liberty Mutual @libertymutual

Celeste Warren, VP, HR & Global Diversity & Inclusion Center of Excellence, Merck @merck

Gwen Wunderlich, CEO & partner, Wunderlich Kaplan Communications and creator, The Enternship

EMCEE: **Karen G. Butler**, VP, clinical innovation initiatives, Fresenius Medical Care North America @fresenius

Build a Brand to Last: Strategies to Make Your Mark and Advance (POE) EMERGING PROFESSIONALS Meeting Room 160 (simulcast in MR 159)

Developing a powerful and unique brand is critical to make your mark, achieve your goals, and set yourself apart from the rest of the pack at any stage of your career. We all have the power of the internet and digital platforms to help us leverage our brands (and it sure is easier to hide behind a screen). But this is just one part of the puzzle. Presence and communication – face-to-face – is equally important. And the combination of both together is key to creating a strong and successful brand that offers an integrated and unified message and ensures you stand out in ways that will separate you from all the others vying for the same attention or business. Featuring today's best marketing agents, this session will help you synergize your brand through ALL communication touch points. Attendees will learn how to:

- Build a brand that is both strategically and emotionally appealing;
- Create an online persona that you can actually exemplify in real life;
- Market yourself, business, and/or product beyond a digital platform; and
- Understand when it is appropriate to use a digital platform and when you need to get out there in person.

This session is NOT designed to teach you how to use LinkedIn, Facebook, Instagram, and the other latest and greatest social media tools (attend this afternoon's social media roundtables for that). This session IS designed for everyone ready to make your mark, take your career to the next level, and build a brand that lasts!

THOUGHT LEADER: **Courtney Rhodes**, CEO, Brandista and Urbanity Communications & author, *Make Your Mark* @thebrandista

PANELISTS: **Maggie Drake**, co-founder and CEO, Bandolier @bandolierstyle

Amy McCoskey, regional sales manager, structural heart & interventional cardiology, Boston Scientific @bostonsci

Alex Wolf, founder & CEO, Bossbabe Inc. & *Fast Company* Most Creative People in Business 2016 @alexwolfco

EMCEE: **Neela Pal**, VP, brand marketing, partnerships & creative, TripAdvisor @tripadvisor

A Conversation on Life Hacks for Life Zen (FC) PERSONAL DEVELOPMENT Meeting Room 156 (simulcast in MR 157)

Busy has become a way of life – an epidemic of sorts. We complain about “how busy we are” yet do we secretly like it? When did busy become a badge of honor? Is it cool or is it just a facade for us to hide behind? Our perception of our busyness, doesn't just give us something to talk about, it allows us to create chaos and obstacles that prevent us from living life to its fullest. Attend this session for a fresh approach to finding some much needed space and balance. From their personal experiences in the trenches of finding zen, to their professional advice as experts in the space, this interactive fireside chat will offer easy hacks that can be implemented every day to rid your life of chaos, cultivate the art of living and embrace some zen. From organizational tools to creating mindful habits this session will arm you with an ability to actually welcome a little less busy and embrace a lot more joy!

SPEAKERS: **Brigid Schulte**, award-winning journalist, director, The Better Life Lab, New America and best-selling author, *Overwhelmed: Work, Love & Play When No One Has the Time* @brigidschulte @betterlifelab

Gretchen Stewart, founder, Sunshine Press & creator and author, *Joy Manifesto* @gretchenstrait

EMCEE: **Lenka Patten**, VP, head, human resources, Reebok @reebok

BREAKOUT SESSION KEY

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W = Workshop: Interactive sessions that include exercises, role-plays, and other activities that offer practical advice

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LP = Life Perspective: These sessions offer a mix of advice and inspiration by sharing real life stories to offer a perspective on managing life experiences

LEADERSHIP: Designed for a seasoned or aspiring leader looking to climb the ladder and shatter the glass ceiling

CAREER ADVANCEMENT: Designed for the mid/senior-level professional with significant experience looking for advice about professional skills and job advancement

EMERGING PROFESSIONALS: Designed for millennials and newer professionals entering or re-entering the workforce

TRANSITIONS: Offering expertise for maneuvering career and life transitions

PERSONAL DEVELOPMENT: Offering advice to help you enhance your life, grow, and create more positive personal experiences outside the workplace

SESSION I BREAKOUT SESSIONS: 10-11AM

Please See Breakout Session Key at the bottom of page 19

The “Skinny” on How to Build a Cocktail for Success: A Fireside Chat with Skinnygirl Mogul Bethenny Frankel (FC) PERSONAL DEV. BALLROOM EAST

Bethenny Frankel is a businesswoman ahead of the curve who has always identified and capitalized on business opportunities. From becoming a natural foods chef and marketing Bethenny Bakes, her healthy baked goods, to selling “Princess Pashminas” at house parties, she ultimately created the low calorie cocktail category with the launch of Skinnygirl Cocktails, which has grown into an empire by expanding beyond just beverages. Bethenny has a distinct voice and a candid point of view which has helped her become not only a successful entrepreneur but a branding guru. This entertaining, inspiring, and advice-packed fireside chat will give you the chance to get up close and personal with Bethenny Frankel – entrepreneur, brand collaborator, developer, marketer, best-selling author, producer, television personality, and advocate for women in crisis with her new B Strong campaign in partnership with Dress for Success. Attendees will learn from Bethenny’s successes and setbacks. Whether you are looking for practical tips to start a business, motivation to reinvent yourself, or branding tips, this session will arm you with tools to make the changes needed to build the cocktail for your success – and offer some laughs at the same time!

SPEAKER: **Bethenny Frankel**, creator, Skinnygirl, self-made businesswoman, best-selling author and branding guru @bethenny

MODERATOR: **Linda Pizzuti Henry**, managing director, The Boston Globe & co-founder, HUBweek @linda_pizzuti

EMCEE: **Carolyn Muise**, VP, customer advocacy, Dell Technologies @camuise4 @dell

The Future of Modern Love (W) PERSONAL DEVELOPMENT Meeting Room 210 (simulcast in MR 206)

The quality of our lives depends on the quality of our relationships. Yet when it comes to modern love, the expectations and social norms are quickly shifting beneath our feet. Over the past three decades, iconic couples therapist, erotic intelligence expert, and best-selling author of *Mating in Captivity* and *The State of Affairs* Esther Perel has been a penetrating observer of cultural patterns. In this session she will explore desire, trust, honesty, accountability, and the complicated (and contradictory) needs that are shaping relationships today. Attendees will walk away with a better understanding of the intricacies of love and desire and what it takes to build thriving and resilient relationships.

SPEAKER: **Esther Perel**, author, *Mating in Captivity* and *The State of Affairs* @estherperel

EMCEE: **Kathryn Payne**, vice president, external affairs, AMAG

Option B: Finding Joy in the Face of Adversity (W) OPTIMISM BALLROOM WEST

After the sudden death of her husband, Sheryl Sandberg felt certain she and her children would never feel pure joy again. Her friend Adam Grant, a psychologist at Wharton, told her there are concrete steps people can take to recover and rebound from life-shattering experiences. We are not born with a fixed amount of resilience. It is a muscle that everyone can build. Option B combines Sheryl’s personal insights with Adam’s eye-opening research, exploring how a broad range of people have overcome adversity. In this session, Adam will share real-life stories to reveal the capacity of the human spirit to persevere and to rediscover joy. Attendees will learn how to help others in crisis, develop compassion for ourselves, raise strong children, and create resilient families, communities, and workplaces. Participants will walk away with strategies and inspiration to apply these learnings to everyday struggles, allowing you to brave whatever lies ahead...because we all live some form of Option B.

SPEAKER: **Adam Grant**, top-rated professor, Wharton & best-selling author, *Option B* @adamgrant

EMCEE: **Christina Luconi**, chief people officer, Rapid7 @peopleinnovator @rapid7

YOUNG WOMEN’S PROGRAM

The Gift of Failure (W) Meeting Room 107

Failure and fear are a natural part of life. Yet as a young adult trying to live up to the intense pressures and expectations of family and teachers, failure doesn’t feel natural in the moment. It can feel like life is spiraling out of control. This session will help you discover how failure is a gift that you can make work for you. Teacher and author Jess Lahey will share years of expertise to explore when and how to take appropriate risks; strategies for being resilient when things don’t go as planned; and ultimately how you can take back some control and autonomy over your life even when your teachers and parents don’t give you any.

SPEAKER: **Jess Lahey**, teacher, columnist, *The New York Times* & best-selling author, *The Gift of Failure* @jesslahey

EMCEE: **Carolyn Wintner**, senior vice president, Bain Capital Credit @bccredit



NOTES

Handwriting practice lines consisting of 28 horizontal dotted lines.

SESSION II BREAKOUT SESSIONS: 11:30AM-12:30PM

Please See Breakout Session Key at the bottom of page 23

How to Get Buy-In to Pioneer Equity in Your Organization (POE) LEADERSHIP Meeting Room 153 (simulcast in MR 154)

Are you tired of waiting for C-level directives to address the equity gaps in your organization? Do you feel frustrated and helpless? Don't sit around and wait – be a pioneer and create the change. This session will share the real-life story of Salesforce and their journey to address the glaring equity issues – both pay and positions – within their company. Learn how they got the attention of the CEO to get the buy-in and drive change to fix the problems. Using best practices and lessons learned from their firsthand experiences, along with expert advice around gender partnership and engaging men, you will leave this session armed with knowledge, actionable tips, and the motivation to do the same in your organization.

THOUGHT LEADER: **Megan Costello**, executive director, Mayor's Office of Women's Advancement @macostello09 @bostonwomen

PANELISTS: **Jeffery Tobias Halter**, gender strategist, author & president, YWomen @ywomen

Cindy Robbins, president & chief people officer, Salesforce @salesforce

EMCEE: **Aparna Rayasam**, senior director, engineering, Cloud Security BU, Akamai Technologies @akamai

How to Build and Harness a Meaningful Network (POE) LEADERSHIP Meeting Room 258 (simulcast in MR 257)

Networking is no longer just schmoozing before or after hours at a handful of industry events, coffees, or cocktail parties. In an always connected digital world with every platform literally at your fingertips, networking has become a 24/7 endeavor and a must-do if you want to set yourself apart from the rest. How do you cut through the noise and build meaningful connections that ultimately create a powerful network focused on YOUR unique needs? Attend this session and learn a modern roadmap to cultivate genuine, mutually beneficial and long lasting relationships that can help you achieve your goals no matter how big or small. Led by The Girls' Lounge founder Shelley Zallis, who created a one-of-a-kind destination for women to connect, this session will teach you how you can connect with others in a simple yet strategic way, with small tangible adjustments to your daily schedule that will maximize your impact and time. Whether you are hoping to land your dream job or promotion, win a coveted account, or successfully launch a new business, you will learn how to:

- Connect with others and not clutter your schedule or hit dead-ends;
- Synchronize your face-to-face networking efforts with your digital outreach;
- Overcome anxiety and stage fright when mingling;
- Make an "ask" that is mutually beneficial to both parties so the connection is a win-win; and
- Stay focused on the right networking efforts for your situation (and without FOMO).

THOUGHT LEADER: **Shelley Zalis**, CEO, The Female Quotient & creator, The Girls' Lounge @shelleyzalis

PANELISTS: **J. Kelly Hoey**, author, *Build Your Dream Network* & named one of the 100 Most Influential Women on Twitter @jkhoe

Pinar Kip, EVP, global strategic operations, State Street Corporation @statestreet

Jennifer Romolini, chief content officer, Shondaland.com @jennromolini

EMCEE: **Shri Madhusudhan**, vice president, property services, National Grid @nationalgridus

Navigating Office Politics...and Difficult People (W) CAREER ADVANCEMENT Meeting Room 253 (simulcast in MR 252)

Your work day is filled with them: people who frustrate, impede, maneuver, undermine, plot, connive, and whine. Attend this invaluable session and learn how to navigate through the emotions, stress, and anger that distract from your actual work and achieving success. Attendees will explore easy-to-follow scenarios for every situation including technology, generation gaps, and language barriers, as well as address tyrants from the pushy and presumptuous to camouflagers. This session will offer helpful strategies and phrases for diffusing workplace tensions and effectively resolve conflicts in today's technologically advanced workplace. We will also feature a dedicated interactive portion of the session for role plays and to offer real-time advice to your most pressing challenges and scenarios in navigating office politics.

SPEAKER: **Dr. Amy Cooper Hakim**, author, *Working with Difficult People* @amycooperhakim

EMCEE: **Jodi-Tatiana Charles**, director, small & diverse business engagement, Greater Boston Chamber of Commerce @joditiana @lacapoise

Managing Up: A Strategic Approach to Success in the Workplace (POE) CAREER ADVANCEMENT BALLROOM EAST

Did you know that employees spend an average of nearly twenty hours a week worrying about what their boss says or does? That equates to almost half of one's work week. Imagine how much more productive (and happy) we would be if we were able to spend our time focused on hitting business goals rather than stressing about the relationship with our boss. And even if you have the best boss imaginable, everyone has bad days and rough patches. You don't have to sit back and allow the actions of those above you to derail your day or week or consume your mind. Prioritizing your relationship with your manager is critical not only to your success but to your overall job satisfaction. It takes two to tango, so why leave the quality of the relationship solely in your manager's hands? This session is your chance to take charge and learn the tricky art of managing up. Using best practices from experts and a panel of professionals in the trenches, attendees will learn actionable tips to:

- Understand your manager's work/behavioral style and adjust your style accordingly;
- Rethink your communication approach and share information more effectively;
- Set boundaries and know when to push back and say no;
- Maneuver the complexities of involved around gender and working with male managers;
- Influence quietly; and much more!

THOUGHT LEADER: **Deb Pine**, executive director, Bentley University Center for Women and Business

PANELISTS: **Denise Cox**, VP, technical services, Americas, Cisco Systems @cisco

Meeta Gulyani, head, strategy, business development & transformation, Millipore Sigma @milliporesigma

Celeste Headlee, award-winning journalist & author, *We Need to Talk* @celesteheadlee

EMCEE: **Candace L. Sutcliffe, Esq.**, SVP & chief compliance officer, Global compliance & ethics, Liberty Mutual Group @libertymutual

SESSION II BREAKOUT SESSIONS: 11:30AM-12:30PM

Please See Breakout Session Key at the bottom of page 23

Mastering Civility: A Manifesto for the Workplace (W) CAREER ADVANCEMENT Meeting Room 156 (simulcast in MR 157)
Incivility can impact productivity, hijack focus, and create stressful environments. It can even affect customer, client, and stakeholder relations. Ultimately, incivility cuts the bottom line and can lead to huge costs to the economy. Join researcher and rudeness expert Dr. Christine Porath as she leads a session on the costs and remedies for incivility. In this session, you will learn how you can enhance your influence and effectiveness with simple acts of civility. Based on research in nearly every industry and type of organization, Porath offers an eye-opening civility checkup as well as provides essential tools and actionable resources to turn civil behaviors into a daily practice for you and your organization. We will also explore much-needed advice on what to do if you are the target of incivility. You are sure to leave this session feeling better about life and with an arsenal of tools to help you stay on the high road.

SPEAKER: **Christine Porath**, associate professor, McDonough School of Business at Georgetown University & author, *Mastering Civility* @porathc

EMCEE: **Anuja Singh**, director, advanced services business development, US public sector, Cisco Systems @cisco

Pioneer Your Big Life: How to Use Grit and Perseverance to Your Advantage (POE) EMERGING PROFESSIONALS Meeting Room 210 (simulcast in MR 206)
The best thing about life on your own terms? There is no one clear-cut path. The hard part? There is no one clear-cut path. How do you create the life you want when you're not even sure you know what that looks like or how to get it? Welcome to the Big Life—it's within your reach and you get to write the rules. Led by Ann Shoket, former editor-in-chief of *Seventeen* and author of *THE BIG LIFE*, this session offers insights to help you tap your ambition AND honor your dreams at the same time. You will hear from a panel of pioneers who have been in your shoes—confused, frustrated, discouraged. Learn how they persevered with grit through challenges and confusion and achieved success, even when they hit roadblocks along the way. This insightful and life-changing session will explore what goes through your head when you fall down or hit a bump, and how that—not talent or luck—makes all the difference in creating your Big Life.

THOUGHT LEADER: **Ann Shoket**, author, *The Big Life*, former editor-in-chief, *Seventeen*, team member launching *CosmoGIRL* @annshoket

PANELISTS: **Shanna Deng**, global VP, marketing, surgical division, Hologic, Inc. @hologic

Barbara Lynch, James Beard Foundation award-winning chef, restaurateur & author, *Out of Line* @barbaralynchbos

Dani Rylan, founder & commissioner, National Women's Hockey League & *Fast Company* Most Creative People in Business 2016 @danirylan

EMCEE: **Stacie Sloane**, VP marketing, Riverbed @riverbed

Learning to Drop the Ball and Achieve More by Doing Less (W) PERSONAL DEVELOPMENT BALLROOM WEST
Join Tiffany, one of *Fast Company's* League of Extraordinary Women and *Lean In* launch team member, in this immersive personal development experience. She will share her story of failures and triumphs as a working woman juggling lots of balls. Through her experiences, she will help you release unrealistic expectations. Best of all, she will highlight her three tried-and-true lessons, along with practical tips that you can use immediately including the Four Go-To's necessary to excel once you've freed up your bandwidth by dropping the ball:

- Going to exercise (building your stamina);
- Going to lunch (building your network);
- Going to events (building your visibility);
- Going to sleep (building your renewal).

SPEAKER: **Tiffany Dufu**, CLO, Levo & author, *Drop the Ball* @tdufu

EMCEE: **Colleen Richards Powell**, VP, director, corporate citizenship & diversity, MFS @followmfs

Global Citizenship: The Powerful Convergence of Everyday Life and Social Impact (POE) PERSONAL DEVELOPMENT Meeting Room 205 (simulcast MR 204)
No matter where you turn, challenges and devastations are a hard reality within our country and across the globe. Simple pleasures like watching television or reading a magazine have become saddening and disheartening given current events. Do you feel helpless? Are you overwhelmed with the abundance of causes and not sure how to contribute? Do you yearn for a life of greater significance beyond your day-to-day? Attend this session and learn how you can become a change-maker without moving across the world or quitting your job. From volunteerism, activism, philanthropy, humanitarianism, and simple shopping strategies, this session will offer the perfect mix of actionable steps and inspiration for how you can get involved, find a cause that aligns with your passions, use your creativity and innovative thinking, and contribute to a cause that has positive social impact.

THOUGHT LEADER: **Nilofer Merchant**, business innovator, author & ranked top 50 management thinkers in the world @nilofer

PANELISTS: **Asha Curran**, chief innovation officer & director, Belfer Center for Innovation & Social Impact & creator, #GivingTuesday @radiofreeasha

Pamela Erickson, VP, global branding & corporate citizenship, Raytheon @raytheon

Abby Falik, founder & CEO, Global Citizen Year and *Fast Company* Most Creative People in Business 2016 @abbyfalik @globalcitizenyr

EMCEE: **Laura Schroeder**, director, transducer technology group, global development engineering, Bose @bose

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SESSION II BREAKOUT SESSIONS: 11:30AM-12:30PM

Please See Breakout Session Key at the bottom of page 23

Live Richer with the One Week Budget (W) PERSONAL DEVELOPMENT Meeting Room 160 (simulcast in MR 159)

When The Budgetnista started writing her book at age twenty-five, she was a teacher making \$35,000 a year, yet she saved \$40,000 in two years. She has since dedicated her life to financial literacy and helping others live a richer life. In this session, you will learn her invaluable money management system: twelve steps that can be completed over a seven-day span (hence, The One WEEK Budget). Attendees will learn the practical and easy tools to complete the One Week Budget challenge and ultimately find a richer life.

SPEAKER: **Tiffany “The Budgetnista” Aliche**, award-winning personal finance educator & author, *The One Week Budget* and *Live Richer Challenge* @thebudgetnista

Emcee: **Donna Watson**, region operations executive, New England, Bank of America @bankofamerica

Get Over Your S*it, Be a Badass, and Start Enjoying Life OPTIMISM Meeting Room 104 (simulcast in MR 102)

Jen Sincero, success coach and motivational cattle prod has helped countless people transform their personal and professional lives to move beyond the negative and embrace the positive. With the perfect blend of practical advice and inspiration, attendees will walk away with the ability to see their lives with a glass-half-full perspective. Whether you are looking to navigate massive deals, build a dream business, go for that promotion, or find your soul mate, you will leave armed with the motivation to take the road of optimism and change your life for the better.

SPEAKER: **Jen Sincero**, #1 New York Times best-selling author & success coach @jensincero

EMCEE: **Dr. Jodi Ashbrook**, serial entrepreneur, author & founder, The Yoga Movement @jodiashbrook

YOUNG WOMEN’S PROGRAM

What We Build: Finding Your Voice Through the Power of Spoken Word (W) Meeting Room 107

Sarah Kay is a poet from New York City who has been performing her spoken word poetry since she was fourteen years old. In this session, Sarah speaks about her journey as a writer, teacher and performer, and the ways being a woman has affected her path and her poetry. She will reveal how spoken word poetry can serve as a medium for creative collaboration, empathy, confidence, vulnerability, and respect for our own voices and the voices of others. Using a combination of speech and performance, Sarah will show us why this art form is her chosen joy, and how it opens doors and allows us to build.

SPEAKER: **Sarah Kay**, award-winning poet, founder & co-director, Project V.O.I.C.E & author, *B* @kaysarahsera

EMCEE: **Meredith DeWitt**, principal, Meredith J. DeWitt Consulting @meredithdewitt



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SESSION III BREAKOUT SESSIONS: 3-4PM

Please See Breakout Session Key at the bottom of page 23

Resources and Strategies for Parenting Children in Behavioral or Emotional Crisis (POE) PERSONAL DEVELOPMENT Meeting Room 258 (simulcast in MR 257)

Mental illness and behavioral challenges in children are an ever-growing epidemic in today's fast-paced pressure-cooker of life. When a child is faced with a behavioral disorder, emotional problem, or psychiatric disease, the impact is far-reaching—affecting everything from the child's home, school, and social life to the emotional wellness of the entire family. Our role as parents is to protect our children, and it can be heart-breaking to watch them suffer day in and day out. Do you feel overwhelmed and immobilized? Not sure how to help or locate the best resources to support your child and your family? Attend this powerful and invaluable session to find answers to these questions and explore warning signs, early intervention, strategies to manage crisis, and the delicate balance of protecting your child and understanding when to let them fail without adding to an already complex situation.

THOUGHT LEADER: **Sandra Fenwick**, president & CEO, Boston Children's Hospital @bostonchildrens

PANELISTS: **Jess Lahey**, teacher, columnist, *The New York Times* and best-selling author, *The Gift of Failure* @jesslahey

Dr. Peter Raffalli, founder & director, BACPAC, Boston Children's Hospital @bostonchildrens

Dr. Sarah Spence, child neurologist, assistant, neurology & co-director, Autism Spectrum Center, Boston Children's Hospital @bostonchildrens

ENCORE: The Future of Modern Love (W) PERSONAL DEVELOPMENT Meeting Room 210 (simulcast in MR 206)

The quality of our lives depends on the quality of our relationships. Yet when it comes to modern love, the expectations and social norms are quickly shifting beneath our feet. Over the past three decades, iconic couples therapist, erotic intelligence expert, and best-selling author of *Mating in Captivity* and *The State of Affairs* Esther Perel has been a penetrating observer of cultural patterns. In this session she will explore desire, trust, honesty, accountability, and the complicated (and contradictory) needs that are shaping relationships today. Attendees will walk away with a better understanding of the intricacies of love and desire and what it takes to build thriving and resilient relationships.

SPEAKER: **Esther Perel**, author, *Mating in Captivity* and *The State of Affairs* @estherperel

EMCEE: **Jodi-Tatiana Charles**, director, small & diverse business engagement, Greater Boston Chamber of Commerce @joditiana @lacapoise

ENCORE: The Confidence Divide: Closing the Gap to Achieve Career Success (W) CAREER ADVANCEMENT Meeting Room 156 (simulcast in MR 157)

Being passed over for a promotion you knew you were ready for is nothing new. What may be unique is this little culprit: a disparity in confidence. While men are prone to overestimate their abilities, women too often sell themselves short, and confidence plays a crucial role in the ability of women to succeed. Confidence expert Grace Killelea has done the research and will share how to turn your job competency into the kind of authentic confidence that gets noticed. Attendees will learn:

- The Four Rs of Success—relationships, reputation, results, and resilience;
- How to build circles of influence, leverage and promote your skills, and cultivate executive presence; and
- Strategies to help you bounce back from setbacks.

Join this session to find the confidence you need to step off the sidelines onto the playing field—and claim the success you deserve.

SPEAKER: **Grace Killelea**, CEO, GKC Group & author, *The Confidence Effect* @gracekillelea

EMCEE: **Jackie Gadsden**, VP, diversity & inclusion and customer experience, Comcast @comcastneweng

ENCORE: Connectional Intelligence: How to Get Big Things Done (W) LEADERSHIP Ballroom West

Success and leadership are often attributed to having smarts, passion, and luck. But in today's hyper-competitive world, even those gifts aren't enough. Erica Dhawan argues that the game changer is a thoroughly modern skill called Connectional Intelligence – a skill that anyone can attain. In this session, you will learn what is involved and see how you can use connectional intelligence to unleash the breakthrough competitive advantage you need to succeed in the 21st century. Dhawan will share secrets of how the world's movers and shakers, including a dynamic live panel of pioneers, use Connectional Intelligence to achieve their goals and ultimately get big things done at work and in life! Learning tangible tips and hands-on exercises, attendees will leave the session with a vision and plan to accelerate the connected power of teams, become more agile and innovative, and drive breakthrough ideas.

SPEAKER: **Erica Dhawan**, world's foremost expert on collaboration and connectional intelligence and author, *Get Big Things Done* @edhawan

EMCEE: **Jane Bowman**, VP, marketing & strategic partnerships, Boston Globe Media @bowmanjane

ENCORE: The Joy Manifesto: Life Hacks for Life Zen (W) PERSONAL DEVELOPMENT Meeting Room 104 (simulcast in MR 102)

Busy has become a way of life – an epidemic of sorts. We complain about how busy we are, yet do we secretly like it? When did busy become a badge of honor? Is it cool or is it just a facade for us to hide behind? Our perception of our busyness doesn't only give us something to talk about, it allows us to create chaos and obstacles that prevent us from living life to its fullest. Attend this session for a fresh approach to finding some much needed space and balance. Led by author, joy seeker, and creator of The Joy Manifesto Gretchen Stewart, this session will offer step-by-step instructions along with simple life hacks on how to create and manifest what brings you joy. From organizational tools to creating mindful habits, this session will arm you with an ability to actually welcome a little less busy and embrace a lot more joy.

SPEAKER: **Gretchen Stewart**, founder, Sunshine Press and creator and author, *Joy Manifesto* @gretchenstrait

EMCEE: **Carol Lee Mitchell**, SVP, account management, North America, Mastercard @mastercard

SESSION III BREAKOUT SESSIONS: 3-4PM

Please See Breakout Session Key at the bottom of page 23

Challenging the Status Quo (POE) CAREER ADVANCEMENT Meeting Room 205 (*simulcast in 204*)

Sometimes to make impactful changes you need to challenge the status quo – whether it's in your industry, your career, or your life. Yet many leaders chronically reject creative solutions and often embrace the familiar, even as they profess a commitment to innovation. Disruption breeds innovation, and the only way to foster innovation is a willingness to challenge the status quo, despite how difficult that can be. This session will feature a panel of pioneers and experts to address the tough questions around challenging convention. Together we will explore:

Best practices to self-disrupt your current mindset and recognize creative opportunity;

Explore how to overcome other people's sticky preference for the status quo; and

Learn tactical strategies for introducing and maintaining a culture of change so you feel confident to challenge the status quo.

THOUGHT LEADER: **Whitney Johnson**, expert on disruptive innovation, recognized as one of *Thinkers50* leading business thinkers in the world & author, *Disrupt Yourself* @johnsonwhitney

PANELISTS: **Lisa Considine**, VP, human resources, global endoscopy, Boston Scientific @bostonsci

Michelle Cully, president and CEO, Xpressman Trucking & Courier, Inc. @xpressmantruck

EMCEE: **Angela McClure**, chief experience officer, Fresenius Medical Care North America @fresenius

The User Manual: Instructions for How You Work as a Manager LEADERSHIP BALLROOM EAST

Products come with user manuals, but people don't. And we all have our quirks – the little things that annoy or delight us, the times of day we work best, the way we like to give and get feedback. Why not be up front about them with our employees, teams, and colleagues, and develop a “user manual” that captures our particular working style? Creating your own user manual can be a great exercise in self-reflection, and when shared with others, it can be useful to highlight team dynamics and spark healthy dialogue around how to work most effectively with one another. In this session, attendees will learn how business leaders can use this tool to foster better teamwork, increase productivity, and ultimately improve your management skills. Using interactive exercises, you will dive right into the steps involved to create your own user manual to share with your supervisor, your department, or your company when you return to the office.

SPEAKERS: **Adam Bryant**, managing director at Merryck & Co., & best-selling author, *Quick and Nimble*

Abby Falik, founder & CEO, Global Citizen Year and *Fast Company* Most Creative People in Business 2016 @abbyfalik @globalcitizenyr

EMCEE: **Laurie Voke**, founder & president, Female Fan Association @sportssell

Strategies for Closing the Diversity Gap LEADERSHIP Meeting Room 253

We've all seen the research - companies with diverse boards and management teams outperform those that lag in diversity. But closing a diversity gap requires a commitment from the top and buy-in from the middle of organizations. Join a panel of State Street's "Leading Women" as they discuss strategies to drive cultural change, mentor and empower courageous women, and engage men to foster more diverse and inclusive organizations.

MODERATOR: **Mirtha Kastrapeli**, global head, Center for Applied Research, State Street Corporation

PANELISTS: **Lynn Blake**, CIO, global equity beta solutions, State Street Global Advisors @statestreet

Hannah Grove, executive vice president & chief marketing officer, State Street Corporation

Kathy Horgan, EVP & chief human resources and citizenship officer, State Street Corporation & board member, MA Conference for Women @statestreet @masswomen

EMCEE: **Kara Hutchinson**, director of marketing, Boston Celtics @celtics

NOTES

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SPEAKER BIOGRAPHIES

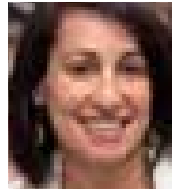


TIFFANY ALICHE, also known as “The Budgetnista,” is quickly becoming America’s favorite personal financial educator. The Budgetnista is the founder of the LIVE RICHER Challenge. Since 2008, Aliche has specialized in the delivery of financial education that includes seminars, workshops, curricula, and trainings.

She is the bestselling author of two books, *The One Week Budget* and *Live Richer Challenge* (Amazon #1 on budgeting), and she and her financial advice have been featured on *Good Morning America*, *The TODAY Show*, PBS, *TIME*, the *New York Times*, *Reuters*, *ESSENCE Magazine*, *FORBES*, Fox Business, MSNBC, and CBS MoneyWatch. She also blogs about personal finance for the *Huffington Post* and *U.S. News and World Report*. @thebudgetnista

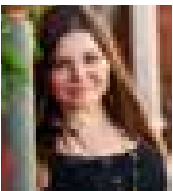
11:30 a.m. – 12:30 p.m. *Live Richer with the One Week Budget* – MR 160

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore



TALINE BADRIKIAN is the founder and principal of Laveh Inbound Marketing. She designs and implements marketing “machines” to help grow startups and small businesses. After a long career in in-house marketing, she found herself repeating the same achievements as head of marketing for small companies in Boston. Badrikian’s measure of success is being able to make a positive impact, so in 2015 she decided to bring her fifteen years of experience to as many companies as possible. In her current role, she works to help companies benefit from Laveh’s experience in marketing strategy, SEO, content creation, social media engagement, email-marketing, and more. She speaks about marketing at local innovation centers and is a volunteer mentor at MassChallenge and the Center for Women & Enterprise. In her spare time, she writes children’s books in Armenian to preserve the language. @talinebadrikian

3:00 p.m. – 4:40 p.m. *DIY Marketing* – Exhibit Hall, Women-Owned Biz Marketplace

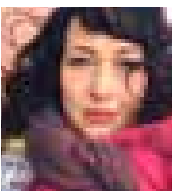


DR. JODI ASHBROOK is a speaker, author, yoga teacher, and entrepreneur. She owns and operates ventures that offer holistic wellness education and professional development, including The Be Brand®, The Yoga Movement, and Elevate Higher Ed. The Be Brand® is an inspirational retail line tied to The Yoga Movement,

Ashbrook’s global non-profit mission to deliver wellness tools to businesses, institutions, and studios. She is endorsed as a Kulae DiploMAT Ambassador, driving their “Real Good Karma” corporate mission to create a more sustainable world. As co-founder of Elevate Higher Ed, Ashbrook offers consulting services that help institutions advance in academics, student support, enrollment growth, and that improve the overall student journey. Ashbrook has published *Looking at Life through the Lesson Lenses* and in early 2018 will release her newest book *Breaking through the Box*, which inspires people to follow their dreams and embrace their own unique, purpose-filled life journey rather than the conventional “beaten path.” @jodiashbrook

11:30 a.m. – 12:30 p.m. *Get Over Your S*it* – MR 104

3:50 p.m. – 4:10 p.m. *Finding Zen Amidst the Corporate Chaos* – Exhibit Hall, Boston Scientific H&W Pavilion



JESSICA ASHLEY is a content strategist and author. As a writer, speaker, and divorce coach, she helps single moms thrive through transitions with grace, creativity, and laughter (and maybe a little cussing). She’s the founder and author of Single Mom Nation and host of its sister podcast, and guides women one-on-one to and through

divorce. As a content strategist and award-winning writer with twenty years of editorial experience, she creates standout content in noisy digital spaces for brands, lifestyle sites, and start-ups. Her own authored posts have more than forty million page views and forty thousand comments. Ashley lives in Chicago, where she wears inappropriately high heels to the playground with her children, a teenager and a threenager. @singlemommation

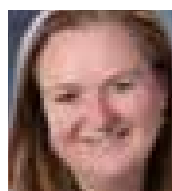
3:00 p.m. – 4:40 p.m. *The Power of Secret Facebook Groups* – Exhibit Hall, Technology Pavilion, sponsored by Dell



GOVERNOR CHARLIE BAKER was inaugurated as the 72nd Governor of Massachusetts on January 8th, 2015. Since taking office, he has been making Massachusetts a great place to live, work and raise a family while delivering a customer-service oriented state government that is as hard working as the people of the Commonwealth. Upon

taking office, Governor Baker worked to close two budget gaps worth more than \$2 billion without raising taxes, while bolstering local aid for our schools and communities, investing in a more reliable public transportation system and prioritizing funds to fight the opioid and heroin epidemic. Governor Baker has supported robust business sectors by reforming the Commonwealth’s regulatory environment, holding the line on taxes, and advancing efforts to rein in energy costs. Ensuring Massachusetts continues to be a national leader in education, Governor Baker has invested over \$4.6 billion in Chapter 70 education funding – the highest level of local education aid in state history. Confronted with a devastating opioid and heroin epidemic, Governor Baker’s administration has implemented a plan focused on prevention, intervention, treatment and recovery support, including partnering with the legislature on passage of landmark legislation. Met with a historic snowfall during his first winter in office that halted our beleaguered mass transit system, Governor Baker undertook a major overhaul to fix the MBTA by appointing a Fiscal and Management Control Board to oversee the system’s operations and finances, and prioritize investments in the core system that over one million daily riders depend upon. Prior to his election, Governor Baker was a highly successful leader of complex business and government organizations, serving as a cabinet secretary to both Governor William Weld and Paul Cellucci, and leading Harvard Pilgrim Health Care, as CEO, from the brink of bankruptcy to one of the nation’s highest ranked health care providers. Raised in Needham, Governor Baker and his wife Lauren reside in Swampscott, and are the proud parents of their three children, Charlie, AJ, and Caroline. @massgovernor

1:00 p.m. – 2:30 p.m. *Luncheon Keynote*



BRENDA LOAN BAKER is a partner with innerOvation, LLC. With over twenty years of sales, marketing, and finance experience spanning many sectors including corporate and international organizations, regional businesses, and non-profits, she has the breadth of knowledge to address a wide range of business development

needs. Whether a client is a solopreneur looking for business startup coaching or a C-suite executive seeking high quality leadership development and employee engagement strategies, Baker can offer the right solution. She is highly skilled at facilitating board development

SPEAKER BIOGRAPHIES

as well as leadership development at all levels. Baker is recognized for taking large-scale visions and developing a systematic, step-by-step approach to process creation, performance outcomes, and measurable success. She is masterful at researching options, developing detailed strategic plans, and then consistently implementing until successful outcomes are achieved. She excels in helping teams redefine old systems or developing new ones to serve their needs at the highest quality level. @bloanbaker

3:00 p.m. – 4:40 p.m. *You Want Me to Charge What?* – Exhibit Hall, Women-Owned Biz Marketplace



MARY BEECH is executive vice president and chief marketing officer at Kate Spade & Company. She is responsible for providing leadership and direction on all marketing and brand creative strategies across both Kate Spade New York and Jack Spade New York. Beech began her career at Ann Taylor in marketing and then spent several years at Ralph Lauren. In 2001, Mary joined Disney/Pixar to oversee marketing for the Disney Princess brand and in 2006 was appointed to vice president and general manager, animation consumer products. Most recently, she was the senior vice president, global licensing and franchise marketing for Disney and Pixar Animation Properties, leading a global licensing, creative, marketing, and product development team. @katespadeny @marybeech1

10:00 a.m. – 11:00 a.m. *Connectional Intelligence* – MR 205



LYNN BLAKE is an executive vice president of State Street Global Advisors (SSGA) and CIO of global equity beta solutions. In this capacity, she oversees a team of seventy portfolio managers globally, and more than 1,600 portfolios with assets in excess of \$1.4 trillion across all equity index and smart beta strategies. She also oversees SSGA's corporate governance and global proxy voting as well as the company stock group, which manages fiduciary transactions and company stock investments, including company stock ownership and 401K plans. In addition, she is a member of the SSGA fiduciary committee, the investment committee, and the IT steering committee. Blake also serves as a member of SSGA's executive management group. Blake serves on the board for the Posse Foundation Boston, a non-profit organization that partners with top colleges and universities to recruit and sustain outstanding young leaders from diverse backgrounds. She also is a member of the Sustainability Accounting Standards Board's (SASB) investment advisory group and serves on various index advisory boards. Blake earned an MBA in finance from Northeastern University, and a BS from the Boston College Carroll School of Management. She earned the Chartered Financial Analyst (CFA) designation and is a member of the CFA Institute and the Boston Security Analyst Society. @statestreet

3:00 p.m. – 4:00 p.m. *Strategies for Closing the Diversity Gap* – MR 253



RACHEL BLOOM-BAGLIN is head of external and executive communications at MilliporeSigma. In this role, she leads communications for the life science business and works closely with business development and strategic planning teams. She is responsible for executing an integrated communications strategy and plan designed to elevate the company's brand and drive a positive reputation externally. Prior to joining MilliporeSigma, Bloom-Baglin served as senior director of strategic healthcare communications at Philips Healthcare. Before working for Philips, she was vice president of communications at Covidien Vascular Therapies. She also held several leadership

positions of increasing responsibility within AstraZeneca Pharmaceuticals. She began her career in Washington, DC, at the Earle Palmer Brown Company. She is a member of the Healthcare Business Women's Association, Public Relations Society of America, and New England Publicity Club, and has received numerous communications awards and honors. She earned a BAS in public relations and journalism from Boston University. @milliporesigma

10:00 a.m. – 11:00 a.m. *Ladies...Get Paid* – MR 258



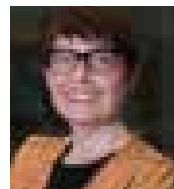
BELLA BOUTET is a social data storyteller who turns unstructured data into meaningful insights to inform business strategy. As a social media senior analyst at Dell, Boutet runs a global social listening program utilized enterprise-wide from global communications and business units to theater-level marketing and communications teams. She enables teams to leverage listening data by deploying best-of-breed social listening strategies across Dell and Dell EMC, including extensive training, reporting programs, and best practices. By producing social KPI dashboards, deep-dive investigations, and social data visualizations, employees can gain insight about not only their brand but competitors' as well, from online conversations by customers, industry leaders, and other stakeholders. @dell

3:00 p.m. – 4:40 p.m. *How to Get Insights from Your Social Media Data* – Exhibit Hall, Technology Pavilion, sponsored by Dell



LYDIA D. BOWERS believes improving the world of work improves the world at large. She develops customized people operations strategies for companies to make them a place where people want to work, and coaches individuals on the tools they need to advocate for themselves and their career goals. She is the founder of HR Q&A Website DearPeopleOps.com, content strategist at the Conflict Coaching Startup Bravely, a contributing author at The Muse, and a human resources master's student at Cornell University's School of Industrial and Labor Relations. @lydia_bowers

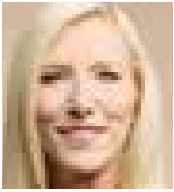
10:00 a.m. – 11:00 a.m. *Ladies...Get Paid* – MR 258



JANE BOWMAN is the vice president of marketing and strategic partnerships for Boston Globe Media, where she works to develop new consumer and business initiatives across all platforms as well as partnerships for the *Boston Globe* and Boston.com. Prior to her current position, Bowman was VP of marketing and research for Comcast Spotlight's Northeast division. There she focused on planning and development to support the advertising sales business. Bowman moved to the Boston market in 1993, where she played an integral role in the launch of The Boston Interconnect, then called Greater Boston Cable Advertising. She is a board member of The Globe Foundation, a fellow of the Betsy Magness Leadership Institute, and has served on the board of the AdClub of Boston and Big Sister Association of Greater Boston. Bowman earned a BS in business administration from Drexel University in Philadelphia, Pennsylvania, and an MS in management from Lesley University in Cambridge, Massachusetts. @bowmanjane

3:00 p.m. – 4:00 p.m. *ENCORE: Connectional Intelligence* – Ballroom West

SPEAKER BIOGRAPHIES



LISA BRITT joined Thermo Fisher Scientific in March 2017 as senior vice president and chief human resources officer, responsible for leading global HR strategy and operations. Britt joined Thermo Fisher after six years with Nexeo Solutions, a Texas-based global leader in the distribution of plastics and chemicals, where she served as executive vice president and chief human resources officer. Prior to Nexeo, she worked for Covidien, a \$10 billion global leader in healthcare products. She served in a number of HR senior leadership roles during her thirteen-year tenure, most recently as vice president, global human resources. Britt earned a BA from Lauder University in Greenwood, South Carolina. @thermofisher

10:00 a.m. – 11:00 a.m. *The Confidence Divide* – MR 153



EMILY BRUTTI has been with Ocean Spray Cranberries for over ten years, currently serving as director of global brand communications. She and her team lead consumer-facing communications activities and integrated marketing planning in support of Ocean Spray's global business, including media and influencer relations, social and digital media, media planning and buying, events, and more. Prior to joining Ocean Spray, Brutti worked at Hill Holliday, an advertising agency in Boston, on the account management team for Dunkin' Donuts. Brutti earned a BA in English from the College of the Holy Cross. @oceansprayinc

3:00 p.m. – 4:40 p.m. *Integrated Digital Storytelling* – Exhibit Hall, Technology Pavilion, sponsored by Dell



ADAM BRYANT is a managing director at Merryck & Co., a leadership development and executive mentoring firm. Prior to joining Merryck this fall, he worked for twenty five years as a journalist, including eighteen years as a reporter, editor and columnist at *The New York Times*. Bryant interviewed more than five hundred CEOs for "Corner Office," a weekly series on leadership and management that he created in 2009. He is the author of two books based on themes that emerged from the interviews: *Quick and Nimble; Lessons from Leading CEOs on How to Create a Culture of Innovation*, and *The Corner Office; Indispensable and Unexpected Lessons from CEOs on How to Lead and Succeed*. Bryant's work on leadership is used widely on college campuses, and he is a frequent speaker at business schools across the country. In addition to his consulting work on leadership development and mentoring, he teaches a leadership course at Columbia University on "The Practice of Leadership."

3:00 p.m. – 4:00 p.m. *The User Manual* – Ballroom East

4:00 p.m. *Author Signing* – Exhibit Hall, Bookstore



KAREN BUTLER is vice president, clinical innovation initiatives with Fresenius Medical Care North America. A registered nurse with over twenty-five years of clinical leadership in the renal care space, Butler oversees FMCNA's clinical innovation and operational pilots throughout North America. She earned her BS in nursing from

Pace University and an MS in nursing informatics from American Sentinel University, and is a member of the FMCNA Nursing Advisory Board. @fresenius

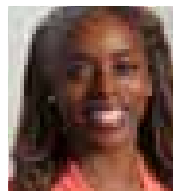
10:00 a.m. – 11:00 a.m. *Transition and Land Your "It!"* – MR 104



JULIA CAMPBELL is a Boston native who has been involved with the social good sector her whole life, from coordinating food drives as a child to volunteering at homeless shelters in high school, assisting NGOs in Senegal, West Africa, and more. In her current position as an author, coach, and speaker, she trains nonprofits large and small on the best ways to use digital tools to raise money and awareness for their organizations. She authored the new book *Storytelling in the Digital Age: A Guide for Nonprofits*. Campbell's blog, found at jcsocialmarketing.com, is about online fundraising and nonprofit technology and is consistently featured in the list of Top 150 Nonprofit Blogs in the world. @juliacsocial

3:00 p.m. – 4:40 p.m. *Rally and Engage* – Exhibit Hall, Technology Pavilion, sponsored by Dell

4:40 p.m. *Author Signing* – Exhibit Hall, Bookstore

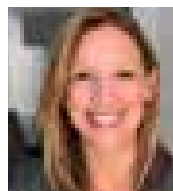


JODI-TATIANA CHARLES is the director of small and diverse business engagement for the Greater Boston Chamber of Commerce, and is the primary point of contact for small businesses looking to grow their presence in the Greater Boston region. She is also the owner and "Brandographer™" of La Capoise Galerie, a branding and marketing firm dedicated to educating entrepreneurs, nonprofits and small-business professionals on the importance of growing their brands. With nearly three decades of strategic marketing, branding and communication successes with high profile organizations including MassChallenge, Massachusetts Conference for Women, Massachusetts Governor's Office, and Clear Channel Communications/iHeart Radio, Charles has been coined the "Olivia Pope of Boston". When not working, Charles dedicates her time to children, elderly and cancer causes, through road races, mentoring and volunteering. This year Charles will add a third hat, as children's book author, with her first book, *It's Just A Rug* educating children about their heritage. She earned a BA from Suffolk University in communications in journalism with a minor in sociology and an MBA from Babson College - Franklin W. Olin Graduate School of Business. @joditatiana @lacapoise

11:30 a.m. – 12:30 p.m. *Navigating Office Politics* – MR 253

3:00 p.m. – 4:00 p.m. *ENCORE: The Future of Modern Love* – MR 210

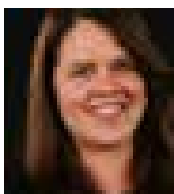
4:00 p.m. *Author Signing* – Exhibit Hall, Bookstore



MELISSA CLAYTON is CEO and founder of Tiny Tags, an online jewelry store designing and creating personalized jewelry for mothers. Tiny Tags has built a community centered around the gift of motherhood and celebrating children. Redefining mommy jewelry with simple and classic designs, Tiny Tags is adorned by celebrities and moms all over the globe. Tiny Tags has been featured in *People Magazine*, *PeopleStyleWatch*, NBC's *Today Show*, CBS's *The Talk*, and many more. Tiny Tags' mission is to celebrate children and is committed to helping women and children in need. This commitment is the hallmark of Tiny Tags and is evident in everything Tiny Tags is a part of, from organizing a charity walk with St. Jude's to hosting birthday parties for children in homeless shelters. As a former CPA who knew she had to break out on her own path, Clayton is obsessed with entrepreneurship and sharing the lessons she has learned along the way. Clayton earned a BA in philosophy from University of Massachusetts, an MS in accounting, and MBA from Northeastern. @tinytags

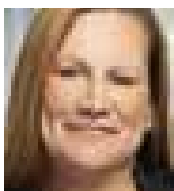
3:00 p.m. – 4:40 p.m. *How to Turn Your Hobby into a Viable Business* – Exhibit Hall, Women-Owned Biz Marketplace

SPEAKER BIOGRAPHIES



MEGAN COSTELLO is the executive director of the Mayor's Office of Women's Advancement for the City of Boston. She has worked for a variety of elected officials and campaigns starting in 2009 when she began working for Setti Warren who was running for mayor of Newton. When he won, Costello managed his transition and then joined him in the mayor's office where she served as executive assistant and then director of community engagement. In 2012, she joined President Barack Obama's reelection campaign as a regional field director in the swing state of Iowa. The following year, she worked for U.S. Senator Ed Markey as his campaign's statewide volunteer director. Shortly after Senator Markey's election, Marty Walsh asked Costello to be his campaign manager for the Boston mayoral race. At Mayor Walsh's request, she joined his administration to head the Office of Women's Advancement. She also sits on the board of NARAL Pro-Choice America's political action committee, on the external advisory board of the Center for Women in Politics and Public Policy (CWPPP) at UMass Boston, and is a member of the Boston Women's Workforce Council. Costello earned her degree in sociology, health and human services from Suffolk University. @macostello09 @bostonwomen

11:30 a.m. – 12:30 p.m. *How to Get Buy-In to Pioneer Equity* – MR 153



RENEE CONNOLLY is global head of communications and corporate responsibility at MilliporeSigma. Her responsibilities include leading internal and external communications, corporate brand strategy, community affairs/corporate responsibility programs, and events and programs oversight. She led the communication strategy for the \$17B acquisition of chemical giant Sigma-Aldrich in 2015, marking the largest acquisition in company's history, and one of the largest ever in the life science industry. During this time, Connolly also launched SPARK and its signature Curiosity Labs™, a program aimed at inspiring students to explore STEM careers. From its inception in early 2016, more than 5,000 MilliporeSigma volunteers have engaged 75,000 children all over the world in this exciting, hands-on education program. Prior to joining MilliporeSigma, Connolly was VP of US communications for EMD Serono. She serves as chairperson of the Mass BioEd Foundation board and on the board of the Massachusetts Conference for Women. Connolly is involved in numerous charitable causes, including the American Cancer Society, Hope Lodge, and the American Diabetes Association. She was named recipient of a Working Mother of the Year award in 2011 by *Working Mother* magazine. Connolly earned a BA in journalism from Ithaca College in New York. @milliporesigma

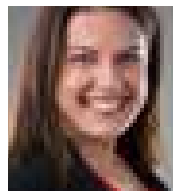
9:15 a.m. – 9:30 a.m. *Opening Keynote*



LISA CONSIDINE is vice president of human resources for the Boston Scientific global endoscopy business and a member of the Endoscopy Management Board and global HR leadership team. In her role, she provides strategic HR leadership with a strong focus on developing an inclusive culture of innovation, commercial excellence, and winning spirit. Lisa is passionate about developing leaders of the future through focused talent management and organizational development strategies. Considine has previously held senior HR leadership roles at BSC supporting the global finance, global IT, and global operations organizations, where she quickly made an impact by driving several key strategic organizational and talent initiatives. Prior to moving to the US in 2011, she worked in a number of senior HR roles within BSC's Galway operation in Ireland, where she successfully developed multiple programs in employee

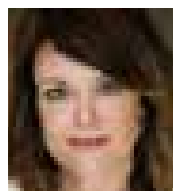
engagement, leadership development, and training compliance. Considine previously held HR positions of increasing responsibility in the life sciences sector outside of Boston Scientific. She earned a BSc and MSc in psychology and a degree in HR management, in addition to a diploma in executive coaching. @bostonsci

3:00 p.m. – 4:00 p.m. *Challenging the Status Quo* – MR 205



DENISE COX is vice president of Cisco technical services for the Americas region. Her team delivers services that help customers and partners consume technology, mitigate risk, and transform their operations, all while growing Cisco's top-line revenue. With more than twenty years as a services and support executive, Cox is passionate about customer success. She sees services as a differentiator that can drive product sales and customer loyalty. She specializes in a proactive and preemptive approach that helps customers avoid downtime. Before joining Cisco in 2016, Cox spent more than a decade at NetApp, where she led the team responsible for personalized, high-touch consulting, delivery, and management services. Under her leadership, NetApp redesigned its support model to improve efficiency and customer satisfaction, even as the install base grew more than twenty percent per year. Cox is a frequent speaker at Women in Technology events, including Grace Hopper and Watermark. She earned an MS in information technology and a BA in communication. @cisco

11:30 a.m. – 12:30 p.m. *Managing Up* – Ballroom East



MICHELLE CULLY is the CEO of Xpressman Trucking and Courier. She founded the company in 1993 and now has operations coast to coast with headquarters in Randolph, MA. Cully is one of on a handful of successful female CEO's in the transportation industry. She built her company from a single person operation to one that employs over one hundred people. She is also the survivor of domestic abuse and is writing a memoir about her personal and professional journey. She hopes her book will inspire other women to value their worth and their potential. @xpressmantruck

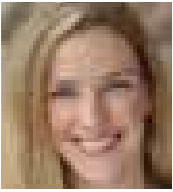
3:00 p.m. – 4:00 p.m. *Challenging the Status Quo* – MR 205



ASHA CURRAN is chief innovation officer and director of the Belfer Center for Innovation and Social Impact at the 92nd Street Y, which was recently named one of the 10 Most Innovative Nonprofits by *Fast Company*. She leads #GivingTuesday, the annual day of giving following Black Friday and Cyber Monday, as well as a portfolio of global, digitally-driven initiatives including 7 Days of Genius, the Social Good Summit, the Ben Franklin Circles, and the Women in Power Fellowship. She received the 2015 Social Capital Hero award, was named a 2016 Woman of Influence by *New York Business Journals*, and is a 40 over 40 Women to Watch honoree. Curran serves on the board of directors of TheGuardian.org, a nonprofit dedicated to advancing civil discourse and issues-driven journalism, and she is a non-resident Fellow at Stanford University's Digital Civil Society Lab. @radiofreeasha

11:30 a.m. – 12:30 p.m. *Global Citizenship* – MR 205

SPEAKER BIOGRAPHIES



SHANNA DENG is the global VP of marketing for the surgical division at Hologic. She joined Hologic in May 2016 as a senior marketing manager and moved into the director of marketing role in November 2016 before taking on the VP role in July of 2017. Deng oversees a team of upstream, downstream, and digital marketers, and is responsible for setting and driving the business strategy for the current portfolio while partnering cross-functionally to prepare for the future of the surgical division. Before joining Hologic, Deng ran her own marketing consulting business for five years, serving a variety of Fortune 500 companies. Prior to that, she held marketing roles of increasing responsibility at Pfizer, Johnson & Johnson and Genzyme. She serves on the board of the Charles River YMCA. Deng earned a BA in anthropology and Spanish from Cornell University and an MBA from the Darden School of Business. @hologic

11:30 a.m. – 12:30 p.m. *Pioneer Your Big Life* – MR 210



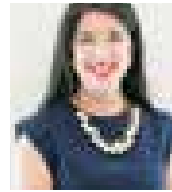
PATRICE D'ERAMO is vice president of Americas marketing and communications with Cisco. In this role, she oversees more than three hundred employees and extended team members. Her organization leads strategic marketing and communications for more than twenty-nine billion dollars in annual sales and drives the customer and channel partner experience. D'Eramo also leads Cisco's Global Customer Insights. Prior to her role as VP, she served as senior director of marketing. She has won several industry awards including the Women in Technology Corporate Leadership Award, Ingram Micro's Women in Technology Giving Back Award, YWCA's Tribute to Women and Industry Award, and Federal Computer Week's Federal 100 Award. D'Eramo is on the Cisco Connected Women advisory board and is an executive co-sponsor of the Cisco Connected Women Employee Resource Group VA/MD/DC chapter. She is vice chair of the Million Women Mentors Leadership Council, an executive sponsor of the Cisco Empowered Women's Network, and on the American Red Cross Board of Directors, National Capital Region. She is also active in the American Foundation for Suicide Prevention and is an advocate for the Children's Inn at the National Institutes of Health. D'Eramo earned a BS in business administration from Clarion University of Pennsylvania. She is also a graduate of the CMO Program at Northwestern University's Kellogg School of Management and the International Women's Forum Fellows Program. @cisco

1:00 p.m. – 2:30 p.m. *Keynote Luncheon*



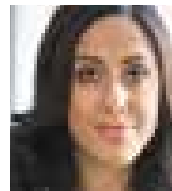
MEREDITH DeWITT is principal of Meredith J. DeWitt Consulting, where she provides clients with focused strategic counsel, aligning their public interactions with their personal and organizational goals. She currently works with a private roster of individuals and corporations in managing their communication, political and philanthropic interests as they seek to make a difference in their communities. In 2002, DeWitt worked with former Governor Ann Richards serving as managing director for the New York City office of Public Strategies, a Texas based firm that specializes in crises communications and public affairs. DeWitt also served as executive director of corporate outreach for Jan Wenner at Wenner Media, where she was responsible for developing and implementing marketing strategy for Wenner Media's three magazine properties - Rolling Stone, U.S. Weekly and Men's Journal. In 1995, DeWitt was the youngest serving chief of staff on Capitol Hill, working for Congressman Michael A. Andrews of Texas. DeWitt serves on the boards of the national service organization, Opportunity Nation,

Boston-based, Camp Harborview and the Better Angels Society, a non for profit organization dedicated to supporting the work of historian and filmmaker Ken Burns. DeWitt earned a BA in government from American University in Washington, D.C. and a JD from the University of Texas School of Law at Austin. @meredithdewitt



ALEXANDRA DICKINSON is an entrepreneur who teaches people to negotiate. She's the founder and CEO of the negotiation training and coaching company Ask For It. Ask For It was her side hustle until she got laid off and decided to devote herself to it full time. She is a contributing writer at *Women@Forbes* and has spoken to organizations like UN Women, Columbia Business School, and Investopedia. Her company has been featured in the *New York Times*, *CNBC*, *Forbes*, *New York Magazine*, and many other publications. She serves on the Junior Board of She's The First and volunteers as the city manager for the New York City chapter of the Lady Project. She earned an MS in media, culture, and communication from New York University and is also a two hundred-hour certified yoga teacher. @_alex Dickinson

10:00 a.m. – 11:00 a.m. *Ladies...Get Paid* – MR 258



ERICA DHAWAN is co-author of the new book *Get Big Things Done: The Power of Connectional Intelligence*. She is a globally recognized leadership expert and keynote speaker who is driving innovation across cultures and generations. Considered to be one of today's most provocative business thinkers on Millennials and the future of work, she is the founder and CEO of Cotential, a company that has helped enterprises prepare for the global workplace of tomorrow. An in-demand speaker, Dhawan has spoken worldwide to organizations and enterprises that range from the World Economic Forum to US and global Fortune 500 companies. Her writings have appeared in dozens of publications including *Fast Company*, *Forbes*, and *Harvard Business Review*. Dhawan is a member of the Aspen Institute Socrates Society, World Economic Forum Global Shapers, and the Young Entrepreneur Council. She earned degrees from Harvard Kennedy School, MIT Sloan, and Wharton School. @edhawan

10:00 a.m. – 11:00 a.m. *Connectional Intelligence* – MR 205

11:00 a.m. *Author Signing* – Exhibit Hall, Bookstore

3:00 p.m. – 4:00 p.m. *ENCORE: Connectional Intelligence* – Ballroom West

4:00 p.m. *Author Signing* – Exhibit Hall, Bookstore



PEG DOYLE is a nationally certified health coach, speaker, author, and educator. She understands the power of the body to heal itself and is delighted to share what she has learned through her studies and experience. Her focus on nutritional healing enables women to resolve digestive issues that impact their energy, confidence, and overall health. Through her work she aims to change the mindset of aging as synonymous with decline to one of lifelong wellness through proactive lifestyle choices. She accomplishes this through a blend of research, storytelling, and experiential workshops. Doyle is owner of Wellness and You and has been in practice since 1998, offering women simple steps to recover and maintain their vibrant health. @wellnessandyou

11:05 a.m. – 11:25 a.m. *Oops! Managing Gas & Other Tummy Troubles* – Exhibit Hall, Boston Scientific H&W Pavilion

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore

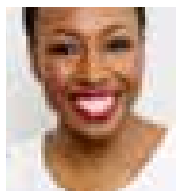
SPEAKER BIOGRAPHIES



MAGGIE DRAKE was the first to bring to life the luxury crossbody iPhone accessory. As co-founder, chief executive officer and chief designer for Bandolier, Drake runs the business day-to-day and leads all design and production efforts for the four-year-old wearable technology venture. She earned her BA in fine and studio arts from University of California, Irvine, and she spent her initial post-college years in freelance graphic design. Her experience in advertising sales for music, entertainment, and tech led to a position at the *Hollywood Reporter*. Drake regularly worked with record labels and other corporate clients, which soon segued into a similar post soliciting advertising and conference sponsorships for the New York trade magazine *The Silicon Alley Reporter*. Identifying that people frequently misplaced their cell phones, Drake created a stylish way to attach her phone to her body, and launched Bandolier in August 2013. While Bandolier's retail partners prefer safer, more proven styles, Drake has discovered that online buyers are often more adventurous, drawn to more eccentric designs, allowing her to create for both brick-and-mortar and digital audiences. She also devotes her energy as a board member of the California State Summer School for the Arts (CSSSA). @bandolierstyle

10:00 a.m. – 11:00 a.m. *Build a Brand to Last* – MR 160

3:00 p.m. – 4:40 p.m. *Getting Started* – Exhibit Hall, Women-Owned Biz Marketplace



TIFFANY DUFO is chief leadership officer of Levo and launch team member of Lean In. She was named in the *Huffington Post* as one of nineteen women who are leading the way, among other luminaries such as Hillary Clinton and Diane Sawyer. She was honored by Mattel as one of their 10 Women to Watch and named by the National Council

for Research on Women as one of thirty women making change in the world. She was included in Fast Company's League of Extraordinary Women and has been featured in the *New York Times*, *Seattle Times*, and on NPR and Bloomberg. She is a widely sought speaker on women's and Gen Y leadership and nonprofit fundraising, and she has presented at *Fortune* magazine's Most Powerful Women Summit and TEDxWomen. Dufu is a member of Women's Forum New York and Delta Sigma Theta Sorority, Inc., and she serves on the national board development committee for Girl Scouts USA. In addition to being a part of TARA, a sister group of the Belizean Grove focusing on the next generation of global leaders, she serves on the board of Harlem 4 Kids and the board of Students First New York. Her new book, *DROP THE BALL: Achieving More by Doing Less*, was released February 2017. @tdufu

11:30 a.m. – 12:30 p.m. *Learning to Drop the Ball* – Ballroom West

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore

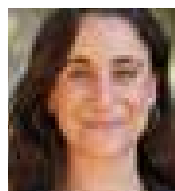


PAMELA ERICKSON is vice president of global branding and corporate citizenship for Raytheon, responsible for developing and executing strategic communications and marketing programs that reflect Raytheon's brand identity and corporate values. Erickson also cultivates key partnerships aligned with the company's corporate responsibility

platform. Erickson has an established track record of success developing and driving communication programs that advance corporate reputation, increase shareholder value, and accelerate business growth. She has led global teams to develop and execute corporate and executive positioning, brand reputation management, crisis communication, investor and customer communications, and digital and social media programs for B2B and B2C markets. Prior to joining Raytheon, Erickson was senior vice president for E*TRADE Financial where she managed the global corporate communications function. She honed her

communications and consulting skills at Silicon Valley-based Cunningham Communications, where she supported the agency's technology company clientele from start-up ventures to Fortune 100 companies. Erickson has received numerous professional recognitions, including Corporate PR Professional of the Year by *PR News*. She earned a BA in journalism from Simmons College. @raytheon

11:30 a.m. – 12:30 p.m. *Global Citizenship* – MR 205

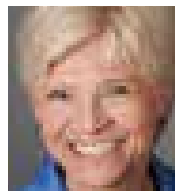


ABBY FALIK is the founder and CEO of Global Citizen Year and an award-winning social entrepreneur. A recognized expert on social innovation and the changing landscape of education, Falik has been featured in *Forbes*, NPR, *The Washington Post*, and the *New York Times*. In 2016, *Fast Company* named her one of

the 100 Most Creative People in Business, and for her achievements as a social entrepreneur, she has been recognized as an Ashoka Fellow and a Draper Richards Kaplan Entrepreneur. She currently serves on the advisory boards of World Learning, Teach for All, and the Harvard Business School. She earned a BA in international relations and an MA in international comparative education from Stanford University and an MBA from Harvard Business School. @abbyfalik @globalcitizenyr

11:30 a.m. – 12:30 p.m. *Global Citizenship* – MR 205

3:00 p.m. – 4:00 p.m. *The User Manual* – Ballroom East



SANDRA FENWICK is president and chief executive officer of Boston Children's Hospital. In this role, she leads the nation's foremost independent pediatric hospital and the world's leading center of pediatric medical and health research. Through a combination of hospital affiliations, outpatient specialty care centers, community health centers, and regional partnerships, she has helped create a children's health network providing high quality pediatric care in local settings. Fenwick joined Boston Children's in June 1999 as senior vice president for business development, strategy and ambulatory care operations. She currently serves on the board of directors of CRICO, Ltd. (Cayman), Wyss Institute, Children's Hospital Association, Children's Hospitals Solutions for Patient Safety, Greater Boston Chamber of Commerce, MASCO, Inc, Jobs for Massachusetts, Inc., Massachusetts Digital Health Council and Boston Children's Hospital. She is also a member of the Massachusetts Women's Forum and Women Corporate Directors/Boston. Prior to her arrival at Boston Children's, Fenwick served as senior vice president of System Development for CareGroup, Inc. From 1976 to 1996, she served in a number of roles at the Beth Israel Hospital. Fenwick earned a BS from Simmons College with distinction and an MS in public health, health services administration from the University of Texas School of Public Health. @bostonchildrens

3:00 p.m. – 4:00 p.m. *Resources and Strategies for Parenting* – MR 258



BETHENNY FRANKEL is a natural foods chef, best-selling author, reality TV star, self-made businesswoman, and mom. She first came to national attention with her wit, wisdom, and humor when she was named first runner-up on NBC's *The Apprentice: Martha Stewart*. Her success on the series led her to Bravo's *The Real Housewives of*

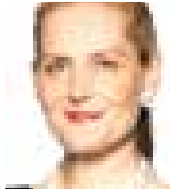
New York City for three seasons, as well as two spin-off series on the network, *Bethenny Getting Married?* and *Bethenny Ever After...* After a three-season hiatus, she made her highly-anticipated return for season seven of *The Real Housewives of New York City*. She is currently seen on the show's ninth season. Frankel is the creator of the low-calorie cocktail brand Skinnygirl Cocktails and partnered with Beam Suntory in

SPEAKER BIOGRAPHIES

2011. As the owner of Skinnygirl, she has created a thriving lifestyle brand featuring products that offer women practical solutions to everyday problems. In 2013 Frankel brought her distinct voice and candid point of view to daytime television on *Bethenny*, her nationally syndicated daytime talk program, and she has been named one of the Top 100 Most Powerful Celebrities by *Forbes* magazine. She is the four-time best-selling author of *Skinnydipping*, *A Place of Yes: 10 Rules for Getting Everything You Want Out Of Life*, *Naturally Thin: Unleash Your Skinnygirl and Free Yourself from a Lifetime of Dieting*, and *The Skinnygirl Dish: Easy Recipes for Your Naturally Thin Life*. She has also authored *Skinnygirl Solutions: Simple Ideas, Extraordinary Results*, the recently released children's book *Cookie Meets Peanut*, the cocktail book, *Skinnygirl Cocktails*, and her most recent release *I Suck at Relationships So You Don't Have To*. @bethenny

10:00 a.m. – 11:00 a.m. The “Skinny” on How to Build a Cocktail for Success – Ballroom East

11:00 a.m. Author Signing – Exhibit Hall, Bookstore



HANNAH GROVE is chief marketing officer for State Street, leading brand, media relations, content, digital, and client experience teams across the company. State Street's global marketing organization supports State Street's revenue growth and client acquisition and retention, and serves to positively influence all constituencies' understanding of the company. Grove also serves as executive sponsor for State Street Pride, the company's LGBTQ employee network, as a founder of “Leading Women,” a mentoring program for senior women across the company, and as a member of State Street's Sales Council. Prior to joining State Street, she was marketing director for the Money Matters Institute, an initiative supported by the United Nations, the World Bank, and private sector companies to foster sustainable development in emerging economies. Early in her career Grove owned and operated a public relations firm in London, England. She moved to the US as communications director of the World Economic Development Congress in Washington, DC. Grove formerly served as president of the board of directors for the Women's Lunch Place, a daytime community in Boston for disadvantaged women. She has been named to OUTstanding's list of top LGBTQ allies for two consecutive years. @hannahgrove9 @statestreet

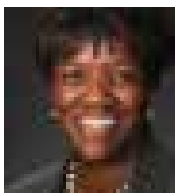
10:00 a.m. – 11:00 a.m. Connectional Intelligence – MR 205

3:00 p.m. – 4:00 p.m. Strategies for Closing the Diversity Gap – MR 253



CHRISTINE FRASER is senior vice president of strategy and operations for Dell EMC Services and IT as part of the recently formed Dell Technologies. Serving as COO to the president of Dell EMC Services and IT, Fraser drives planning, execution, and operations with a focus on strategies aligned to the organization's charter of enabling digital and data center transformation. She oversees Dell EMC's Global Centers of Excellence (COE) located in India, China, Israel, Russia, Egypt, Ireland, and the US. She is also responsible for Dell Education Services, providing technical education offerings to customers, partners, and internal team members. Prior to this role, Fraser served as SVP integration management office, leading the EMC Integration PMO. Fraser is actively involved in professional mentoring programs, with a personal commitment to the development of female professionals and supporting diversity and inclusion in the workplace. She serves as executive sponsor of Dell EMC's Women of Color Board and of Dell's Northeast Chapter of Women in Action, is an active fundraiser for the American Cancer Society, and has held a variety of volunteer positions within the community, including support of STEM. Fraser is a graduate of the University of Massachusetts-Amherst with a BS in applied mathematics and a minor in life science. @dellemc

10:00 a.m. – 11:00 a.m. Connectional Intelligence – MR 205



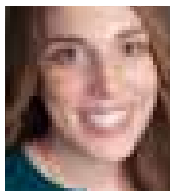
JACQUELINE GADSDEN is vice president of diversity and inclusion and customer experience for the Comcast Greater Boston Region. She's responsible for planning and execution of diversity and inclusion efforts across the region, which consists of five thousand employees and 1.9 million customers across Massachusetts, New Hampshire, and Maine. Since joining the cable industry twenty-five years ago, she has held leadership positions with Continental Cablevision, Media One, AT&T Broadband, and Comcast. Gadsden has received numerous awards including *Boston Business Journal's* Women Up Award, *CABLEFAX's* Most Influential Minority in Cable, and *GIRLS INC. Women of Achievement*. She's on the board of the Urban League of Eastern Massachusetts and Arts in Reach, and has served on the Court Appointed Special Advocates board of Greater New Hampshire. Gadsden also has past and present involvement with Women in Cable, The Partnership, Inc., MANIC, Big Sister, Special Olympics, and the NAACP. Gadsden graduated from Fitchburg State College, where she earned a BS in science and communications with a specialty in photography. @comcastneweng

3:00 p.m. – 4:00 p.m. ENCORE: The Confidence Divide – MR 156



MEETA GULYANI is head of strategy, business development and transformation at MilliporeSigma. In this role, she leads the development of the life science strategy and strategic planning process across the organization. She and her team are responsible for securing partnerships, acquisitions and collaborations that balance the life science portfolio and provide growth value for the business. Gulyani was executive vice president and head of strategy and global franchises for the biopharma business of Merck KGaA, Darmstadt, Germany. Prior to joining Merck KGaA, Darmstadt, Germany, Gulyani served as general manager for South Asia at Roche, and before that as vice president, head of global portfolio management for the company. Before working for Roche, she held several marketing and sales leadership positions of increasing responsibility within Sanofi-Aventis's global and U.S. organizations. She also served as a strategy consultant with the Monitor Consulting Group based in Hong Kong and the United States. Gulyani earned an MBA from the Asian Institute of Management, Philippines, accompanied by an exchange program at the Wharton School of the University of Pennsylvania, as well as a BA in economics from the Shri Ram College of Commerce at Delhi University in India. @milliporesigma

11:30 a.m. – 12:30 p.m. Managing Up – Ballroom East

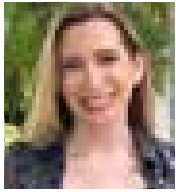


MICHELLE HACUNDA is a higher education digital strategist and communications professional who has worked at private and public higher education institutions. In a previous role at Santander Bank, she served as a communications and social media manager for the company's global corporate social responsibility division Santander Universities. In this capacity, she successfully created and implemented communications and marketing plans with all types of higher education institutions on a national and international scale. At each institution, she focuses on finding the unique brand story. Hacunda believes that everyone has a story to be told and that people are drawn to storytelling because stories tap into our deeper roots of humanity. Last spring, she taught a digital storytelling course at Boston College for undergraduate seniors majoring in communications. Raised in Massachusetts,

SPEAKER BIOGRAPHIES

Hacunda graduated with an MS from Emerson College in 2016, receiving the Excellence in Global Stakeholder Communication award from Communication Studies. @michellehacunda

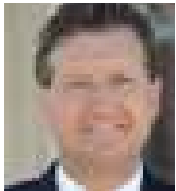
3:00 p.m. – 4:40 p.m. *Create Lasting Customer Relationships* – Exhibit Hall, Technology Pavilion, sponsored by Dell



AMY COOPER HAKIM, PhD, is an industrial-organizational psychology practitioner and workplace expert. She is a speaker, author, and the executive consultant and founder of The Cooper Strategic Group. She helps employees and employers get along better, and she coaches leaders and employees to improve productivity, morale, satisfaction, and overall work-life balance. Her book *Working with Difficult People* provides clear strategies to effectively handle the ten types of difficult bosses, colleagues, and subordinates. The book recently hit number one in Amazon sales for business etiquette books and was highlighted in *Parade Magazine*. Hakim has been featured in the *New York Times*, *Wall Street Journal*, *Chicago Tribune*, *Fast Company*, *CNBC Make It, Inc.*, *Bustle*, *The List*, and *Star-Telegram*. She has also been a guest on the KTRH Morning Show, Think KERA Radio, the WBEZ Morning Shift, the Boca Voice, and Business Radio on Sirius XM. @amycooperhakim

11:30 a.m. – 12:30 p.m. *Navigating Office Politics* – MR 253

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore



JEFFERY TOBIAS HALTER is a gender strategist and the President of YWomen, a strategic consulting company focused on engaging men in women's leadership issues. YWomen focuses on driving actionable business plans and strategies to help organizations address gender bias and create integrated women's leadership strategies. Halter is the former director of diversity strategy for the Coca-Cola Company. He is author of two books, *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men* and *Selling to Men, Selling to Women*. He is a contributing writer to HuffPost, *New York Daily News*, and *Working Mother* magazine, and he is a two-time TEDx speaker. His work has been profiled in *Forbes*, *HR Professional*, *The Atlantic*, *US News & World Report* and the *Wall Street Journal*. His clients and best practice work include two Catalyst award winning companies – Coca-Cola and Kimberly-Clark – as well as Mercedes-Benz USA, McDonald's, Deloitte, Novartis, GE, Walmart, and other Fortune 500 companies. @ywomen

11:30 a.m. – 12:30 p.m. *How to Get Buy-In to Pioneer Equity* – MR 153

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore



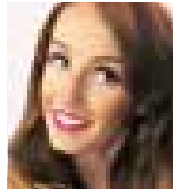
CELESTE HEADLEE is an award-winning journalist and author of the new book *We Need to Talk – How to Have Better Conversations* (September 2017). She has appeared on NPR, PBS World, PRI, CNN, BBC and other international networks. She hosts a daily talk show called "On Second Thought"

for Georgia Public Broadcasting in Atlanta. Headlee was formerly a host at National Public Radio, anchoring shows including *Tell Me More*, *Talk of the Nation*, *All Things Considered*, and *Weekend Edition*. Until September 2012, she was co-host of the national morning news show, *The Takeaway*, from PRI and WNYC. She anchored presidential coverage in 2012 for PBS World Channel. She is the author of *Heard Mentality: An A to Z Guide to Taking Your Radio Show or Podcast from Idea to Hit*. For many

years, she has been a mentor and managing editor for NPR's Next Generation Radio Project, training young reporters and editors in broadcasting. @celesteheadlee

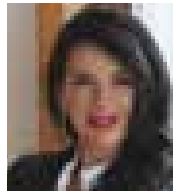
11:30 a.m. – 12:30 p.m. *Managing Up* – Ballroom East

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore



AMANDA HEALY is an award-winning B2B marketing demand generation leader and social media expert, national speaker, and syndicated blogger. She currently works as senior marketing manager at TIBCO Software, driving campaign strategy and lead generation for the company's largest business unit, Enterprise Solutions. She has trained world-class sales teams ranging from startups to Fortune 500 companies about how to leverage social selling, and has spoken at industry-leading conferences including the Massachusetts Conference for Women, Women in Technology International Summit, Microsoft Envision, Social Tools Summit, Watermark's Lead On Conference for Women, and many more. You can follow or contact her at @amanda_healy

11:00 a.m. – 4:45 p.m. *LinkedIn Profile Makeovers* – Exhibit Hall, Social Hub, sponsored by State Street



LINDA HENRY is the managing director of the *Boston Globe*. She is a co-founder of HUBweek, a civic collaboration between the *Boston Globe*, Harvard University, Massachusetts General Hospital, and MIT that explores the future being built at the intersection of art, science, and technology. Henry is also an early-stage impact investor, an Emmy-winning television producer with two shows currently airing, and a community activist. Henry serves as a director of the Red Sox Foundation, is a trustee of the Liverpool Football Club Foundation, chair of the Boston Globe Foundation, and chairman of the John W. Henry Family Foundation. In addition, she is a founder of the Boston Public Market, serves on the advisory board of MassChallenge, and is on the board of the Engine at MIT. Henry earned a BS from Babson College and an MS from MIT. @linda_pizzuti

10:00 a.m. – 11:00 a.m. *The "Skinny" on How to Build a Cocktail for Success* – Ballroom East



J. KELLY HOEY is the author of *Build Your Dream Network* (Tarcher Perigee, January 2017). She has been lauded by *Forbes* as One of 5 Women Changing the World of VC/Entrepreneurship, by *Fast Company* as One of the 25 Smartest Women On Twitter, and by *Business Insider* as One of the 100 Most Influential Tech Women On Twitter. Empowering a Billion Women by 2020 included her on their list of the 100 Most Influential Global Leaders Empowering Women Worldwide. Hoey appears on CNBC's Power Pitch and works with inclusive companies including Comcast and Capital One. Hoey's career story is one of transformation. Her career was in corporate law until a chance opportunity in 2009 to work with a visionary leader sparked her transition from earning a paycheck to seeking equity. Co-founding a startup accelerator, then an interim CMO role, are just part of Hoey's journey of reinvention as an author, influencer, and investor. @jkhoe

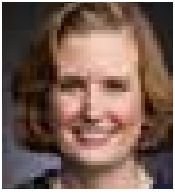
11:30 a.m. – 12:30 p.m. *How to Build and Harness a Meaningful Network* – MR 258

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore

3 – 4:40 p.m. *How to Successfully Network* – Exhibit Hall, Technology Pavilion, sponsored by Dell

4:40 p.m. – 5:00 p.m. *Author Signing* – Exhibit Hall, Bookstore

SPEAKER BIOGRAPHIES



KATHY HORGAN is executive vice president and chief human resources and citizenship officer at State Street Corporation. She leads all global functions related to talent acquisition, education and training, career development, performance management, succession planning, diversity and inclusion, and leadership development company-wide. Horgan joined State Street in April 2009, initially as head of human resources for State Street Global Advisors. Prior to joining State Street in 2009, Horgan was an executive vice president of human resources at Old Mutual Asset Management. Prior to that, she spent more than ten years at Mellon Financial Corporation as human resources director for its global asset management business. Prior to Mellon, she was a human resources manager at Boston Scientific Corporation, and began her career with Baxter Healthcare Corporation. Horgan chairs State Street's North American Benefits Committee and is a member of the company's Professional Women's Network global advisory board and of Leading Women, a mentoring program for senior women across the company. She serves on the board of trustees for Thayer Academy in Braintree, Massachusetts. Horgan was named to *Profiles in Diversity Journal's* 2017 list of Women Worth Watching. Horgan graduated with a BS in industrial and labor relations from Cornell University. @statestreet

1:00 p.m. – 2:30 p.m. Keynote Luncheon

3:00 p.m. – 4:00 p.m. Strategies for Closing the Diversity Gap – MR 253



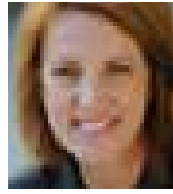
HOLLY HURD is the founder of VentureMom.com, a web platform and national movement devoted to assisting moms start their own businesses. Over the last five years she has profiled over 250 VentureMoms, making her uniquely qualified to speak on entrepreneurship for start-ups. Her platform provides news, stories, and regular posts featuring mom-created products and services. She also provides help articles and resources for VentureMoms everywhere. Hurd created the VentureMom Marketplace to promote mom-owned businesses by showcasing and selling the products and services of many of the moms she covers. She and VentureMom have received coverage in numerous publications, radio and television venues, online and off, locally and nationally. Hurd has become a sought-after speaker for numerous women's groups, entrepreneurship gatherings, and charity events. Her speech entitled "Building a Business That Gives Back" has earned numerous accolades and praise for sharing charitable avenues for small business. When Hurd was only twenty-five, she was featured in *Futures Magazine*, *USA Today*, and *Fortune's* "People to Watch" column for her exceptional work managing her own fund on Wall Street and developing multiple products in that arena. She has appeared regularly on CNN business shows. @venturemom

3:00 p.m. – 4:40 p.m. Building a Business that Gives Back – Exhibit Hall, Women-Owned Biz Marketplace

4:40 p.m. Author Signing – Exhibit Hall, Bookstore



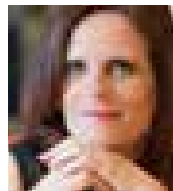
KARA HUTCHINSON is in her eleventh season with the Celtics, where she is currently the director of marketing. Hutchinson runs marketing and content strategy, along with her team. Together, they handle ticket advertising, social media, fan engagement, marketing analytics and branding. Hutchinson works closely with other departments in the organization to develop content concepts that can be monetized through fan engagement and corporate sponsorships. Outside of her role with the Celtics, she volunteers with Girls on the Run and Boston Cares. She is a 2007 graduate of the Ithaca College Roy H. Park School of Communications. @klhutch3



WHITNEY JOHNSON is recognized as one of the fifty leading business thinkers in the world (Thinkers50). She is an expert on disruptive innovation and personal disruption, specifically, a framework which she codifies in the critically acclaimed book *Disrupt Yourself: Putting the Power of Disruptive Innovation to Work* and the upcoming book *Build an "A" Team: Play To Their Strengths and Lead Them Up the Learning Curve* (Harvard Business Press, 2018). She is also the author of *Dare, Dream, Do: Remarkable Things Happen When You Dare to Dream*. She developed her proprietary framework and diagnostics after having cofounded the Disruptive Innovation Fund with Harvard Business School's Clayton Christensen. This framework is complemented by a deep understanding of how executives create and destroy value, having spent nearly a decade as an institutional investor ranked equity analyst on Wall Street. In addition to her work as a speaker and advisor, Johnson is one of Marshall Goldsmith's original cohort of twenty five for the #100 Coaches Project, is a coach for Harvard Business School's Executive Education program, frequent contributor to the *Harvard Business Review*, is a LinkedIn influencer, and hosts the twice-monthly *Disrupt Yourself Podcast*. @johnsonwhitney

3:00 p.m. – 4:00 p.m. Challenging the Status Quo – MR 205

4:00 p.m. Author Signing – Exhibit Hall, Bookstore



SHARON KAN is CEO and co-founder of Pepperlane, a place for mothers to start and grow their businesses and cultivate their entrepreneurial spirit. Prior to her current role, she was entrepreneur-in-residence at Accomplice, chairwoman of Luminoso Technologies, and chairwoman of Orora Global. She is a cofounder of the WIN (Women Innovating Now) Lab at Babson College. Kan has spent twenty years growing successful businesses in high potential markets. She was instrumental in developing and leading companies from inception to successful acquisition including Tikatok (sold to Barnes & Noble), Zoomix (acquired by Microsoft), C-Ark (acquired by SSA Global, now Infor), and Demantra (acquired by Oracle). Kan earned an executive MBA from the University of Bradford in the UK, a BA in business from the College of Management in Israel, and is a graduate of the French culture program of the Sorbonne University in Paris, France. @sjkan

3:00 p.m. – 4:40 p.m. The Idea Bar – Exhibit Hall, Women-Owned Biz Marketplace



MIRTHA KASTROPELI is global head of State Street's Center for Applied Research. She has co-authored multiple papers including the award-winning studies *Discovering Phi: Motivation as the Hidden Variable of Performance* in 2016, and *The Folklore of Finance: How Beliefs and Behaviors Sabotage Success in the Investment Management Industry* in 2014. Most recently, she co-authored *The Investing Enlightenment: How Principle and Pragmatism Can Create Sustainable Value through ESG*, with Professor Bob Eccles, which proposes a five-step model for effective ESG integration. Kastropeli has over fourteen years of experience in the private and public sectors, analyzing capital markets and helping shape public policy. She spent six years as a Global Macro Strategist at State Street Global Markets in Boston. In the public sector, she served as an advisor to the Secretary General of the Ministry of Economics in Nicaragua. Kastropeli also worked at the Economic and Commercial Office of the US Embassy in Managua, where she received a Meritorious Honor Award by the US Department of State. Kastropeli earned a BS with honors in finance and economics from Ave Maria

SPEAKER BIOGRAPHIES

College in Nicaragua, and an MBA from the Brandeis International Business School. @statestreet

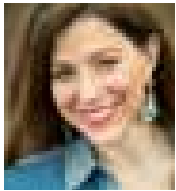
3:00 p.m. – 4:00 p.m. *Strategies for Closing the Diversity Gap* – MR 253



SARAH KAY uses the power of spoken word to inspire creativity and self-empowerment in others. Her now-famous TED talk inspired two standing ovations and has been seen online by over seven million people. In it, she tells the story of her metamorphosis from a wide-eyed teenager, soaking in verse in New York's iconic Bowery Poetry Club, to becoming a teacher. Kay is the founder and co-director of Project V.O.I.C.E., an education organization that celebrates and inspires self-expression in youth through spoken-word poetry. She is also a documentary filmmaker, playwright, singer, songwriter, photographer, and editor for Write Bloody Publishing. Kay has performed her poetry in venues across the United States, including Lincoln Center, Tribeca Film Festival, and the United Nations, where she was a featured performer for the launch of the 2004 World Youth Report. She is the author of the book *B*, which was ranked the number one poetry title on Amazon.com, and her newest work, *No Matter The Wreckage*, is an American poetry best-seller. Her work can also be found in literary journals such as *Foundling Review*, *Damselfly Press*, *decomp*, *the Literary Bohemian*, and *Pear Noir*! Kay earned an MA in teaching from Brown University and holds an honorary Doctorate of Humane Letters from Grinnell College. @kaysarahsera

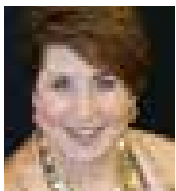
11:30 a.m. – 12:30 p.m. *What We Build* – MR 107

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore



CARRIE KERPEN is co-founder and CEO of Likeable Media, an award-winning content studio that was named Crain's sixth *Best Place to Work in NYC*. She is the author of *WORK IT(™): Secrets For Success From The Boldest Women In Business* and a columnist for INC and Forbes. Carrie has been featured in the *New York Times*, ABC World News Tonight, FOX News, and CNBC. She has keynoted conferences in London, Las Vegas, Mexico City, and New York, amongst others. @carriekerpen

3:00 p.m. – 4:40 p.m. *Parenting in a Digital Age* – Exhibit Hall, Technology Pavilion, sponsored by Dell



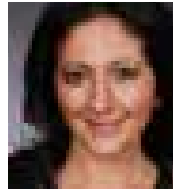
GRACE KILLELEA is CEO and founder of the GKC Group, a leadership development firm based in Philadelphia. A veteran of the telecommunications industry, Killelea served as SVP of talent and the first-ever VP of talent management and leadership diversity at Comcast Cable Corporation. After thirty-five years in talent management, human resources, retail, and programming, she retired to launch Half The Sky Leadership for Women and continue her practice as a keynote speaker and consultant. There are now over 400 graduates of her women's leadership program, and in 2015 she launched a co-ed leadership program called Quattro. Killelea serves on the board of the Girl Scouts of Eastern Pennsylvania and has been acknowledged with numerous awards. She recently authored her second book *The Confidence Effect*, published by AMACOM. It was listed as one of the top business books of 2016 by INC.com and has been one of the top ten best-selling books for women in business on Amazon. Killelea is a certified Birkman Consultant and trained at the prestigious Center for Creative Leadership in Greensboro, NC. Killelea earned an MS in human resources from American University's Kogod School of Business and Public Affairs. @gracekillelea

10:00 a.m. – 11:00 a.m. *The Confidence Divide* – MR 153

11:00 a.m. *Author Signing* – Exhibit Hall, Bookstore

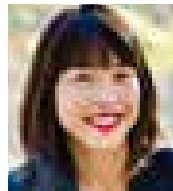
3:00 p.m. – 4:00 p.m. *ENCORE: The Confidence Divide* – MR 156

4:00 p.m. *Author Signing* – Exhibit Hall, Bookstore



PINAR KIP leads global strategic operations for State Street. In this role, she leads the organization that encompasses global custody, global location governance, and strategic enterprise business solutions. She oversees joint-venture operations in India and the Philippines and strategy and alignment across all State Street global hubs (Poland, China, and India). Kip also leads strategic transformational teams for the organization such as lean, enterprise consulting services, strategic analytics, and robotics. Kip is a director of State Street HCL Services India Private Limited, State Street Syntel Private Limited, State Street HCL Services Manila Private Limited, and State Street Mumbai Private Limited. She is a member of the Leading Women executive mentorship group, serves as executive sponsor of the company's Leadership Development Program, New York Office Professional Women's Network, and the Global Operations Diversity Council. She serves on the board of directors for the DTCC and Partnership with Children. Prior to State Street, Kip was a strategy consultant with Booz & Company, with expertise in capital markets. Additionally, she worked in Bank of America's Securities Global Structured Finance division. Kip attended Massachusetts Institute of Technology, earning BS degrees in electrical engineering and computer science and in management science with a minor in economics. She also earned an MBA from Harvard Business School. @statestreet

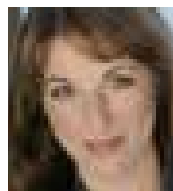
11:30 a.m. – 12:30 p.m. *How to Build and Harness a Meaningful Network* – MR 258



CHRISTINE KOH is a former music and brain neuroscientist turned internet unicorn. She is the creative director at Women Online, a communications firm that specializes in using social media for good. She's also founder and editor of Boston Mamas, a pioneering hyperlocal lifestyle blog, and co-host of the Edit Your Life Show, a podcast devoted to helping people edit their lives to make room for awesome. Koh co-authored *Minimalist Parenting*, a book to help parents enjoy family life more by doing less. She's also the designer and co-owner of Brave New World Designs, a stylish, advocacy-oriented design collection. Koh's work has been featured in the *New York Times*, *Redbook*, *Boston Magazine*, *Boston Globe*, *Woman's Day*, *Ladies Home Journal*, *Parents Magazine*, and other fine media outlets. She has received Iris Award nominations for Game Changer, Philanthropic Work, Best Vlog, and was the 2017 Podcast of the Year award winner. @bostonmamas

3 – 4:40 p.m. *Digital Entrepreneurism 101* – Exhibit Hall, Women-Owned Biz Marketplace

4:40 p.m. *Author Signing* – Exhibit Hall, Bookstore



JESSICA LAHEY is a teacher, writer, and mom. She writes about education, parenting, and child welfare for *The Atlantic*, Vermont Public Radio, and the *New York Times*. Lahey is the author of *New York Times* best-selling book *The Gift of Failure: How the Best Parents Learn to Let Go So Their Children Can Succeed*. She is a member of the Amazon Studios Thought Leader board and wrote the educational curriculum for Amazon Kids' *The Stinky and Dirty Show*. Lahey earned a BA in comparative literature from the University of Massachusetts and a JD with a concentration in juvenile and education law from the University of North Carolina School of Law. She lives in New Hampshire with her husband and two sons and teaches high school English and writing in Vermont. @jesslahey

10:00 a.m. – 11:00 a.m. *The Gift of Failure* – MR 107

11:00 a.m. *Author Signing* – Exhibit Hall, Bookstore

3:00 p.m. – 4:00 p.m. *Resources and Strategies for Parenting* – MR 258

4:00 p.m. *Author Signing* – Exhibit Hall, Bookstore

SPEAKER BIOGRAPHIES



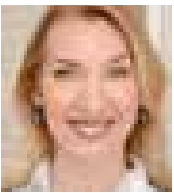
IRENE LAM is vice president of product development for the newly formed integrated offerings within building management system business in Johnson Controls. In this role, she is responsible for developing, leading, and driving the vision, technologies, and solutions strategies for cloud and on-premise platforms. She has spent the past six years as VP of R&D in access control and video solutions for Tyco Security Products. Lam joined Tyco in September 2004 as product manager for Software House. Over the course of more than ten years with Tyco, she has held multiple roles in product management and R&D, primarily focusing on access and video. Prior to joining Tyco, she was the senior product manager at CyOptics, a fiber optics startup headquartered in Waltham, MA. She has over eleven years of product marketing and management experience in several high tech companies including Texas Instruments, Lasertron, and Corning. Her success at Tyco and now Johnson Control is attributed to not only hard work and dedication but also a vast network of sponsors, advisors, and mentors. She was recognized by Security System News as one of the Top 10 Women in Security for 2015 for her contributions to the security industry. Lam earned a BS in chemical engineering from Rensselaer Polytechnic Institute. @tycosecuritypro

10:00 a.m. – 11:00 a.m. Ladies...Get Paid – MR 258



CHRISTINA LUCONI leads Rapid7's strategic people initiatives as its chief people officer. She is responsible for the entire employee lifecycle, with critical focus on recruiting stellar talent, corporate culture, acquisition integration, and "scaling with soul." Prior to joining Rapid7, she was the owner of People Innovations, an independent consulting firm focused on the creation of innovative people strategies for start-ups and high growth companies, primarily in the high technology and internet industry. Luconi served as chief people officer at @stake, a professional services security firm which she helped build from the launch through its acquisition by Symantec. She also was vice president of people strategy at Sapient Corporation, where she played a critical role as a member of the senior management team, focusing on the strategic and operational direction of the company as well as executing acquisitions, from due diligence through integration. Luconi has been featured in several articles and is a frequent speaker regarding her visionary approach to people strategy and culture, and her disdain for old-school "human resources." She contributes a weekly blog to VentureFizz and LinkedIn. She earned a BA in psychology from George Washington University and an MS in organizational administration from Boston University. @peopleinnovator @rapid7

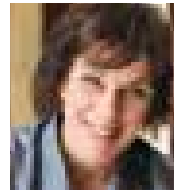
10:00 a.m. – 11:00 a.m. Option B – Ballroom West



KARA LUND has been a voice and speech coach, college level educator, and film and stage performer for over twenty years. A professional singer and stage performer by trade, she helps native and non-native English speaking executives between Boston and Paris to manage anxiety, sharpen delivery skills, and make sure their accent isn't a detraction from their message. The result is a stronger brand image and professional presence, enabling clients to bring their storytelling to a whole new level of professionalism and inspiration. Lund's work focuses around the fact that strong content without strong delivery lacks impact. She helps clients in and out of the C-suite in three ways: through private voice and speech coaching, accent improvement programs, and customized delivery skills workshops that focus on balancing the three important elements of

delivery – effective body language, voice usage, and expression of text. @speechrev

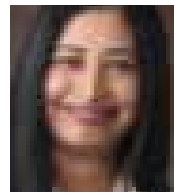
3:00 p.m. – 4:40 p.m. Speak with Impact – Exhibit Hall, Women-Owned Biz Marketplace



BARBARA LYNCH is the chef and owner of the Boston-based Barbara Lynch Gruppo. She oversees seven celebrated culinary concepts, including No. 9 Park, B&G Oysters, The Butcher Shop, Stir, Drink, Sportello, and Menton. Her cookbook *Stir: Mixing It Up in The Italian Tradition* received the prestigious Gourmand Award for Best Chef Cookbook. She shares her life story through her memoir *Out of Line: A Life of Playing with Fire*, released April 11, 2017. Lynch is the only female American to receive the Grand Chef Relais & Châteaux designation and has earned two James Beard Foundation Awards (Best Chef Northeast and Outstanding Restaurateur) as well as an Amelia Earhart Award for her success in a male-dominated field. In 2017, Lynch was named to the TIME 100, *TIME Magazine's* annual list of the world's most powerful people. @barbaralynchbos

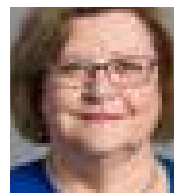
11:30 a.m. – 12:30 p.m. Pioneer Your Big Life – MR 210

12:30 p.m. Author Signing – Exhibit Hall, Bookstore



SHRI MADHUSUDHAN is a leader with more than nineteen years of experience in the energy sector, and is currently vice president of property services at National Grid. National Grid is an electricity, natural gas, and clean energy delivery company that supplies the energy for more than twenty million people through its networks in New York, Massachusetts, and Rhode Island. It is the largest distributor of natural gas in the Northeast. National Grid also operates systems that deliver gas and electricity across Great Britain. Madhusudhan is responsible for National Grid's US property portfolio, including a total of eight million square feet of office and operations space enabling a workforce of more than sixteen thousand. She leads the property strategy, real estate, rights of way, and facilities operations groups within the US business. Prior to assuming her current role, Madhusudhan served in various leadership positions at Eversource Energy in the facilities, real estate, and environmental areas. She earned a Bachelor of Law degree from Chennai India, an MS in environmental management and policy from Rensselaer Polytechnic Institute, and an executive MBA from the University of Connecticut. @nationalgridus

11:30 a.m. – 12:30 p.m. How to Build and Harness a Meaningful Network – MR 258



DR. MARY MAHONY is vice president, fertility and endocrinology, in US medical affairs at EMD Serono. In this role, she is responsible for the medical team and its medical strategy and medical activities for these therapeutic areas. Mahony has more than fifteen years of demonstrated expertise in the pharmaceutical industry at EMD Serono, Organon, Schering-Plough and Regeneron in medical affairs and clinical development roles. Before moving to the pharmaceutical industry, Mahony held the rank of associate professor and division director, reproductive sciences, at the Jones Institute for Reproductive Medicine in the department of obstetrics and gynecology at Eastern Virginia Medical School. She was also adjunct associate professor in the department of biological sciences at Old Dominion University. Her early years in the infertility therapeutic area were spent setting up what was the fifth IVF center in the US in Tulsa, Oklahoma. She has authored or co-authored more than fifty publications in peer-reviewed journals with one hundred published abstracts presented at national and international meetings. In her

SPEAKER BIOGRAPHIES

free time, she enjoys traveling, walking on the beach, and spending time with family and friends. @emdserono

3:00 p.m. – 3:20 p.m. *Understanding Your Options* – Exhibit Hall, Boston Scientific H&W Pavilion



LIZ MATTHEWS is the senior vice president of global brand and creative for Dell. She is responsible for building and running the new Dell Technologies brand and its family of brands. Additionally, Matthews is responsible for driving Dell's brand and purpose globally through advertising, messaging, digital, social, creative, corporate narrative, voice, and visual identity, while at the same time igniting Dell's purpose internally. Previously, she held multiple executive roles in Dell's consumer and SMB business, delivering award-winning work. In this role, she helped manage and develop global marcom for all B2C products. She has a plethora of technology marketing background from both large global brands and brazen start-ups, including Sun Microsystems where she was fully integrated in the brand, product, and in-house communications and ran end-to-end, integrated marketing for the software division. Matthews's career took off in healthcare, where she began her marketing journey at Johnson & Johnson. She sits on the board of directors for the Ad Council and is a Legacy Circle member of LifeWorks, a non-profit dedicated to empowering homeless youth to self-sufficiency. Matthews earned a BA in communications from California Polytechnic State University. @dell

8:15 a.m. – 9:30 a.m. *Opening Keynote*



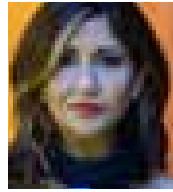
ANGELA McCLURE is the chief experience officer for Fresenius Medical Care North America (FMCNA), the world's largest fully vertically integrated renal company providing dialysis services and products to more than 190,000 patients managing End Stage Renal Disease. In this role, she and her team lead the strategy and programs to support the overall experience for 70,000 employees, patients and their families, partners, physicians, and customers. This important work leads to stronger engagement, the delivery of superior quality within a culture of compassionate care, and higher performance. McClure previously served as senior vice president of human resources for FMCNA. Prior to joining Fresenius Medical Care in 2014, she was the head of HR for Physiotherapy Associates, a Select Medical Company, and prior to that served in various HR management roles with Gentiva Health Services, now Kindred Healthcare. McClure graduated cum laude from the University of North Texas with a BS concentrating in management, human resources and organizational behavior. @fresenius

3:00 p.m. – 4:00 p.m. *Challenging the Status Quo* – MR 205



AMY MCCOSKEY is a regional sales manager for structural heart and interventional cardiology with Boston Scientific. She leads a team of sales and clinical professionals helping deliver first class patient care through innovative technologies. She is a member of the BS-She women's leadership network with Boston Scientific and leads the philanthropy for this network. McCoskey worked for thirteen years in healthcare with focus in cardiology. She earned an MS in healthcare administration and an MBA, and has been with Boston Scientific for ten years. @bostonsci

10:00 a.m. – 11:00 a.m. *Build a Brand to Last* – MR 160



NILOFER MERCHANT is a former tech executive and a best-selling author on innovation and collaboration, TED mainstage speaker, and recipient of the Future Thinker Award from Thinkers 50. Merchant reveals new ways of connecting our ideas to the world, in an era when the potential to make a difference is wide open. She began her career in business twenty-five years ago as an administrative assistant, quickly rising to division leader, CEO, and board member of a NASDAQ-traded company. She has personally launched more than one hundred products, netting eighteen billion dollars in sales, and has held executive positions everywhere from Fortune 500 companies like Apple and Autodesk to start-ups in the early days of the web, such as Golive, which was later bought by Adobe. Merchant's second book, *Eleven Rules for Creating Value in the #SocialEra*, was chosen by *Fast Company* as one of their Best Business Books of 2012. Her newest title, *The Power of Onlyness: Make Your Wild Ideas Mighty Enough to Dent the World*, reveals proven strategies to unleash the power of a new idea, no matter how weird or wild it may seem. Her famed TED talk, *Got A Meeting? Take a Walk*, has been seen by nearly three million viewers. @nilofer

10:00 a.m. – 11:00 a.m. *Innovate with the Power of Onlyness* – MR 253

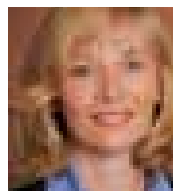
11:30 a.m. – 12:30 p.m. *Global Citizenship* – MR 205

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore



CAROL LEE MITCHELL is senior vice president, group head of US markets, for Bank of America. In this role, she heads global strategic efforts to drive more MasterCard branded core and digital products in retail and commercial bank channels, delivering incremental volume. Prior to her current role, Mitchell held various positions within MasterCard, most recently as VP, senior business leader in the global prepaid product organization. She also built and managed the global product management team that was responsible for enhancing and driving mid-to-long-term prepaid product strategies, and she was responsible for ensuring that MasterCard continues to innovate and grow with business partners around the globe. Prior to her role in global product, Mitchell was chief of staff for the president of international markets, Walt Macnee (now vice chairman for MasterCard), and also led the GE Money US and Canada consumer card business within Global Key Accounts. Prior to joining MasterCard, she held key leadership roles in the global payments industry for companies such as Allstate, Wells Fargo, and United Airlines. Mitchell earned a BA in organizational communication from San Francisco State University and an MBA from Notre Dame University. @mastercard

3:00 p.m. – 4:00 p.m. *ENCORE: The Joy Manifesto: Life Hacks for Zen* – MR 104



CRISTEN TARA MOORE is first vice president of investments at Wells Fargo Advisors, LLC. She focuses on investment management for individuals and businesses, asset allocation, and risk averse investing, and has worked in the industry since 1991. Moore is a financial advisor for pension funds, foundations, endowments, and high net worth individuals. She is accomplished at setting investment objectives, designing investment structures, and monitoring investment performance. She is securities registered, insurance licensed, and earned the designation of Chartered Retirement Planning Counselor, CRPC. Moore serves on the advisory board of the Boston Chamber of Commerce, is an active member of the Executive Golf Association, and is past president of the North Shore Women in Business. Moore was voted one of the Top Ten Investment Advisors by *Women's Business* in 2007 and was named Five Star Wealth Manager

SPEAKER BIOGRAPHIES

in 2012, 2013, 2014, 2015, and 2016 in *Boston Magazine*. She was also named one of Wells Fargo Advisors' Premier Advisors each year from 2013 through 2016. Moore earned a BS in finance from Providence College and an MBA from Bentley University. @wellsfargo

3:00 p.m. – 4:40 p.m. Retirement Planning – Exhibit Hall, Women-Owned Biz Marketplace



CAROLYN MUISE leads the chief customer office, analytics and intelligence platform with Dell. Leveraging big data and customer sentiment, proactively driving continuous improvements in technology, process, and information management and employee engagement enables Dell to drive optimal customer experience.

Previously Muise led EMC's Total Customer Experience Program with revenues of 24.5 billion dollars and sixty thousand people worldwide. In this role, she had operational responsibility for engagement with EMC's customers, partners, and employees to drive quality, innovation, and continuous improvement into its products, services, and business operations. Under her leadership, EMC's Total Customer Experience program has been recognized by the Technology Services Industry Association (TSIA) for its innovation in customer commitment, Temkin Group for customer experience excellence, and Customer Experience Professionals Association (CXPA) for customer experience impact. Prior to her current role, Muise led EMC's engineering lab (E-Lab). EMC's E-Lab is a global operation considered the industry's premier brand for rigorous, end-to-end interoperability testing and the development of best-in-class integrated solutions. In this role, she led a team that worked closely with EMC customers, partners, vendors, and competitors to promote integration across every major platform, operating system, and network element available for customer consumption. @camuise4 @dell

10:00 a.m. – 11:00 a.m. The "Skinny" on How to Build a Cocktail for Success – Ballroom East



LENKA PATTEN is a vice president and head of human resources at Reebok. In this role, she is responsible for driving HR strategy design and implementation for the organization across the global. Patten has spent many years working in roles spanning all aspects of human resources, particularly HR strategy, employee relations,

compensation and analytics, organizational development, change management, and talent management. Prior to joining Reebok, she spent eighteen years in the financial industry working for companies such as Fidelity Investments and State Street, where she held multiple HR leadership roles. Patten loves running, skiing, hiking, and practices yoga nearly every day. She loves spending time with her two children and exposing them to different parts of the world through her other passion, travel. She is originally from the Czech Republic and has called the Boston area her home for the past eighteen years. Patten earned an MS in organizational development from American University and an MS and BS in economics and international relations from the University of Economics Prague. @reebok

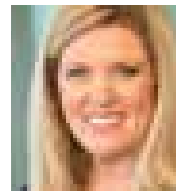
10:00 a.m. – 11:00 a.m. A Conversation on Life Hacks for Life Zen – MR 156



NEELA PAL is vice president of brand marketing, partnerships, and creative at TripAdvisor. In her role, she and her teams are responsible for leveraging different marketing channels to educate consumers, site visitors, and TripAdvisor members about TripAdvisor's planning, and booking benefits and drive

awareness, engagement, usage, and affinity to the brand. Prior to joining TripAdvisor, Pal was a managing partner, head of business strategy and analytics at agency Arnold Worldwide for nearly ten years. During her time at Arnold, she conducted a variety of strategy and brand marketing projects with leading brands such as Ocean Spray, Volvo, CVS, Fidelity, Carnival Cruise Lines, Talbots, American Eagle, Vertex Pharmaceuticals, ADT, and Citizens Bank. After business school, Pal also spent time at McKinsey as an engagement manager working on a variety of strategic brand marketing, operations, and financial projects across retail, pharma, and CPG industries. She started her career at Procter & Gamble as brand manager in the foods division. Pal earned her undergraduate degree from the Wharton Business School, University of Pennsylvania, and her MBA from Harvard Business School. @tripadvisor

10:00 a.m. – 11:00 a.m. Build a Brand to Last – MR 160



KATHRYN PAYNE is AMAG's vice president of external affairs, overseeing the company's communications, policy and advocacy activities. She joined AMAG in May 2014 from APCO Worldwide, a global public affairs and strategic communications firm based in Washington, DC, where she spent ten years in various positions of increasing responsibility, including most recently as a vice president and director of the healthcare practice group. Prior to joining APCO, Payne served as a communications associate at the World Bank in Washington, DC, and as a healthcare research associate at Forrester Research, a publicly traded research and advisory firm. Payne graduated Phi Beta Kappa and with high honors from The Johns Hopkins University with a BS in writing and business management and also earned an MS in communications.

10:00 a.m. – 11:00 a.m. The Future of Modern Love – MR 210



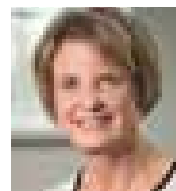
ESTHER PEREL is recognized as one of today's most insightful and provocative voices on personal and professional relationships. A celebrated psychotherapist who has helmed a private practice in New York City since 1983, she has over three decades of experience navigating the intricacies of love and desire. Her international bestseller *Mating in Captivity* has been translated into 26 languages. Her second book *The State of Affairs: Rethinking Infidelity* (Harper Collins) is due out October 2017. Perel is a dynamic and provocative speaker on the international stage, with two critically praised TED talks that have reached over seventeen million viewers. She has consulted on the Golden Globe-winning Showtime series *The Affair* and is also executive producer and host of the Audible original series "Where Should We Begin?," in which she broadcasts intimate one-off counseling sessions with real-life couples. @estherperel

10:00 a.m. – 11:00 a.m. The Future of Modern Love – MR 210

11:00 a.m. Author Signing – Exhibit Hall, Bookstore

3:00 p.m. – 4:00 p.m. ENCORE: The Future of Modern Love – MR 210

4:00 p.m. Author Signing – Exhibit Hall, Bookstore



DEB PINE serves as the executive director of the Center for Women and Business at Bentley University. She sets and leads all external and internal strategic efforts, including corporate engagement, student initiatives, faculty collaboration, and research. Pine joined Bentley from Harvard Business School, where she served as a consultant and advisor as well as a career coach and mentor for start-up teams. Previously, she served as COO of thegrommet.com, a curated online e-commerce site that was acquired by Japanese e-commerce giant Rakuten. She also co-founded PreVision Marketing, a customer marketing and technology firm which

SPEAKER BIOGRAPHIES

developed breakthrough customer loyalty marketing programs for Fortune 500 companies. Under her leadership, PreVision was ranked on the Inc. 500 list of fastest growing companies and the Software 500 representing leading technology providers. Pine has served as an investor and advisor to early-stage ventures and as a non-profit board member. She is committed to furthering progress toward corporate gender equity and is an active mentor and advisor to several women led businesses. She serves on the board for T1DExchange, and is a member of the Harvard Business School Women's Association and The Boston Club. Pine earned her MBA from Harvard Business School and her BA in communications from the University of Massachusetts at Amherst. @bentleycwb

11:30 a.m. – 12:30 p.m. *Managing Up* – Ballroom East

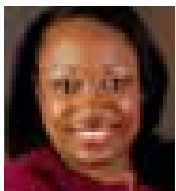


CHRISTINE PORATH is a professor at the McDonough School of Business at Georgetown University. Prior to that, she taught at Marshall School of Business at University of Southern California. Her research focuses on the effects of bad behavior as well as how organizations can create a more positive environment where people

can thrive. She is the author of *Mastering Civility* and co-author of *The Cost of Bad Behavior*. Porath frequently speaks and delivers workshops for organizations and conferences including Google, United Nations, International Monetary Fund, Conference Board, Human Resources People and Strategy, Department of Labor, Department of the Treasury, Department of Justice, and the National Security Agency. She has taught in various executive programs at Harvard, Georgetown, and ESADE. Her work has been featured worldwide in over one thousand television, radio, and print outlets including the *Wall Street Journal*, *Fortune*, *New York Times* and *Washington Post*. She has appeared on 20/20, Today, Fox News, CNN, BBC and NPR. She has written articles for the *New York Times* (Sunday Review) and the *Washington Post*, and blogs for *Harvard Business Review*. Porath earned a PhD from Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. @porathc

11:30 a.m. – 12:30 p.m. *Mastering Civility* – MR 156

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore



COLLEEN RICHARDS POWELL is vice president and director of corporate citizenship and diversity with MFS Investment Management. In this role, she oversees the MFS diversity strategy, including related leadership training, education, employee benefits, and talent management. She also directs the firm's corporate citizenship program, including

charitable partnerships, events, and employee volunteering. Prior to joining MFS, Powell was the chief external relations and communications officer for the Massachusetts Convention Center Authority. Previously, she was deputy director of Commonwealth Compact, and before that, she worked for several years as special assistant for student affairs to President Lawrence Summers of Harvard University. She began her career on the Capitol Hill staff of the late Senator Edward M. Kennedy. Powell was reappointed to a second five-year term as trustee of Bunker Hill Community College. She is also a member of the Bentley University dean's advisory council for arts and sciences. She serves on the leadership council of the Posse Foundation, the Cradles to Crayons corporate advisory council, the philanthropic advisory council for Healthcare for the Homeless, and the Partnership Inc.'s executive council. She is a former trustee of Wellesley College and former board member of the Rose Kennedy Greenway Conservancy. Powell earned a BS from Wellesley College and an MS from Harvard University. @followmfs

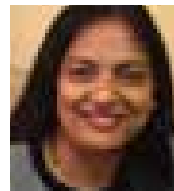
11:30 a.m. – 12:30 p.m. *Learning to Drop the Ball* – Ballroom West



DR. PETER C. RAFFALLI is the founder and director of the Bullying and Cyberbullying Prevention and Advocacy Collaborative (BACPAC) at Boston Children's Hospital. He is also the pediatric associate to the Massachusetts Aggression Reduction Center (MARC) at Bridgewater State University, which conducts

research in the area of peer victimization and provides information and training to schools on the topic of bullying and cyber bullying detection, prevention and intervention. As a full-time attending child neurologist at Boston Children's Hospital, Raffalli's current primary focus is on outpatient pediatric neurological clinical care. Raffalli also teaches as faculty attending for a weekly general child neurology clinic at the main campus of Children's, supervising and teaching the pediatric neurology residents, general pediatric residents, and medical students seeing patients. Since 2004, he has also contributed his clinical knowledge and expertise to nine publications by participating in clinical investigations of autism and other neuropsychiatric disorders. Raffalli's clinical experience informs his work in developing innovative programs to provide the best possible care for children. His overarching goal is to continue building relationships with schools and parents through the BACPAC program to address the bullying issue by creating awareness, providing tools and resources, and promoting understanding of the role of behavioral disorders in bullying situations. @bostonchildrens

3:00 p.m. – 4:00 p.m. *Resources and Strategies for Parenting* – MR 258



APARNA RAYASAM has over twenty years of experience in software engineering, working on some of the most challenging technical problems in the industry. She started her career as a programmer; led design, development and delivery of many complex solutions; and grew to be a technical leader in a career that has spanned Adobe Systems, BEA Technologies, and Akamai Technologies. Rayasam's diverse leadership experience includes leading application server development, business intelligence solutions for financial systems, and most recently the development of all of Akamai's web security products, including Kona Site Defender, Web Application Protector, SiteShield, Kona DDoS Defender, and Bot Manager. She is currently the senior director of engineering in the Cloud Security BU at Akamai, where she utilizes her deep technical and leadership experience to create products that have established Akamai as a leader in the rapidly evolving cloud security landscape. Rayasam also leads a thriving employee resource group at Akamai, the Women's Forum, with chapters for employees in the US, EMEA, and APJ-India. She earned a BS in information science and engineering from Bangalore University, India. @akamai

11:30 a.m. – 12:30 p.m. *How to Get Buy-In to Pioneer Equity* – MR 153

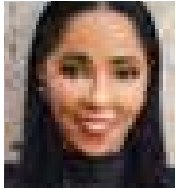


PRECILLIA REDMOND is vice president and manager of organizational effectiveness and strategic project management services with Liberty Mutual. Redmond is responsible for driving the planning and development and execution project management for talent and enterprise services (T&ES) strategic agenda and priorities. In addition, she leads the organizational effectiveness and change function that is responsible for building organizational effectiveness and change management capabilities, frameworks, and tools for use across Liberty Mutual. Prior to Liberty Mutual, Redmond spent five years as a management consultant for PA Consulting Group,

SPEAKER BIOGRAPHIES

where she led large organizational transformation work stemming from M&A activity, product portfolio changes, and restructuring across the pharmaceutical, biotechnology, consumer products and IT sectors. Redmond earned an MBA with honors from Babson College and a BA with honors in international relations, with a minor in French, from American University. @libertymutual

10:00 a.m. – 11:00 a.m. *Transition and Land Your "It!"* – MR 104



COURTNEY RHODES is CEO of Brandista and Urbanity Communications. With over fifteen years of experience in corporate branding, marketing, and advertising, Rhodes has worked for some of the country's largest media companies in traditional and digital media, including Clear Channel Communications (now iHeart Media),

CBS Television (Atlanta), and iHeart Media (for a second time) in media sales. Having worked extensively with top advertising agencies, PR firms, marketing directors, entertainment executives, sports franchises, and business principals, she acquired a unique niche for identifying and accommodating brands' need analysis. In 2011, after thirteen years of absorbing everything she could about marketing, advertising, and branding principles, she launched Urbanity Communications. Urbanity is a boutique brand strategy, advertising, and marketing consulting firm. Its clients have included Wade Ford (three dealer group/largest AA Ford franchise), the Wade Ford Summer Concert Series (3-5 concerts annually), Steven R. Ewing, CEO of Wade Ford, SpineCenterAtlanta-Savannah, Dr. James Chappuis, CEO of SpineCenterAtlanta and Savannah, Westside Cultural Arts Center, Gray & Company, Gallery 88 Miami, Anthony Liggins of Artist Gallery 88, Twelve Music Group, Dina Marto of Operator 12 Music Studios, Buckhead Bottle Bar, Reggie Rouse, VP of Urban Programming for CBS Radio, and numerous others. @thebrandista

10:00 a.m. – 11:00 a.m. *Build a Brand to Last* – MR 160

11:00 a.m. *Author Signing* – Exhibit Hall, Bookstore

3:00 p.m. – 4:40 p.m. *Using Social Media for Branding* – Exhibit Hall, Technology Pavilion, sponsored by Dell

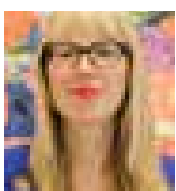
4:40 p.m. *Author Signing* – Exhibit Hall, Bookstore



CINDY ROBBINS is executive vice president of global employee success at Salesforce — one of the World's Most Innovative Companies according to *Forbes* and one of *Fortune's* 100 Best Companies to Work For nine years in a row. In this role, Robbins leads the company's efforts to attract, develop and retain the best talent.

Robbins has more than 15 years of experience in the field of human resources. At Salesforce, Robbins' previous leadership roles within employee success include overseeing recruiting and global business partners. Prior to joining Salesforce in 2006, she held positions at major technology companies including BEA, OpenWave, Plumtree Software and Excite@Home. Robbins earned a BS in political science from Santa Clara University. @salesforce

11:30 a.m. – 12:30 p.m. *How to Get Buy-In to Pioneer Equity* – MR 153



JENNIFER ROMOLINI is chief content officer of Shondaland.com and author of the career guide *Weird in a World That's Not*. She was previously the editor-in-chief of *HelloGiggles* and *Yahoo Shine* and the deputy editor of *Lucky Magazine*. Her work has appeared in *Lenny Letter* and the *New York Times*. She

lives in Los Angeles. @jennromolini

11:30 a.m. – 12:30 p.m. *How to Build and Harness a Meaningful Network* – MR 258

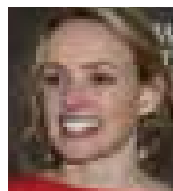
12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore



LINDA ROSSETTI is an entrepreneur, author, coach, and thought leader on women's transitions. She also serves as a managing director of Golden Seeds, an angel capital network that invests in women-led companies. She served as EVP of HR and administration at Iron Mountain and was CEO of EMaven, Inc., a venture capital-backed technology startup that was acquired by Perot Systems, now Dell Corporation. She focuses on women's transitions and their influence on women's advancement. Her book *Women & Transition: Reinventing Work and Life*, a five-star rated Amazon top seller, introduces women to a new way of thinking about change, transition, and uncertainty. Rossetti has appeared on NPR, NECN, CBS/WBZ, *Money Magazine*, *Boston Business Journal*, *Next Avenue*, *Huffington Post*, and *Working Mother Radio*. She serves on the board of directors of the Girl Scouts of Eastern Massachusetts. Rossetti earned a BA from Simmons College and an MBA from Harvard Business School. @wmn_transition

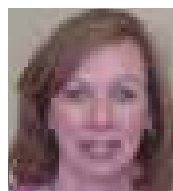
3:00 p.m. – 4:40 p.m. *Raising Capital* – Exhibit Hall, Women-Owned Biz Marketplace

4:40 p.m. *Author Signing* – Exhibit Hall, Bookstore



DANI RYLAN is the founder and commissioner of the National Women's Hockey League. Rylan launched the NWHL in April 2015 with aspirations of growing the landscape of women's hockey across the globe. Within its first two years, the NWHL has grown exponentially, igniting an interest in women's hockey that has attracted the attention of major media outlets worldwide. Rylan was named to ESPN's IMPACT 25 of 2015, an event held annually to recognize the women making the biggest impact on their sport and the society in which they live. In June 2016 *Fast Company* recognized Rylan as one of the Top 100 Most Creative People in 2016. She has always possessed an entrepreneurial spirit and is a passionate business owner with a track record of turning ideas into reality. Prior to founding the NWHL, Rylan's hockey career culminated at Northeastern University where she obtained her MS in sports management and served as the captain of the hockey team. @danirylan

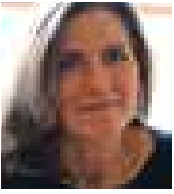
11:30 a.m. – 12:30 p.m. *Pioneer Your Big Life* – MR 210



LAURA SCHROEDER is director of the transducer technology group in global development engineering with Bose. She oversees all aspects of Bose's transducer portfolio including research, development, manufacturing, quality and supply chain management, one of the key differentiators in all Bose products. Schroeder is responsible for maintaining relationships with all company business units and creating a technology roadmap that supports each business in a unique way while making global sourcing decisions. During her twenty-six years with Bose, she has also led the materials science research group and several projects teams, including the development of the Jewel Cube speaker which incorporates over forty different innovations and breakthrough technologies. Schroeder is a member of the corporate ethics committee and the corporate sponsor of the Women at Bose affinity group. She is responsible for the PACE engineering rotational program and Bose's nomination and candidate selection process to Northeastern University's Gordon Engineering Leadership Program. She has been nominated for Who's Who three times and recognized by the National Organization for Professional Women. She is a lifetime member of the Beta Gamma Sigma Honor Society. Schroeder has undergraduate and graduate degrees in chemical engineering from Northeastern University and an MBA from Bentley University. @bose

11:30 a.m. – 12:30 p.m. *Global Citizenship* – MR 205

SPEAKER BIOGRAPHIES



BRIGID SCHULTE is author of the *New York Times* best-selling book on time pressure, *Overwhelmed: Work, Love & Play when No One has the Time*. She has spoken all over the world about time, productivity, and the causes and consequences of our unsustainable, always-on culture. She also speaks on how to make time for work, love, and play – the good life – by rethinking how we work so it's effective, sustainable, and fair. Schulte encourages re-imagining gender roles for a fairer division of labor and opportunity at work and home. She was an award-winning journalist for the *Washington Post* and *Washington Post Magazine* and part of the team that won the 2008 Pulitzer Prize. She now serves as the director of the Better Life Lab at the nonpartisan think tank, New America. She has been quoted in numerous media outlets and has appeared on numerous TV and radio programs including *NBC Nightly News*, *Good Morning America*, *BBC World News*, and NPR's *Fresh Air*, *Morning Edition*, and *On Point*. In addition to the *Post*, her work has appeared in *The Atlantic*, *Boston Globe*, *The Guardian*, *Slate*, *Time*, CNN, *Toronto Globe & Mail*, and *Quartz*, among others. @brigidschulte @betterlifelab

10:00 a.m. – 11:00 a.m. *A Conversation on Life Hacks for Life Zen* – MR 156

11:00 a.m. *Author Signing* – Exhibit Hall, Bookstore



ANN SHOKET is author of *THE BIG LIFE: Embrace the Mess, Work Your Side Hustle, Find a Monumental Relationship, and Become the Badass Babe You Were Meant to Be*. She has been a key architect in shaping the national conversation about and for millennial women. Over the last fifteen years, Shoket brought two major young women's publications to number one across every platform. As editor-in-chief of *Seventeen* from 2007 to 2014, she repositioned the iconic fashion and beauty brand to dominate as the most relevant voice for its 13 million readers. As part of the launch team for *CosmoGIRL* in 1999, she helped revolutionize teen magazines by talking openly about important emotional issues that weren't yet addressed by traditional publications. She was the first magazine editor to give Taylor Swift, Rihanna, Ariana Grande, Issa Rae, and Lauren Conrad cover stories, helping them launch highly successful careers. Shoket has appeared regularly on *Good Morning America*, *Today*, the *Oprah Winfrey Show*, *The View*, CNN, *Access Hollywood*, and *E! News*, and she was a guest judge for four seasons on *America's Next Top Model*. *Forbes* has named her one of the Most Powerful Fashion Magazine Editors in the country. @annshoket

11:30 a.m. – 12:30 p.m. *Pioneer Your Big Life* – MR 210

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore

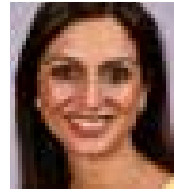


JEN SINCERO is a bestselling author, success coach, and motivational speaker who has spent over a decade traveling the world helping people transform their lives and their bank accounts via her public appearances, private sessions, coaching seminars, and books, including the *New York Times* bestseller *You Are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life*.

Sincero and her work have appeared in a variety of media outlets including the *New York Times*, *Los Angeles Times*, *Comedy Central*, *Bloomberg Magazine*, *Men's Journal*, *Success* magazine, *Interview*, *Cosmopolitan*, and *O Magazine*. @jensincero

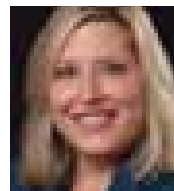
11:30 a.m. – 12:30 p.m. *Get Over Your S*it* – MR 104

12:30 p.m. *Author Signing* – Exhibit Hall, Bookstore



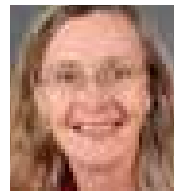
ANUJA SINGH is a director at Cisco Systems and runs advanced services business development for the US public sector business. She is focused on helping customers drive innovation and productivity to grow and transform their business. Her career with Cisco has included more than eight years of experience working in technical architecture and leadership roles, and she has more than twenty years of diverse industry experience in STEM. Singh is passionate about inclusion and diversity and the effects it has on the business. As co-founder of the Cisco Empowered Women's Network, a global organization with over three thousand members, Singh is committed to enhancing women's professional development through a strong connected network across Cisco, customers, and partners. She has been recognized for her leadership qualities in mentoring, education, and networking by Women's Unlimited. Singh earned a BS and an MS in electrical engineering from the Delhi College of Engineering and Colorado State University, respectively. @cisco @anujasingh

11:30 a.m. – 12:30 p.m. *Mastering Civility* – MR 156



STACIE SLOANE has spent over fifteen years helping marketing and business teams transform brand, customer relationships, and pipeline for enterprise technology leaders including Microsoft, Juniper Networks, and VMware. She currently leads the Americas marketing organization at Riverbed Technology, a cloud performance innovator. Her experience spans cross-functional marketing, with a passion for connecting results with data, strategy and execution, and talented people. She has led initiatives across product marketing, marketing communications, channel marketing, vertical marketing, demand generation, global campaigns, and teleservices. Sloane actively participates in community initiatives that support women in business, animal rights, and global causes including Habitat for Humanity. @riverbed

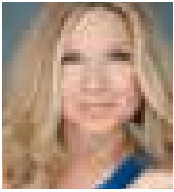
11:30 a.m. – 12:30 p.m. *Pioneer Your Big Life* – MR 210



DR. SARAH SPENCE is a child neurologist with a PhD in neuropsychology. She is the assistant in neurology and co-director at the Autism Spectrum Center at Boston Children's Hospital and assistant professor of neurology at Harvard Medical School. She was instrumental in creation of the Autism Spectrum Center, a multi-disciplinary center focused on improving the lives of children with Autism Spectrum Disorder (ASD). She has been involved in many initiatives in the clinical care and research of individuals with ASD and related developmental disabilities, working with Cure Autism Now, Autism Speaks, Simons Foundation, Nancy Lurie Marks Foundation, National Institutes of Health, dup15q Alliance, and Tuberous Sclerosis Alliance. Spence was the medical director of the Autism Evaluation Clinic at UCLA and did clinical research at the National Institute of Mental Health. Spence earned a BA from Harvard-Radcliffe College, PhD from UCLA, and MD from UCSF. She completed pediatrics and neurology residencies at UCLA and did a post-doctoral fellowship in behavioral neurogenetics with the Autism Genetic Resource Exchange, a large publicly available gene bank for autism which changed the way investigators share data. @bostonchildrens

3:00 p.m. – 4:00 p.m. *Resources and Strategies for Parenting* – MR 258

SPEAKER BIOGRAPHIES



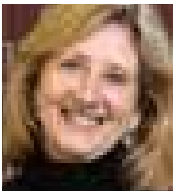
GRETCHEN STEWART is the founder of Sunshine Press. She understands that in life we must take our story into our own hands, and that's why her boutique publishing company is committed to producing life-changing books that elevate and inspire. Stewart strives to uplift those around her with her own life and writing, sharing the insights that have brought her joy, purpose, and peace. Nurse, disaster relief volunteer, author, business owner, illness survivor; it's no secret that Stewart has seen the world through a variety of unique lenses. The only thing that matches her ambition is her versatility. Stewart's story is one of transformation and determination, doubling down when the odds are stacked against you. Her indomitable spirit shines through in each of her aspirations. From the innovative philosophy of her *Joy Manifesto*, to her published books on overcoming challenges and finding joy, to inspirational speaking, Stewart is an unstoppable dervish of positivity. @gretchenstrait

10:00 a.m. – 11:00 a.m. *A Conversation on Life Hacks for Life Zen* – MR 156

11:00 a.m. *Author Signing* – Exhibit Hall, Bookstore

3:00 p.m. – 4:00 p.m. *ENCORE: The Joy Manifesto: Life Hacks for Zen* – MR 104

4:00 p.m. *Author Signing* – Exhibit Hall, Bookstore



CANDACE SUTCLIFFE is senior vice president and chief compliance officer for the Liberty Mutual Group. The global compliance and ethics organization is responsible to the chief executive officer and the chief legal officer for enterprise compliance risk assessment; legal and regulatory compliance; licensing and appointments; OFAC and economic sanction program compliance; market conduct and regulatory exams; compliance strategy, policies, and training; global compliance governance; FATCA compliance; compliance helpline; and records management issues for the Liberty Mutual Group. Sutcliffe came to Liberty Mutual as counsel in the home office legal department in 1981. In 1993 she was appointed VP and manager of the newly created environmental department. In 1999 she rejoined the legal department as VP and deputy general counsel, and in January 2005 she was named SVP and chief compliance officer for the Liberty Mutual Group enterprise. Sutcliffe is executive co-sponsor of WE@Liberty, the employee resource group supporting the advancement of women and allies within Liberty. Sutcliffe is a graduate of the University of Rhode Island, and earned a JD from New England School of Law. She is a member of the Massachusetts bar. @libertymutual

11:30 a.m. – 12:30 p.m. *Managing Up* – Ballroom East



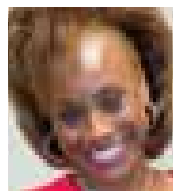
LISA SKEETE TATUM is founder and CEO of Landit, a technology platform created to increase the success and engagement of women in the workplace and to enable enterprises to attract, develop, and retain high-potential and diverse talent. Landit provides women with a personalized playbook that empowers them with the tools, resources, and human connections they need to successfully navigate their career path. She is a member of the Kauffman Fellows Class 4, a Henry Crown Fellow of the Aspen Institute, and a member of the Aspen Global Leadership Network. She has been featured in the *Wall Street Journal*, *Forbes*, *Fortune*, *Inc.*, and *BBC Business*, and she was named one of the Most Impressive Women Entrepreneurs of 2016 by *Inc.* Landit was also named one of the Top 10 Innovations That Made Women's Lives Better In 2016 by *Fast Company*. Tatum earned a BS in chemical engineering from Cornell University and an MBA from Harvard Business School. @appLandit

10:00 a.m. – 11:00 a.m. *Transition and Land Your "It!"* – MR 104



LYNN D. TINNEY is a successful technology executive whose career includes Cisco, Siemens, Compaq and IBM. Her roles include sales, marketing, operations and channels. Tinney's leadership style maintains high expectations for her team while developing each person's skills in a culture of trust that allows and expects them to take risks and think big. She strives to keep her teams ahead of market changes by driving plans that identifying business requirements, leveraging all available resources and measure against aggressive targets. Tinney has been committed to diversity and learning from all voices throughout her career. Her penchant to support the growth of women in technology continues and is cornerstone to her reputation through sustained action. Tinney earned an MBA at Bentley University's McCallum School of Business, and has been selected as a CRN Women of the Channel for 2015, 2016 and Power 100 – Most Powerful Women in the Channel for 2016 and 2017.

10:00 a.m. – 11:00 a.m. *Innovate with the Power of Onliness* – MR 253



EBONY TRAVIS TICHENOR joined Boston Scientific in 1997, where she has had a long and successful career working with the sales organization. Tichenor has held many roles and most recently served as the manager, global compliance communications and training. In February 2016 she moved to the human resource team working as the diversity and inclusion program consultant. She is responsible for collaborating with executive business leaders to design and implement their local D&I strategies. She also partners with Close the Gap to help to educate, equip and empower communities and individuals to reduce disparities in cardiovascular (CV) care for women, black Americans and Latino Americans. She is known amongst her colleagues as having a tireless work ethic, an energetic, positive personality as well as being a trusted advisor to many. She loves to spend time mentoring and inspiring many to help them achieve their dreams. Tichenor earned an MBA in human resource management, certification in PHR, and works remotely from Dallas, Texas. @bostonsci

3:25 p.m. – 3:45 p.m. *Ten Things Your Need to Know* – Exhibit Hall, H&W Pavilion
sponsored by Boston Scientific

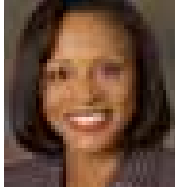


LAURIE MILLER VOKE has been involved in sports marketing for over twenty five years, and is the founder of the Female Fan Association. As the current WISE Boston president, Voke has cultivated her passions for mentoring and contributing to female business professionals and female sports fans. Her vision and mission is to connect every woman sports fan with other like-minded women in one community. Voke founded the Female Fan Association, a first of it's kind community dedicated to the female sports fan. Recognized for mobilizing, advocating, and revolutionizing female fan engagement through access, VIP events and empowerment, the FFA is the go to e-commerce site for women sports fan gear. As a sports marketing professional, Voke has developed a unique business style in networking, constructing and programing relationships that provide continuous exposure to the marketplace, sponsors and media partners. The Boston FFA was launched in March of 2017 with Sephora and has ongoing events with 47 and *Boston Magazine*. Voke sold comprehensive sports marketing packages to regional, national advertisers and agencies seeking partnerships with the Boston Bruins, Boston Celtics

SPEAKER BIOGRAPHIES

and the Boston Garden. She sold over forty million dollars in advertising revenue and generated a new business list of over sixty companies. She was the first to tie in real estate leases in the ad programs and leverage food and beverage buys with sponsor deals. Voke is a graduate of the University of Rhode Island where she earned a BA. @sportssell

3:00 p.m. – 4:00 p.m. *The User Manual – Ballroom East*



CELESTE WARREN is vice president, human resources and Global Diversity and Inclusion Center of Excellence with Merck. In this dual role, she has responsibility for the strategic and operational HR support of Merck's global legal, compliance, communications, population health, patient health, and global public policy organizations. Warren

joined Merck in 1997 and has held numerous positions of increasing responsibility within its HR organization. From 2009 to 2011 she was human resources leader for Merck's vaccines organizations. Prior to joining Merck in 1997, she worked for nine years in HR at Kraft Foods, Inc. and General Foods. Warren is a member of the board of directors for Grandview Health, the CEB Diversity & Inclusion Working Council, and the Simmons College School of Management's Business advisory council. She has been honored with many awards including National Diversity Council's Most Powerful and Influential Women of Pennsylvania, one of 21 Leaders for the 21st Century, and Diversity Global's 2017 Influential Women in Global Diversity. Warren attended the University of Kentucky where she earned a BS, and she earned an MS from Carnegie Mellon University. @merck

10:00 a.m. – 11:00 a.m. *Transition and Land Your "It!" – MR 104*



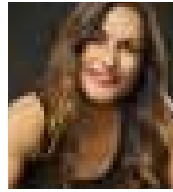
CLAIRE WASSERMAN is the founder of Ladies Get Paid, an organization and community that gives women the tools they need to rise up at work. She is currently touring the country, hosting town halls for thousands of women to talk about self-worth and work. She is also the US editor of *Amaphiko*, Red Bull's magazine for social impact. Wasserman is a frequent speaker and moderator on panels about women in the workforce, how to build community, and ways companies can create inclusive cultures that attract and retain top talent. @ladiesgetpaid

10:00 a.m. – 11:00 a.m. *Ladies...Get Paid – MR 258*



DONNA WATSON is the region operations executive for New England with Bank of America. She leads a team of eighteen operations market managers responsible for running over five hundred financial centers serving communities in upstate NY, MA, CT, RI, NH, and ME. In her prior role, Watson was the bank solution executive for the Northeast, leading the team responsible for delivering new hire training and providing product proficiency field support. Watson has also served as the region sales executive for consumer banking in the Upper Northeast. Prior positions at Bank of America include over ten years in consumer market executive and area executive roles. Watson also served as the emerging risk and AML executive for retail banking and was a business support executive responsible for the integration of sales, service and operations. She joined the company in 1999. Before joining Bank of America, Watson was a director of marketing at Citigroup for the student loan corporation (STU), the company's publicly held student loan business. In her fourteen years at Citigroup, she held a broad range of leadership positions in operations, loan servicing, risk management, marketing, product development, and investor relations. Donna serves on the board of directors for the Girl Scouts of Maine. @bankofamerica

11:30 a.m. – 12:30 p.m. *Live Richer with the One Week Budget – MR 160*

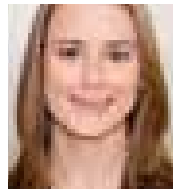


DR. JEN WELTER became the first female to coach in the NFL when she joined the Arizona Cardinals as a linebackers coach in the summer of 2015. That experience and the leadership insight she's gleaned through a career of "firsts" is chronicled in the new book *Play Big: Lessons in Being Limitless from the First Women to Coach in the NFL*, out now

from Seal Press. Welter is also the first woman to play running back in a men's professional football league, and the first to coach men's professional football, helping lead the Texas Revolution through the most successful season in franchise history. In women's professional football, Welter won four National Championships and two gold medals as a member of Team USA in the 2010 and 2013 International Federation of American Football's (IFAF) Women's World Championship. Welter has been recognized at the United Nations as Sports Pioneer of the Year, and ESPNW named her one of the 25 Most Influential Women in Sports in 2015. Welter earned a doctorate degree in psychology, an MS in sport psychology, and a BS from Boston College. She has been a guest on the NFL Network, ESPN, NBC, ABC, FOX and many other outlets. Welter runs football training camps for women and girls in association with the NFL alumni network, and makes presentations to organizations and conferences including Intel, MGM, S.H.E. Summit, and many others. @jwelter47

10:00 a.m. – 11:00 a.m. *Connectional Intelligence – MR 205*

11:00 a.m. *Author Signing – Exhibit Hall, Bookstore*



CAROLYN WINTNER is a senior vice president at Bain Capital Credit, where she specializes in making private debt investments in middle market businesses across a range of industries. Wintner has also served in a number of advisory roles to nonprofits in youth mentoring and education, including The Crimson Summer Academy, HBX CORE, Sole Train, and uAspire Boston, where she is a current member of the Boston board. She is a graduate of Harvard College and Harvard Business School. A Massachusetts native, Wintner lives in Boston's South End with her husband and infant son. In her spare time, she enjoys endurance sports and watching her favorite New England sports teams. @bccredit

10:00 a.m. – 11:00 a.m. *The Gift of Failure – MR 107*

11:30 a.m. – 12:30 p.m. *What We Build – MR 107*



ALEX WOLF is a millennial branding strategist and founder and CEO of Bossbabe, Inc. She innovates fresh and original ways to connect with the Gen Y audience. Wolf was named as one of the Top 100 Most Creative People in Business by *Fast Company*, and has been featured in *Forbes* and *Inc. Magazine*. *Adweek* listed her as a Top 20 Influencer Who Radiates Creativity & Gets Everyone Talking. She speaks and writes about creativity, philosophy, and culture on her blog www.alexwolf.co. @alexwolfco

10:00 a.m. – 11:00 a.m. *Build a Brand to Last – MR 160*

SPEAKER BIOGRAPHIES



GWEN WUNDERLICH is CEO and partner of Wunderlich Kaplan Communications and creator and partner of *The Enternship*. Wunderlich is a trend-spotter whose tactical use of social media and buzz campaigns garners standout client placements in top print, digital, and broadcast outlets. As CEO and founder of Wunderlich Kaplan Communications, she creates and delivers powerful branding messages on behalf of some of the world's most iconic fashion, beauty, luxury, and lifestyle companies and breakout celebrities. Wunderlich is the visionary behind *The Enternship*, an innovative program helping women over forty re-enter the workforce and rebrand themselves by harnessing the power of PR and social media. Featured by CBS, Fox News, *Forbes*, and *Money*, among other media powerhouses, *The Enternship* is changing lives and making waves. A graduate of the Fashion Institute of Technology's marketing management program, Wunderlich brings twenty one years of public relations experience to the brands she represents. Wunderlich is currently featured in the popular book *GIRL CODE* by Random House, has been featured in *PR Week* for her award-winning campaigns, and is a featured speaker in 2018's SXSW.

10:00 a.m. – 11:00 a.m. *Transition and Land Your "It!"* – MR 104



SHELLEY ZALIS is CEO of The Female Quotient and founder of the The Girls' Lounge, which support and mentor women to find their voice, embrace their feminine leadership powers, and work together to transform corporate culture. Previously, Zalis created, built, and sold OTX (Online Testing Exchange), which in just nine years became one of the largest and fastest growing research companies in the world. As the first female chief executive ranked in the research industry's top 25, she changed the game, brought emotion and passion to the boardroom, and has devoted herself to becoming a mentor and friend to women and leaders in her industry. She is the host of a new Bloomberg series titled "Walk The Talk," focused on gender equality and the critical importance of women in executive leadership. Zalis is co-founder of the ANA's AFE #SeeHer initiative and a board member of She Runs It (formerly AWNY), I Am That Girl, Dress for Success, The Women Economic Forum, ColorComm, The Foundation for Excellence in Women's Health, and the Women's Military Symposium. Zalis has been named an Ernst & Young Entrepreneur of the Year and received the Global Marketing Leadership Award, ARF Great Minds in Innovation Award, and AWNY's Game Changer Award. @shelleyzalis

11:30 a.m. – 12:30 p.m. *How to Build and Harness a Meaningful Network* – MR 258

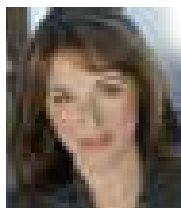
NOTES

Handwriting practice lines consisting of 25 horizontal dotted lines.

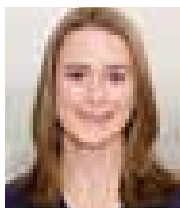
YOUNG WOMEN'S PROGRAM

ALL SESSIONS ARE LOCATED IN MR 107

In partnership with Bain Capital and Crimson Lavine, the Massachusetts Conference for Women is proud to present its Young Women's Program, providing high school junior and senior girls the opportunity to attend the Conference and participate in a seminar track designed especially for them. The participation of over 500 high school students at this year's Conference is made possible thanks to the generosity of our sponsors. This unique program enables our next generation of leaders the opportunity to hear from dynamic speakers, exchange ideas, and begin to chart their own paths. In our thirteen-year history, more than 8,000 young women have attended the Massachusetts Conference for Women through these scholarships. Please take a moment to acknowledge the young women in attendance as you travel the halls of the convention center today. You may be sharing your experience with future teachers, doctors, authors, CEOs, or even a president!



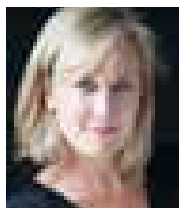
JESS LAHEY



CAROLYN WINTNER



SARAH KAY



MEREDITH DEWITT

SPONSORED BY



SESSION I: 10:00 a.m. – 11:00 a.m.

The Gift of Failure (W)

Failure and fear are a natural part of life. Yet as a young adult, trying to live up to the intense pressures and expectations of family and teachers, failure doesn't feel natural in the moment. It can feel like life is spiraling out of control. This session will help you discover how failure is a gift that you can make work for you. Teacher and author Jess Lahey will share years of expertise to explore when and how to take appropriate risks; strategies for being resilient when things don't go as planned; and ultimately how you can take back some control and autonomy over your life even when your teachers and parents don't give you any.

SPEAKER: **Jess Lahey**, teacher, columnist, *The New York Times* & best-selling author, *The Gift of Failure* @jesslahey

EMCEE: **Carolyn Wintner**, senior vice president, Bain Capital Credit @bccredit

SESSION II: 11:30 a.m. – 12:30 p.m.

What We Build: Finding Your Voice through the Power of Spoken Word (W)

Sarah Kay is a poet from New York City who has been performing her spoken word poetry since she was fourteen years old. In this session, Sarah speaks about her journey as a writer, teacher and performer, and the ways being a woman has affected her path and her poetry. She will reveal how spoken word poetry can serve as a medium for creative collaboration, empathy, confidence, vulnerability, and respect for our own voices and the voices of others. Using a combination of speech and performance, Sarah will show us why this art form is her chosen joy, and how it opens doors and allows us to build.

SPEAKER: **Sarah Kay**, award-winning poet, founder & co-director, Project V.O.I.C.E & author, *B* @kaysarahsera

EMCEE: **Meredith DeWitt**, principal, Meredith J. DeWitt Consulting @meredithdewitt

PARTICIPATING SCHOOLS AND ORGANIZATIONS:

Arlington Catholic High School
Big Sister Association of Greater Boston
Boston International Newcomers Academy
Boston Public Schools
Boys and Girls Club of Dorchester
Teens in Print
Strong Women Strong Girls
Bristol-Plymouth Regional Technical School
Canton Students Embracing Diversity
Chica Project
Dream Big!
Essex Technical High School

Foxboro-Walpole METCO Program
Girl Up Club
Girl Up Greater Boston Coalition
Girl Scouts
Girls Inc. and Brown Girls Village
Girls Inc. Holyoke/UMassAmherst
Girls Inc. Worcester
GRLZ Radio
Hamilton-Wenham Regional High School
Haverhill High School
Julia Butler Teen Center at the Lenox Camden
KeySteps, Inc.
LEAP for Education

Madison County School District
Martin Luther King Jr. Family Services
Melrose High School
Randolph High School
Stand and Deliver
Tri-Town Council
Triton High School
Tyngsboro High School
Urban Edge
Westford Academy and Nashua Technical School
Weston High School
WHHS Girl Up Club

AUTHOR SIGNINGS

LOCATED IN THE EXHIBIT HALL - OPEN ALL DAY

Signings will take place in the area next to the bookstore.

11:00 a.m. – 11:30 a.m.

Erica Dhawan
Bethenny Frankel
Adam Grant
Grace Killelea
Jess Lahey
Esther Perel
Courtney Rhodes
Brigid Schulte
Gretchen Stewart
Dr. Jen Welter

12:30 p.m. – 1:00 p.m.

Tiffany Aliche
Peg Doyle
Tiffany Dufu
Amy Cooper Hakim
Jeffery Tobias Halter
Celeste Headlee
J Kelly Hoey
Sarah Kay
Barbara Lynch
Nilofer Merchant
Christine Porath
Jennifer Romolini
Ann Shoket
Jen Sincero

2:45 p.m.

Diane von Furstenberg
Gloria Cordes Larson

4:00 p.m. – 4:30 p.m.

Adam Bryant
Jodi-Tatiana Charles
Erica Dhawan
Whitney Johnson
Grace Killelea
Jess Lahey
Esther Perel
Gretchen Stewart

4:40 p.m. – 5:00 p.m.

Julia Campbell
J. Kelly Hoey
Holly Hurd
Christine Koh
Courtney Rhodes
Linda Rossetti

BOOKSTORE BROUGHT TO YOU BY:



**PLAN TIME IN YOUR
DAY TO PURCHASE
BOOKS BY YOUR
FAVORITE AUTHORS,
& MEET THEM DURING
THEIR SIGNING!**

CAREER PAVILION, SPONSORED BY LIBERTY MUTUAL

LOCATED IN THE EXHIBIT HALL - OPEN ALL DAY



Liberty Mutual and the Massachusetts Conference for Women are thrilled to offer the 2017 Career Pavilion. Join us for intimate and unique opportunities to best position yourself on the job, enhance your career skills and network with peers. Don't miss out on these offerings!

COACHES CORNER

7:30 a.m. – 5:00 p.m.*

The Coaches Corner program is designed to give Conference attendees an opportunity for one-on-one “speed coaching” sessions. You will be paired with a coaching professional or with a coach from the International Coach Federation (ICF) Boston chapter. This is a great private opportunity to take what you learned at the Conference, turn it into action and take your career to the next level. Using valuable hands-on tools and exercises, participants learn how to advance your career by exploring topics relevant to your situation including:

- Interviewing tips;
- Maneuvering career transitions;
- Negotiating a raise;
- Asking for that promotion;
- Engaging in a job search;
- Seeking and attaining board positions
- And much more!



**Coaches will not be available during the opening and lunch keynote sessions.*

NOTE: Coaches listed are those confirmed as of print date and are subject to change.

Nanci Adair, UKandu Coaching & Counseling Services
Candace Alexander, Candace Alexander Executive Coaching
Jen Armstrong, Bright Chirp Consulting
Nancy Austin, Leonardo Coaching
Sibel Babacan, Sibel Babacan Coaching and Mentoring
Adriana Bellerose, Adriana Bellerose & Associates, LLC
Deborah Bercume, Bercume Associates, Inc.
Lisa Borchetta, Firebird Life Coaching
Karen Burke, Corporate Navigator Coach
Randi Bussin, Aspire! Fulfilling career ambitions
Alex Carleton, Acumentri Leadership Services
Kate Carleton, Executive Coach
Karen Carmody, Chrysalis Coaching & Consulting
Carolyn Cooke, Triple C Strategy
Susan Coyne, Coyne Coaching & Consulting
Cindy Crosby, CL Crosby International LLC
Suzan Czajkowski, TheCommCoach
Star Dargin, Star Leadership
Gillian Draleau, pdm Coaching
Heidi Duskey, Duskey Coaching Services
Denise Ebacher King, Catalyst Associates
Marcy Fawcett, The Fawcett Group
Maggie French, Living Whole Coaching
Penny Harris, Renewable Philanthropy, LLC
Catherine Hayes, Catherine Hayes Coaching & Consulting, LLC
Heather Holmes Floyd, Compass Coaching & Consulting
Nancy Horwitz, NLH Development Associates
Lisa Kleitz, Inner Assets
Brienne Krupsaw, Brienne Krupsaw
Trishia Lichauco, LichauCoach
Angela Lifsey, Angela Lifsey Consulting
Valerie Littlefield, AIPSO

Elaine MacLellan, Performance Development Incorporated
Sarah Mann, Spark HR Solutions
Stephanie Marisca, Empowerment Coaching
Beth Masterman, Masterman Executive Coaching, Inc.
Jan McCafferty, Tandem Solutions
Kris McCreia Scrutchfield, McCreia Coaching
Alyson McEvoy, MEASURE WHAT MATTERS LLC
Melissa Merres, Melissa Merres Coaching
Christopher Merrill, Shift Coaching Group
Linda Miklas, Radiant Coaching and Consulting, LLC
Wynne Miller, The Miller Group
Bryan Nadeau, Vision to Reality Coaching
Karen O'Donnell, Generating Autonomy LLC
Mary O'Sullivan, Encore Executive Coaching
Judy Ozbun, JOi Group
Roxana Pupkin, Roxana Pupkin Coaching and Consulting
Cheryl Ramsey, Leadership ROI Consulting
Michael Sanson, Sanson Executive Coaching
Lisa Sasso, Medical Development Partners LLC.
Dale Sinesi, NP Launch
Vicki Staebler Tardino, Executive Success
Christina Stathopoulos, Hear Her Roar
Janet Stokes, Center for Redesigning Life
Susan Stone, Susan Stone Organizing
Gayle Suzanne, Gayle Suzanne Coaching
Karen Taube, ELATIONSHIP! Coaching, LLC
Elaine Totten Davis, ETD COACHING
Lori Tuominen, Lori Tuominen Coaching
Elisa van Dam, Elisa van Dam, Executive Coach
Maddie Weinreich, Maddie Weinreich Coaching
Atina White, Atina White Coaching & Consulting
Allie Wilkinson, MetaView Consulting & Coaching

CAREER PAVILION, SPONSORED BY LIBERTY MUTUAL

LOCATED IN THE EXHIBIT HALL - OPEN ALL DAY



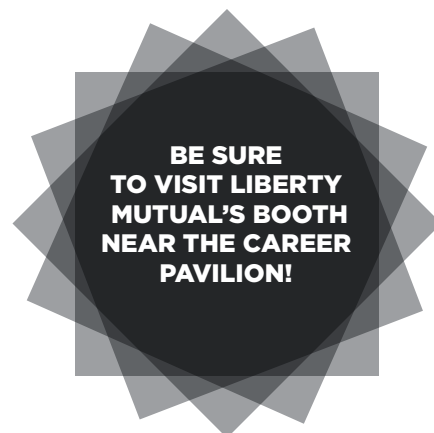
RESUME REVIEW

7:30 a.m. – 5:00 p.m.*

HR and career service experts will be providing free resume critiques. Don't miss this opportunity to have a seasoned pro give your resume a checkup and help you market yourself better in the ever-changing job market!

**Reviewers will not be available during the opening and lunch keynote sessions.*

Frances Adjorlolo, Wellesley College
Destiny Barletta, Wellesley College
Susan Brennan, Bentley University
Diane Ciarletta, Northeastern University
Dorothy Commons, Boston College Law School
Amanda Cornwall, Northeastern University
Divya Das, Northeastern University
Christopher De La Cerda, Wellesley College
Michelle DuBow, Northeastern University
Janet Ehl, Bentley University
Kate Famulari, Northeastern University
Amy Flynn, Boston College
Wendy Friend, Wellesley College
Lauren Gray, Suffolk University
Anne Grieves, Northeastern University
Elizabeth Gross, Carnegie Mellon University (graduated from)
Jena Gutierrez, Northeastern University
Amanda Helfand, Bentley University
Dana Keep, Wellesley College
Kelly Kelleher, Bentley University
Carrie Klapfack, Northeastern University
Lindsay Laguna, Wellesley College
Joanne LaRosee, Boston College
Amber Meyers, Boston College
Emily Norris, Northeastern University
Jennifer Perrigo, Boston College Law School
Sara Polcari, Stonehill College
Alyssa Rametta, Northeastern University
Mary M. Sullivan, Northeastern University
Katie Thatcher, Healthworks Group
Lauren Tracey, Boston College
Alison Walker, Bentley University
Lisa White, Boston College
Ellen Zold Goldman, Northeastern University



NOTE: Reviewers listed are those confirmed as of print date and are subject to change





LOCATED IN THE EXHIBIT HALL - OPEN ALL DAY



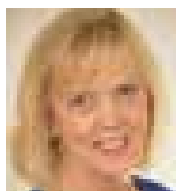
The Massachusetts Conference for Women is committed to your health and well-being. Open all day, the Health & Wellness Pavilion, sponsored by Boston Scientific will feature:

- Expert speakers
- Healthy snacks
- Product demonstrations
- Strategies to achieve optimal health and prevention
- FREE health screenings, provided by Tufts Medical Center
- Stop by the Reebok booth #933 and enter their sweeps for a chance to win Reebok gear for a year!

ASK THE EXPERT ...
After each class, take advantage of the chance to meet with the speaker and ask more in-depth questions about your most pressing health & wellness needs!

HEALTH & WELLNESS CLASSROOM

Featuring an amazing roster of speakers and classes.

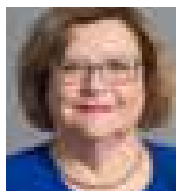


11:05 a.m. – 11:25 a.m.

Oops! Managing Gas & Other Tummy Troubles

This session offers a lighthearted look at the digestive troubles that plague so many women, their causes and how to remedy most of them. Together we will learn about IBS, acid reflux, gas and bloating, and offer some easy tips for managing these annoying, embarrassing, and painful issues.

SPEAKER: Peg Doyle, M.Ed., nationally certified health coach, author & educator @wellnessandyou

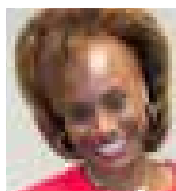


3:00 p.m. – 3:20 p.m.

Understanding Your Options for Women's Reproductive Potential in the 21st Century

If you, a family member or a friend is thinking about having a baby someday, but aren't ready now, there are options to explore. In this session, fertility expert Mary Mahony will explore a woman's fertility potential, the benefits and risks of delaying childbearing, and the facts about egg freezing. Together we will explore the top challenges and answer your questions to help start on this path.

SPEAKER: Mary Mahony, PhD, VP, fertility & endocrinology, US medical affairs, EMD Serono @emdserono

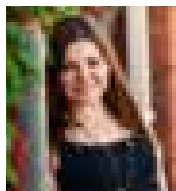


3:25 p.m. – 3:45 p.m.

Ten Things You Need to Know about Heart Disease

In the United States, one in four women dies from heart disease. And certain heart diseases are the number one killer of both women AND men. What are the most common types of heart disease? Do you know your risk factors and the symptoms of heart disease? What should you do in a heart emergency? Given the staggering statistics it is time to find the answers to these questions. Attend this session to understand heart disease, and what it means for you as well as to learn strategies to reduce your risk and take control of your health.

SPEAKER: Ebony Travis Tichenor, diversity & inclusion program consultant, Boston Scientific @bostonsci



3:50 p.m. – 4:10 p.m.

Finding Zen Amidst the Corporate Chaos

Yoga and meditation have been used for centuries to promote self-improvement. But did you know that your practice may also positively impact your business leadership skills? Whether presenting to management, dealing with a difficult negotiation, or overcoming an uncomfortable business encounter, Yoga can be harnessed as a powerful tool to guide you back to your place of stillness, and renew inner strength and balance—in and out of the studio setting. Attend this session to learn why and see live demonstrations of how you can integrate practice into your day right from your office!

SPEAKER: Dr. Jodi Ashbrook, serial entrepreneur, author & founder, The Yoga Movement @jodiashbrook



LOCATED IN THE EXHIBIT HALL - OPEN ALL DAY



LIFE BALANCE & INTEGRATION COACHING

7:30 A.M. – 5:00 P.M.

“Having it all” has become the subject of countless books, articles, debates and social media commentary, with passions running high in all directions. With such a wide spectrum of priorities, workloads and resources for women, it is impossible to define balance. In fact, many believe that the ideal doesn’t actually exist. We may not be able to “have it all” at once, but you can find a way to “have it all” over the course of your career.

Take advantage of a private 1:1 Life Integration Coaching Session with an ICF certified life coach and learn how to do less “doing” and more “being!” This is not about theory — participants will address your specific and unique life situation to create a customized action plan for making choices that matter to you, right now. Using valuable tools and exercises, you will leave armed with actionable takeaways to implement a life integration plan that addresses how to:

- Prioritize and integrate what matters most to you (and sort through the clutter in your brain);
- Make choices that matter today and accept trade-offs;
- Create relaxation and restoration practices;
- Build in sustainability strategies;
- And much more ...

**Sessions are 30 minutes and are first-come, first-served — advance sign-up is NOT required!*



SOCIAL HUB, SPONSORED BY STATE STREET

LOCATED IN THE EXHIBIT HALL - OPEN ALL DAY



- Charge cell phones, tablets, and laptops with convenient charging stations and kiosks.
- Network, catch up on emails, or sit back and relax in comfortable lounge seating and at tables.
- Social Media Photo Opportunity

LINKEDIN PROFILE MAKEOVER WORKSHOPS

Don't miss your chance to attend LINKEDIN PROFILE MAKEOVER WORKSHOPS to perfect your networking skills.

Featuring **AMANDA HEALY**, award-winning B2B marketing demand generation leader and social media expert. @amanda_healy

11:00 a.m. – 11:45 a.m. 12:30 p.m. – 12:50 p.m. 3:00 p.m. – 3:45 p.m. 4:00 p.m. – 4:45 p.m.



Making LinkedIn Work for YOU!

Do you have a LinkedIn profile simply because you feel you ought to? Or have you been meaning to set one up but don't know where to start? Chances are that even advanced users of LinkedIn are not maximizing the platform to its fullest. With careful curation, it can be one of the most powerful tools in your marketing arsenal, enabling new opportunities, driving new business and partnerships, and allowing you to position yourself as a thought leader in your respective field.

In these sessions, social media expert Amanda Healy will show LinkedIn novices and vets alike the tips and tricks to get LinkedIn to do the work for you. Learn how to increase your profile strength, strategically grow your network, boost your SEO value, and much more. Discover how investing less than an hour per week can pay big dividends in achieving your personal and professional aspirations. Have your LinkedIn profile open on your device and follow along in real time!

BONTERRA WINE TASTING & NETWORKING RECEPTION

EXHIBIT HALL, 4:00 P.M. – 5:00 P.M.



Join your fellow Conference for Women attendees beginning at 4pm for an end of day wine tasting and networking reception in the exhibit hall. Enjoy Bonterra Special Select Chardonnay and Special Select Merlot while breaking down the day and making some new contacts. We know you will love the organic offerings from Bonterra Vineyards.

we value our future leaders

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and vibrant technology for
nearly 350 years.



**Stop by to check us out in the
Health & Wellness Pavilion**

- Professional headshots
- Curiosity Lab Experiments
- Virtual reality experience

**EMD
SERONO**

**Millipore
SIGMA**

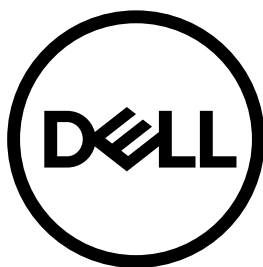
**EMD
PERFORMANCE
MATERIALS**

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TECHNOLOGY PAVILION, SPONSORED BY DELL

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Stop by the Dell booth to watch the Dell Canvas in action and have your digital caricature created. While you are there be sure to ask about Dell's sustainability initiatives regarding our Solar Powered Learning Labs as well!

SOCIAL MEDIA ROUNDTABLES

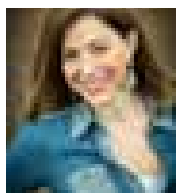
Understanding that conference attendees come to the "table" with a very diverse set of social media skills, needs, and interests, we are thrilled to offer social media roundtables.

Led by expert facilitators, roundtables offer an informal and intimate setting to share best practices around a very focused and specific topic within the social media world. Roundtables are discussion-based and will not feature a formal presentation. This ensures each discussion is truly personalized and allows attendees to ask questions relevant to their needs.

Roundtables are limited to ten people per topic and are first-come, first-served. We encourage you to come early to guarantee your spot. However, we will offer each roundtable a total of three times to give attendees the opportunity to participate in multiple discussions on different topics and ensure that participants have another opportunity to join should a table fill up fast.

Roundtables will take place at the following times in the exhibit hall:

3:00 p.m. – 3:30 p.m. 3:35 p.m. – 4:05 p.m. 4:10 p.m. – 4:40 p.m.



Roundtable 1: Parenting in a Digital Age

SPEAKER: Carrie Kerpen, CEO, Likeable Media, podcast host, *All the Social Ladies* & author @carriekerpen

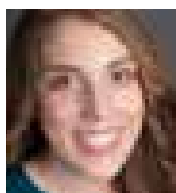
Do you worry about what your kid is doing online? Do you have a young child, and you're dreading the day that they start using a mobile device? Are you concerned about protecting the privacy of your kids? Are you unsure about how to talk to your kids about all of this? During this roundtable session, Carrie Kerpen, renowned expert on social media and the impact that it has on families, takes you through a discussion of the ins and outs of parenting in a digital age. You will receive actionable tips on privacy settings, digital family contracts, and how to engage with your kids in a way that makes them feel empowered and also safe.



Roundtable 2: Rally and Engage: How to Use Social Media for Nonprofit Fundraising

SPEAKER: Julie Campbell, founder, J Campbell Social Marketing & author, *Storytelling in the Digital Age* @juliacsocial

Nonprofits and social good organizations use social media to raise awareness and garner engagement from their supporters. Having a vibrant, engaged online community is important for a modern nonprofit, but can all of these social media tools really be used for fundraising? In this session, we will dive into specific ways that nonprofits can use social media channels to raise money by telling stories, deepening relationships with donors, and sharing the great work and impact that they create every day.



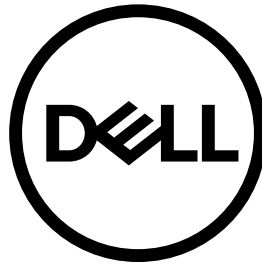
Roundtable 3: Create Lasting Customer Relationships Using Social Media

SPEAKER: Michelle Hacunda, blogger, digital storyteller, creator, Belle & Book & communications specialist, The Lynch School of Education, Boston College @michellehacunda

What drives a customer to pick one business over another? It's simple: loyalty. On social media, a loyal customer is more likely to engage with your content and post user-generated content. The impact of these interactions not only expands your organization's reach, but also creates lasting relationships with customers. Participants will leave with actionable insights for developing trust, nurturing relationships, and making a lasting impression on social media.

TECHNOLOGY PAVILION, SPONSORED BY DELL

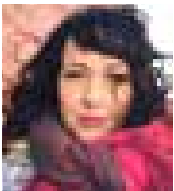
LOCATED IN THE EXHIBIT HALL - OPEN ALL DAY



Roundtable 4: How to Get Insights from Your Social Media Data

SPEAKER: **Bella Boutet**, social media senior analyst, Dell @bellaboutet @dell

Whether your brand is B2C or B2B, social media is a crucial communication channel in today's ever-connected world. Your content is liked, retweeted, and shared, but what does that really mean? How can your data help shape your social strategy? Attendees can learn about social media metrics whether you're just discovering Twitter Analytics or you have a well-established metrics program. Bring your questions and be ready to turn your data into actionable insights.



Roundtable 5: The Power of Secret Facebook Groups

SPEAKER: **Jessica Ashley**, founder & author, Single Mom Nation @singlemomnation

Facebook numbers are staggering. Every five seconds a new profile is created. There are more than 2 billion active users. And 76% of those users are women. So how do you pull aside some of those people for real connection to your business, activism, hobbies, or community building? Listen in to how women have found ways to empower each other, hold trusted conversations, test market new ideas, and shift politics, all by staking out private corners in the internet's noisiest, most crowded space.



Roundtable 6: Integrated Digital Storytelling: How to Create Authentic and Lasting Relationships

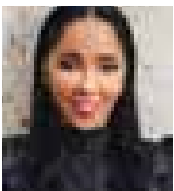
SPEAKER: **Emily Brutti**, director, global brand communications, Ocean Spray Cranberries @oceansprayinginc

It is estimated that consumers see between 4,000 and 10,000 marketing messages each day – how do you make sure your brand message breaks through in an impactful way? In short, you need to make a true connection with your audience that you foster and build over time, through digital storytelling. In this session, participants will learn: how to think about your digital endeavors as an integrated effort; how storytelling is a continuous build vs. a linear exercise; and how to develop a channel and content strategy that allows you to cut through the clutter in a relevant and authentic way.



Roundtable 7: How to Successfully Network the Digital Cocktail Party of Twitter

SPEAKER: **J. Kelly Hoey**, author, *Build Your Dream Network* & named one of the 100 most influential women on Twitter @jkhoeys. Perplexed by Twitter? Wondering if there is any real outcome when connecting with peeps via #hashtags, retweets, and likes? Attend this roundtable and learn from the Twitter master herself: Kelly Hoey, author of *Build Your Dream Network*, who has been named by Fast Company as One of the 25 Smartest Women on Twitter and by *Business Insider* as One of the 100 Most Influential Tech Women on Twitter. She will share how she has successfully networked this digital cocktail party. You'll receive actionable tips on how to use the platform, whether to raise your profile, find clients, share your expertise, or connect with the media.



Roundtable 8: Using Social Media for Branding

SPEAKER: **Courtney R. Rhodes**, CEO, Brandista and Urbanity Communications & author, *Make Your Mark* @thebrandista

The online world is massive and changing every day. Understanding how to brand yourself online is a critical necessity for professional success. Attend this roundtable and learn what is important and how to brand yourself today, including: how to leverage existing content to build your online brand; how to engage online communities to build your brand online; tips on engaging your existing followers to convert them to fans; and lessons in building a cohesive brand both on- and offline.

WOMEN-OWNED BUSINESS MARKETPLACE

LOCATED IN THE EXHIBIT HALL - OPEN ALL DAY

We work hard each year to bring you a wonderful group of local and national businesses, all owned by women. Join the Conference in our commitment to supporting these women – today and throughout the year!

See pages 61-65 for a full listing of exhibitors in this area.

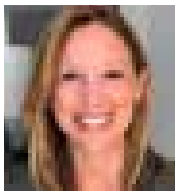
SMALL BUSINESS ROUNDTABLES

Led by expert facilitators, roundtables offer an informal and intimate setting to share best practices around a very focused and specific topic within the small business and entrepreneurial spaces. Roundtables are discussion-based and will not feature a formal presentation. This ensures each discussion is truly personalized and allows attendees to ask questions relevant to their needs.

Roundtables are limited to ten people per topic and are first-come, first-served. We encourage you to come early to guarantee your spot. However, we will offer each roundtable a total of three times to give attendees the opportunity to participate in multiple discussions on different topics and ensure that participants have another opportunity to join should a table fill up fast.

Roundtables will take place at the following times in the exhibit hall:

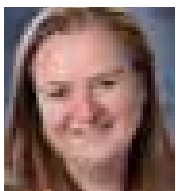
3:00 p.m. – 3:30 p.m. 3:35 p.m. – 4:05 p.m. 4:10 p.m. – 4:40 p.m.



Roundtable 1: How to Turn Your Passion into a Viable Business

SPEAKER: Melissa Clayton, founder & creative director, Tiny Tags @tinytags

Join this roundtable to get practical advice on how to turn your passion into a viable business. Melissa Clayton, a passionate entrepreneur, will share how she started Tiny Tags at her kitchen table and grown it into a 'real' business that has been featured in People magazine, adorned by celebrities and a favorite of moms around the globe. Attendees will leave this roundtable with concrete action items and practical advice on how to take your passion and move from hobby to business.



Roundtable 2: You Want Me to Charge What? How to Stop Undervaluing Your Work

SPEAKER: Brenda Loan Baker, partner, innerOvation, LLC & executive coach @bloanbaker

This roundtable will discuss the challenges of setting your perfect price and explore the innerOvation's pricing formula to help you come up with the best price for your product or service. Using interactive exercises you will learn which area you need to strengthen; once learned it can be used again and again to determine pricing. Attendees will leave with confidence to stop undervaluing their work and start charging what they're worth.



Roundtable 3: Digital Entrepreneurism 101

SPEAKER: Christine Koh, digital entrepreneur, author & founder, Boston Mamas @bostonmamas

Christine Koh is a music and brain neuroscientist turned internet unicorn. The creator of multiple digitally-based businesses over the last eleven years, there's no one better than Christine Koh to arm you with the knowledge and tools to become a digital entrepreneur. Bring your questions and come learn about: the importance of finding a digital hole to fill; scrappy start-up tips and tricks; how to effectively connect with people you will never, ever meet; how data can help guide your content creation process; why storytelling still matters; the most important writing and business skills necessary to succeed in the digital space; content management and social media platforms and much more.



Roundtable 4: Building a Business that Gives Back

SPEAKER: Holly Hurd, founder, VentureMom.com @venturemom

Social entrepreneurship is on the rise, causing lots of Gen X and Gen Y entrepreneurs to think about business in a different way – beyond basic business principles and focused on ways to give back to the greater community. This roundtable will offer practical how-to advice and inspiration for building a business model that makes money and also has a positive social impact and return to society. We will explore how to structure a plan for your business to give back to something you support and believe in. Attendees will learn five easy ways to make a difference in the charity of your choice.



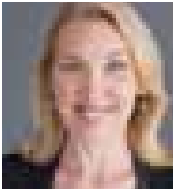
Roundtable 5: DIY Marketing: How to Achieve Explosive Growth (Without the Hefty Price Tag)

SPEAKER: Taline Badrikian, founder & principal, Laveh Inbound Marketing @talinebadrikian

When you're a small business owner you don't have the same financial resources as some of your bigger competitors. So how do you compete and grow your business? Participate in this roundtable discussion to learn about marketing strategies and activities you can implement to stay competitive and grow your business quickly. We'll talk about organizing and prioritizing the marketing tactics that work best for you and how to get to the top without breaking the bank.

WOMEN-OWNED BUSINESS MARKETPLACE

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Roundtable 6: Speak with Impact and OWN the Room

SPEAKER: Kara Lund, founder & CEO, Speech Revolution @speechrev

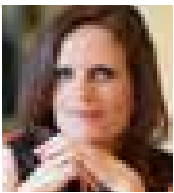
You have the content – check! But maybe you’re wondering if your message is clear and concise, or if your delivery is helping you or hurting you. Whether you’re pitching an idea, preparing a board room speech, or trying to land a new client, your expertise is only as good as the skill and confidence in your ability to sell it. In this interactive roundtable, we’ll discuss tailoring content through key messaging, aligning it with intention, and the secret sauce of effective body language and voice skills for kicked-up influence – all while managing stage fright to keep you on your game.



Roundtable 7: Raising Capital: Succeeding at Your Company’s Biggest Transition

SPEAKER: Linda Rossetti, managing director, Golden Seeds, LLC @wmn_transition

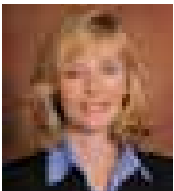
Join us to discuss must-have techniques for succeeding at raising capital for your entrepreneurial business. Linda will share her experience as an entrepreneur who raised venture capital for her technology start-up and as a managing director at Golden Seeds, an angel capital network that funds emerging women-led businesses. We will explore critical must-haves to securing a term sheet, like understanding financing events and securing marquee clients. Participants will leave with tools designed to ensure their business’s success at raising capital. Bonus: One randomly selected participant from each session will receive an autographed copy of Linda’s five-star rated, Amazon top seller *Women & Transition: Reinventing Work and Life*.



Roundtable 8: The Idea Bar: Turn Simple Ideas into Businesses

SPEAKER: Sharon Kan, CEO & co-founder, Pepperlane @sjkan

We know that at the back of your mind you have a great idea for a business. Or maybe you’ve already started your business, but you need help to grow and build on your idea. This roundtable will provide concrete examples of how to take a business idea and break it into the smallest, most actionable components. In the early days of your business, “do one thing well” should be your mantra. We will show how you can take your business idea, focus it so that you are set up for success at the start, and then grow your idea in stages as you look to the future. We’ll also discuss how to overcome the challenges and roadblocks that people most commonly run into when getting started.



Roundtable 9: Retirement Planning for Small Business Owners

SPEAKER: Cristen Tara Moore, first VP, investments, Wells Fargo Advisors, LLC @wellsfargo

Are you a small business owner with 1 to 1000+ employees and wondering what type of retirement plan is best for you, your employees, and your bottom line? This roundtable will explore what options are available (401K, SEP IRA, SIMPLE IRA, profit sharing, and defined benefit plans) and discuss which is best for your unique situation. Attendees will learn: the pros and cons of each type of plan; how to transition through plans based on the changing needs of your business and overall growth; tax benefits based on plan type; and your fiduciary responsibility.



Roundtable 10: Getting Started: From Ideation to Execution

SPEAKER: Maggie Drake, co-founder & CEO, Bandalier @bandolierstyle

So you’ve got an innovative idea for a new product or business. What next? How do you make the leap from concept to reality? Maggie Drake perceived a challenge (misplacing her cell phone) and a consumer need (a stylish, hands-free phone carrier), then brought her idea to life as co-founder & CEO of accessory brand Bandalier. Drawing from her own experience and other successful businesses, Drake will detail the essential steps needed to get that original idea out of your head and into the marketplace.

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ENTRANCE

GENERAL SESSION ENTRANCE

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EXHIBITORS

9000things.....Boston Handmade- 1112 9000things.etsy.com Modern, colorful & ecofriendly Store Opening!~Somerville 2018	Bandolier 825 bandolierstyle.com/ Cross-Body Luxury iPhone Cases Hands-Free Looks So Good!	Boston Public Speaking..... 672 bostonpublicspeaking.com Powerful Coaching & Workshops 646-205-1604
ABC Specialtees - Marketing 512 abcspecialtees.com Logo apparel, promotional items Trade show displays, banners	Bank of America..... 965 bankofamerica.com Find your new career! Learn about our values/culture	Boston Scientific..... 1038 bostonscientific.com/en-US/Home.html Close the Gap
Acadian Asset Management LLC 669 acadian-asset.com \$87B global investment firm headquartered in Boston.	barkTHINS..... 657 barkthins.com It's not just chocolate. It's snacking chocolate	Budget Buddies, Inc..... 352 budgetbuddies.org Financial Coaching for Low-Income Women
Advanced Retirement Solutions..... 467 Taxesinretirement411.com Retirement Income Planning Taxes in Retirement	Bay Path University 365 graduate@baypath.edu pmelenkivitz@baypath.edu pmelenkivitz@baypath.edu	Building Impact 252 buildingimpact.org volunteer@buildingimpact.org
AELLA 1022 aella.co Activewear Meets Suiting Daily Uniform for Going Places	Beautycounter 841 beautycounter.com/emilyvoss Beautiful products, Made Safer 404.964.2755 203.515.5610	Burju Shoes 708 burjushoes.com High comfort, high fashion High heels.
Afri-root Collective 341 afri-rootcollective.com Fairtrade Tree bark Imports Handmade by women in Africa	Bent & Bree 1119 bentandbree.com Handbags Handcrafted from Cork Info@bentandbree.com	Buster's Bark 514 bustersbark.com Premium chocolate toffee candy jrem3@aol.com/ 508-864-0459
Akamai Technologies 415 akamai.com/us/en/about/careers/workplace-diversity.jsp Branding; Recruitment & ATA	Better Business Bureau..... 364 bbb.org/boston	Campbell & Kate 821 campbellandkate.com Fitted shirts for busty women. Sizes 2-16.
AMAG Pharmaceuticals 972 amagpharma.com AMAG focuses on therapeutics that improve people's lives	Big Sister Boston..... 257 bigsister.org Mentor. Refer a girl. Donate. Get #Girls2Great	CapeLilly skin care 509 capelilly.com Sea Salt infused skin care healthy beautiful skin.
American Heart Association..... 635 heart.org bostonluncheon.heart.org	Black Molly Holding Co. 625 blackmollyholdingco.com Shoulder and zip bags made from vintage upholstery fabric	Caryn's Corner..... 814 carynscornerquincy.com Contemporary clothing & access 617-770-0536
AMiRA jewelry 709 amirajewelry.com A handmade collection of woven and metal jewelry.	Bloomberg Radio..... 307 bloomberg.com Radio Show	Casner & Edwards, LLP..... 872 casneredwards.com A law firm focused on your goals. 617-426-5900
Amy Casher Designs 1117 facebook.com/AmyCasherDesigns Handcrafted Jewelry amycasher@yahoo.com	Blue Cross Blue Shield of Mass 873 bluecrossma.com/visitor/it-happens-here/careers/	Cavedoni Balsamic Vinegar..... 1014 cavedonibalsamic.com Balsamic vinegars from Italy sales@cavedonibalsamic.com
Amy Vander Els..... 823 amyvanderels.com artist teacher maker amyvanderels@gmail.com	Bose 422 bose.com Noise cancelling headphones & portable Bluetooth speakers	CBS Radio Boston 432 cbsradio.com Mix 104.1, 103.3 AMP Radio, and WBZ NewsRadio 1030
AprilMarin 1016 aprilmarin.com One size fits all knitwear Ruffle shawls and ponchos	Boston Area Gleaners 242 bostonareagleaners.org/ What does it mean to Glean? Volunteer with the Gleaners	Center for Women in Politics 574 umb.edu/cwppp Advancing Women's Leadership Gender & Policy Grad Programs
Argent..... 822 argentwork.com Functional Women's Workwear get@argentwork.com	Boston Bar Lawyer Referral 337 bostonbarlawyer.org 617-742-0625 lrs@bostonbar.org	ChickChat - The Power of She 1123 chickchat.net An insights & events firm Focused on the women's market
Artyfactos..... 808 artyfactos.com Artyfactos - Where fashion and purpose come together	Boston Children's Hospital 641 childrenshospital.org/ The Simulation Center Model	Choose To Be Nice 333 choosetobenice.com Tees, Sweatshirts, Hats! dina@choosetobenice.com
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Aruba, A Hewlett Packard Enterprise company..... 409 arubanetworks.com Wireless Networking tranfaglia@hpe.com	Boston Female Fan Association 342 FemaleFanAssociation.com Free membership includes: VIP Events, Access, Community	Color Me Happy by Melissa Boston Handmade- 1112 ColorMeHappybyMelissa.com Colorful and Abstract Art Melissa.partridge2@gmail.com
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	Boston IVF..... 953 bostonivf.com 888-300-BIVF (2483) 75,000 babies born since 1986	Compassion & Choices..... 734 compassionandchoices.org mmanis@compassionandchoices.or mmanis@compassionandchoices.or

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Confidence Beads 353 confidencebeads.com Meaningful gifts with empowering messages!	Family Ties Childrens Boutique..... 714 fmlyties161@charter.net 508-612-6056	Hingham Savings Bank..... 355 hinghamavings.com Personal and Business Banking 781-783-2200
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Cultural Care Au Pair..... 840 culturalcare.com Au Pair Childcare	Fashion for Empowerment Project..... 241 fashionforempowerment.org We shape futures thru designs Handmade handwoven bath linen	Home Instead Senior Care 752 homeinstead.com Quality home care for Seniors.
Cupid's Charity 756 cupidsundierun.org February 17, 2018 boston@cupidsundierun.com	Federation for Children with Special Needs..... 454 fcsn.org (617) 236-7210 fcsninfo@fcsn.org	Iamtra..... 633 iamtra.com Tools for Healthy Living 401-374-3899
Cynthia Chapman Watercolor..... Boston Handmade- 1112 cynthiachapman.com Original watercolor designs. cynthia@cynthiachapman.com	Flagship Private Wealth 610 flagshipprivatewealth.com Women & Wealth Giana.Armano@Flagpw.com	Inspire Your Journey..... 1153 inspireyourjourney.com Author / Life Coach susan@inspireyourjourney.com
Deborah MacFail Designs..... Boston Handmade- 1112 facebook.com/deborahmacfaildesigns Handmade fine artisan jewelry	Flanabags LLC..... 817 flanabags.com TSA-compliant AirQuart® Fashion Forward,Made in U.S.A.	International Coach Federation New Eng. Chapter..... 778 icfne.org Professional Coaching Visit the Coaches Corner
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Dept. of Veterans Affairs..... 848 bedford.va.gov Bedford VA Hospital 1800-838-6331	Flutter Eyewear..... 525 fluttereyewear.com Gorgeous readers. Stop by our booth for a personal fitting.	Jamberry 923 gwendevine.jamberry.com Gwen Devine 603.391.6736 Heidi Piotrowicz 603.674.8460
Destiny Rescue..... 349 destinyrescue.org A Voice for the voiceless children trapped in sex trade	Foxfire Creative Studio..... Boston Handmade- 1112 foxfirecreativestudio.com	Jennifer Ormond-author..... 843 Jenniferormond.com
Diane Hoffman Textiles..... Boston Handmade- 1112 dianehoffman.net/textiles www.dianehoffman.net/textiles Angry cat & scapegoat textiles	Framingham State University 272 framingham.edu/graduate gradadmissions@framingham.edu 508-626-4501	Jillian Audrey Photography..... Boston Handmade- 1112 JillianAudreyPhotography.com Fine art travel photography
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Electric Insurance Company..... 275 ElectricInsurance.com Auto I Home I Umbrella I More 800.227.2757	Hawaiian Moon..... 908 aloecream.biz Organic Aloe Cream sales@aloecream.biz	Just Enough Nonsense Boston Handmade- 1112 justenoughnonsense.com Original handmade items.
Elimindi 920 Elimindi.com USA made women's apparel S-5X 15% Profit donated to charity	HDS Medallion Mobility Bags 742 hdsmedallion.com Fabulous Mobility Device Bags For Walkers, Wheelchairs, Etc.	Kathy Kamei Designs..... 624 kathykamei.com Handcrafted Designs 415-237-1597
Even More Success Coaching..... 974 evenmoresuccess.com pat@evenmoresuccess.com	Hello Healthy Box 1149 hellohealthybox.com A personalized diet kit for your workday, delivered weekly	Lancome at Macy's in Boston 684C lancome-usa.com 617-357-3000
	HERstory Apparel 521 herstoryapparel.com A positive alternative with a powerful message	Lands' End Business Outfitters..... 774 business.landsend.com Business Apparel for Women Susan MacLeod 978-227-2170
		Lara B. Designs Boston Handmade- 1112 larabdesigns.com Italian Leather Handbags lara@larabdesigns.com

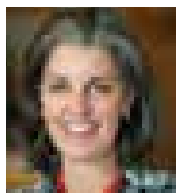
EXHIBITORS

Laura Chenel's1155 laurachenel.com America's First Name in Chevre	Metrowest Nutrition, LLC 754 metrowestnutrition.com Nutrition Counseling Wellness Programs	Organic Bath Co. 948 organicbath.co Award Winning Skincare
League of Women Voters of Massachusetts..... 446 lwvma.org Voter Registration, Education Civic Engagement, Advocacy	Mirbeau Inn & Spa at The Pinehills740 plymouth.mirbeau.com	Own Your Money..... 720 OwnYourMoney.com Make More, Save More, and Stress Less About Your Money
Lean In Boston 343 facebook.com/leaninboston Empowering women through community and awareness	MIT Professional Education..... 472 professional.mit.edu Gain crucial knowledge at MIT professional.education@mit.edu	ParTea 1124 infusethebooze.com Blends for liquor infusion info@infusethebooze.com
Lesley University..... 269 lesley.edu	MIT Sloan Executive Education..... 475 executive.mit.edu 40+ short executive courses sloanexeced@mit.edu	Pearls With Purpose Foundation..... 440 pearlswithpurpose.org Feed Families, Change Lives Create Beautiful Dignity
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LinkHer..... 240 linkher.org Linking female professionals and students for career growth	Mona Enamel 1112 monaenamel.com Kiln Fired Enamel Jewelry Boston, MA	Picasso Jasper..... 746 Picassojasper.com & on Etsy Handprinted Yoga Inspired Clothing!
Live Big.....914 wendyperrotti.com Individual and Group Coaching wendy@wendyperrotti.com	MonaLisa Touch Boston 1046 MLTBoston.com Laser therapy for painful sex 617-762-6021	Pinnovative Designs..... 253 PinnovativeDesigns.com
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Macys..... 684 Macys.com Macys Downtown Crossing Beauty and Fragrances	National Ovarian Cancer Coalition 1054 ovarian.org National Ovarian Cancer Coalition	Poo~Pourri..... 723 poopourri.com Before-you-go toilet spray Traps odor before it begins
Maq Innovations.....947 medicpadusa.com Medicpad Tens units	Neighbor Brigade 442 neighborbrigade.org Help is next door! Pay it forward and volunteer!	Prior Consulting LLC..... 673 priorconsulting.com New book on career development lisa@priorconsulting.com
Mary Kay Cosmetics517 marykay.com/loriblades Skin care and color cosmetics lbbldes@msn.com 617-744-8696	NEU School of Nursing..... 374 onlinenursing.neu.edu 16 month Nursing Program	Project Bead 356 projectbead.com Education for Life #beagiver info@projectbead.com
Massachusetts Association of Women Lawyers874 mawl.org Statewide Bar Association. www.mawl.org	Nichols College..... 366 gps.nichols.edu	Project Have Hope..... 336 projecthavehope.org Share your #IHaveHope story! projecthavehope@yahoo.com
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robin b.....515 robinb.style Wardrobe Essentials for Work 401-885-9400	Spangled-USA.....715 facebook.com/SpangledUSA USA-Made apparel and accessories.	The Raytheon Company.....766 raytheon.com TALENT ON A MISSION
Rocklen Designs.....Boston Handmade- 1112 rocklensdesigns.com Artistic Hanging Mobiles rocklensdesigns@gmail.com	Spiritwalk Healing Shop.....940 spiritwalkhealingshop.com Reiki Infused Essential Oils Let Mother Nature Heal Us	The Willie Wags.....1115 thewilliewags.com Subscription Box & Store Supports Female Entrepreneurs
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Scarf King.....614	State Street Social HUB.....639 statestreet.com	TripAdvisor.....969 tripadvisor.com Learn about joining our team!
Scarves Unlimited.....1020 Cashmere scarves women, men, and young adults	Stella & Dot ~ Carrie McGraw.....1024 stelladot.com/carriemcgraw Jewelry/Bags/Tops/Wallets clmcgraw@gmail; 781.413.6517	UMass Boston.....368 umb.edu Graduate Business Programs College of Management
Scenties.....508 scen-ties.com scented hair ties 978-270-7513	Strategies for College, Inc.....466 strategiesforcollege.com College guidance you can trust every step of the way!	UMassOnline.....413 umassonline.net 1-877-698-6277 customerservice@umassonline.ne
SCORE Boston.....369 boston.score.org Counsellors to small businesse	Strongbow Hard Apple Cider.....Wine Tasting Area strongbow.com Sample Strongbow Cider! Try our award-winning flavors. 21+	United Airlines.....436 united.com
Seed Phytonutrients.....847 seedphytonutrients.com Essential skin and hair care. info@seedphytonutrients.com	Suffolk University.....273 suffolk.edu/business	Vote Run Lead.....234 voterunlead.org Get Free Tools to #RunAsYouAre Training Opportunities + More!
SeneGence/LipSense.....716 senegence.com/northshoreglam Long Lasting Cosmetics Revolutionary Skincare	Sustainable Healthcare Haiti.....1147 sustainablehealthcareforhaiti.org	Watch Me.....511 Instagram : Watchmetoo2 Instagram: watchmetoo2 Jewelry
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She Geeks Out.....406 ww.shegeekout.com Diversity & inclusion training Networking events for women	Tanzania School Foundation.....347 tsfund.org chris@tanzaniaschoolfoundation	WCVB-TV.....332 wcvb.com Boston's TV News Leader! Meet our on-air team!
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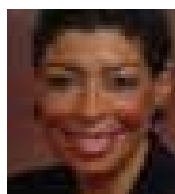
HEATHER CAMPION has a diverse background with extensive experience in both the public and private sectors and in higher education. She is a principal at Mount Vernon Strategies, where she provides strategic counsel in public positioning and reputation building for corporations and major institutions. Campion has been widely recognized as a leader in promoting women's advancement, and she recently served as an adviser to Harvard's Institute of Politics on the expansion of their program on Women in Leadership. Most recently, Campion was CEO of the John F. Kennedy Library Foundation, where she had spent over ten years as a member of the board of directors. Prior to that, she spent fifteen years in financial services. Through 2007, she was one of the top women at Citizens Financial Group as a member of the executive management committee and EVP for corporate affairs. Later she co-founded and led the development of ableBanking, a successful direct online savings division of Northeast Bancorp, where she served as chief administrative officer 2009-2014. For nearly two decades, Campion held key administrative positions at Harvard University's John F. Kennedy School of Government, helping to build the School's Center for Business and Government, serving as its director of public liaison, and later as director of Harvard's John F. Kennedy Jr. Forum and associate director of the Institute of Politics. She began her career in government and national politics serving on the White House staff during the Carter administration. She has held senior roles in several presidential campaigns and most recently worked on the podium operation at the 2016 Democratic National Convention for Hillary Clinton. Campion sits on numerous boards including Harvard's Institute of Politics, Brigham & Women's Hospital Advisory Council, Woods Hole Research Center, and AAA Northeast. She is a member and past president of the Massachusetts Women's Forum.



RENEE CONNOLLY is global head of communications and corporate responsibility at MilliporeSigma. Her responsibilities include leading internal and external communications, corporate brand strategy, community affairs and corporate responsibility programs, and oversight of events and programs. She led the communication strategy for the seventeen billion dollar acquisition of chemical giant Sigma-Aldrich in 2015, marking the largest acquisition in company history and one of the largest ever in the life science industry. During this time, Connolly also launched SPARK and its signature Curiosity Labs™, a program aimed at inspiring students to explore STEM careers. From its inception in early 2016, more than five thousand MilliporeSigma volunteers have engaged seventy-five thousand children all over the world in this exciting, hands-on education program. Prior to joining MilliporeSigma, Connolly was VP of US communications for EMD Serono. She serves as chairperson of the Mass BioEd Foundation board. Connolly is involved in numerous charitable causes including the American Cancer Society, Hope Lodge, and the American Diabetes Association. She was named a recipient of a Working Mother of the Year award in 2011 by *Working Mother* magazine. Connolly earned a BA in journalism from Ithaca College in New York.



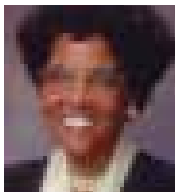
ANNE M. FINUCANE is vice chairman at Bank of America and a member of the company's executive management team. She is responsible for the strategic positioning of Bank of America and leads the company's Environmental, Social and Governance (ESG) efforts. She focuses on the company's outreach to shareholders on social and governance issues, implementing innovative ways to deploy capital and expanding on the company's environmental business opportunities to support the overall responsible growth strategy. As chair of the global ESG Committee, Finucane stewards Bank of America's 125 billion dollar environmental business initiative, including its 10 billion dollar Catalytic Finance Initiative. She oversees the company's Community Development Financial Institution portfolio and helps manage Bank of America's ten-year, 1.5 trillion dollar community development lending and investing goal – the largest of its kind ever established by a US financial institution. She also chairs the Bank of America Charitable Foundation. Finucane serves on the boards of directors of Carnegie Hall, National September 11 Memorial & Museum, American Ireland Fund, John F. Kennedy Library Foundation, CVS Health, Brigham and Women's Hospital, Partners Healthcare, and Special Olympics. She serves on the US State Department's Foreign Affairs Policy board and is a member of the Council on Foreign Relations. Finucane has won numerous professional and public service accolades. Most recently, she was named to *Fortune's* Most Powerful Women list for the second year in a row and *AdWeek's* 2016 Power List: Top 100 Leaders in Marketing, Media & Tech. In 2013 she received the New York Women in Communications Matrix Award and the International Women's Media Foundation Leadership Award. She was named 2013 Advertising Woman of the Year by Advertising Women of New York, and *American Banker* magazine annually names her one of the 25 Most Powerful Women in Banking.



CAROL FULP is president and CEO of The Partnership, Inc., New England's premier organization dedicated to enhancing the competitiveness of the region by attracting, developing, retaining, and convening multicultural professionals. Prior to The Partnership, Fulp was senior vice president of corporate responsibility and brand management at John Hancock Financial. There she led the company's marketing and sponsorships departments while directing the company's twelve million dollar philanthropic giving program. Previously, Fulp was director of community programming and human resources for WCVB, the ABC-TV Boston affiliate. She also served as corporate employee relations manager for the Gillette Company. Given her leadership in business and public service, President Obama appointed Fulp as a representative of the United States of America to the sixty-fifth session of the United Nations General Assembly. Governor de Jongh appointed her as a trustee of the University of the Virgin Islands and Mayor Walsh appointed her as a member of the City of Boston compensation advisory board. Massachusetts State Treasurer Deborah Goldberg also appointed Fulp to her advisory committee on wage equality. Fulp serves on the board of trustees for Eastern Bank and the board of directors for American Student Assistance Corporation. Her civic involvement includes the Harvard Kennedy School Women's Leadership Board, and she is a trustee of the John F. Kennedy Presidential Library Foundation. In addition, she is on the board of directors of Beth Isra-

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el Deaconess Medical Center, Boston University, and Citizens United for Research in Epilepsy (CURE). She is also a founding co-chair of the Massachusetts Conference for Women.



MARIAN L. HEARD is president and CEO of Oxen Hill Partners, a Boston-based company specializing in leadership development programs and brand enhancement strategies. She retired as the president and CEO of Boston United (the number one major gifts United Way in the country) and as CEO of the United Ways of New England.

She is the founding president and CEO of the Points of Light Foundation, which was formed to perpetuate President George Bush's (#41) call for voluntary service to address the serious social problems in America. She recently retired from the board after serving two terms as national board chair and remains active as a member of the advisory council. Heard is also a founding board member of MENTOR/The National Mentoring Partnership and served as a vice chair and national spokesperson. She is currently a board member of the Friends Beverage Group and a trustee of the Dana Farber Cancer Institute. She is a frequent commencement speaker and is the recipient of twenty-one honorary doctoral degrees. She's been honored with the Buckley Orator award, Warren Bennis award for Outstanding Leadership, National Public Citizen of the Year award, and the Others Award, to name a few. She was recently inducted into the Hall of Fame, Class of 2016, by the National Association of Corporate Directors. Heard is also a founding board member of the Massachusetts Conference for Women.

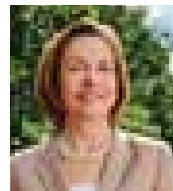


KATHY HORGAN is executive vice president and chief human resources and citizenship officer at State Street Corporation, responsible for ensuring that employees feel engaged, valued, and committed to the markets and clients they serve. She leads all global functions related to talent acquisition, career and leadership development,

compensation and benefits, succession planning, diversity and inclusion, and corporate citizenship. She also is a member of State Street's management committee, the company's most senior strategy and policy-making team. Horgan joined State Street in April 2009, initially as the head of human resources for State Street Global Advisors. Since that time she has taken on roles of increasing responsibility within human resources before assuming her current role in 2017. Prior to joining State Street in 2009, she was an executive vice president of human resources at Old Mutual Asset Management, where she was responsible for the delivery of HR strategy and services supporting the firm's institutional multi-boutique model. Prior to that, she spent more than ten years at Mellon Financial Corporation as human resources director for its global asset management business. Prior to Mellon, she was a human resources manager at Boston Scientific Corporation. She began her career with Baxter Healthcare Corporation. Horgan chairs State Street's North American benefits committee and is a member of the company's Professional Women's Network global advisory board and member of Leading Women, a sponsorship program for senior women across the company. She serves on the board of trustees for Thayer Academy in Braintree, Massachusetts. Horgan graduated with a BS in industrial and labor relations from Cornell University.



KELLI KIRWIN is director of the value management office (VMO) with Cisco. She is responsible for licensing support and tools that enable Cisco customers and partners to realize the full value that buying programs and consumption models bring to their businesses. Under Kirwin's leadership, the VMO closely aligns with critical digitization stakeholders across the company in order to grow recurring revenue, improve productivity, shorten sales cycles, and enable greater value selling. Kirwin has nine years with Cisco and eighteen years of overall experience in IT, management, channel strategy, marketing, specialty sales, and program development. Recently, Kirwin led a team in the global customer success organization, where she was responsible for the strategy, development, and acceleration of the Americas partner success team through channel partnerships across twenty-seven countries. Previously, Kirwin was senior manager of the Americas services sales specialist team, where her team was responsible for growing the smart services business to over a billion dollar revenue stream in three years. Prior to joining Cisco, Kirwin held executive and management roles at SilverBack Technologies and American Power Conversion (Schneider Electric). Throughout her career, she has been a proponent of mentorship and now actively pays it forward as a mentor and board member on the Massachusetts Conference for Women.



GLORIA CORDES LARSON was elected to the presidency of Bentley University after a prestigious career as an attorney, public policy expert, and business leader. She was drawn to Bentley because of its inventive approach to redefining business education by fusing its core business curriculum with the arts and sciences, and its

strong focus on ethics and social responsibility. During her tenure, the institution has reached a number of milestones centered on the content and value of a business education in the 21st century marketplace. President Larson launched the Center for Women and Business at Bentley in 2011, with a mission to advance shared leadership among women and men in the corporate world and to develop women as business leaders. Currently, she serves on the boards of directors of two public companies, Unum Group and Boston Private, as well as a number of nonprofit boards. Before joining Bentley, Larson was co-chair of the Government Strategies Group at Foley Hoag LLP. She led a business advisory cabinet for Massachusetts Democratic Governor Deval Patrick and served as secretary of economic affairs under Massachusetts Republican Governor William Weld. Larson also oversaw business and regulatory issues as deputy director of consumer protection at the Federal Trade Commission in Washington. Larson has been named among *Boston Magazine's* 50 Most Powerful People in 2015, the *Boston Business Journal's* Power 50: Influential Bostonians, and *Boston Magazine's* 50 Most Powerful Women in Boston. She is the recipient of the International Women's Forum Women Who Make a Difference Award (2015) and Associated Industries of MA Next Century Award (2015), as well as the Greater Boston Chamber of Commerce's inaugural Collaborative Leadership Award and Academy of Distinguished Bostonians Award. She was also recently honored with the Region I President's Award from NASPA, the leading association for student affairs administrators in higher education.

2:45 p.m. Author Signing – Exhibit Hall, Bookstore

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CATHY E. MINEHAN is an active profit and not-for-profit board member of entities engaged in major commercial activity, healthcare, and education. She is managing director of Arlington Advisory Partners LLC and has a wealth of experience in over forty-five years at various executive and CEO levels. Minehan retired from the Federal Reserve Bank of Boston in July 2007 after thirty-nine years with the Federal Reserve system, having served as president and chief executive of the Boston Bank and a member of the Federal Open Market Committee from July 1994 on. From August 2011 to June 2016 she served as Dean of the School of Management at Simmons College, known for its MBA for women and for its online offerings. Minehan is a graduate of the University of Rochester and a member of the university's board of trustees. She earned an MBA from New York University and was named a distinguished alumna from New York University in 1995. She also serves as managing director of Arlington Advisory Partners LLC, an entity she uses to house her various profit and nonprofit positions. Currently, Minehan is a director of Bright Horizons Family Solutions LLC, MITRE Corporation, and the Brookings Institution. She is also chair of the board of trustees of Massachusetts General Hospital and a board member of Partners Healthcare System. She is co-chair of the Boston Women's Workforce Council and she serves on a number of other nonprofit boards in the areas of health care, education, and public broadcasting. She is an elected fellow of the American Academy of Arts and Sciences and was named the Public Company Director of the Year (New England NACD, 2012), NACD Top 100 Directors in 2013, 2015 Shattuck City Champion (Boston), and is a recipient of many other honors and distinctions.



ALISON QUIRK has dedicated over thirty years to a career in the financial services industry. She recently retired from State Street Corporation, where she worked for fifteen years, the last seven as a member of the management committee, the company's senior-most strategy and policy making group. Known as a skilled and collaborative problem solver, she worked closely with State Street's board of directors during times of significant change following the financial crisis. As chief human resources and citizenship officer, she was responsible for all aspects of global human resources and corporate citizenship company-wide, leading a team of more than five hundred people globally. Over the course of her career, she led major organizational transformations and merger and integration initiatives. Known as a businessperson first, she has a passion for developing and evolving talent management systems, with a strong focus on engagement and inclusion, in support of the company's strategy. Throughout her career, Quirk developed a reputation as a confidant, coach, and advisor to C-suite executives. As an effective public speaker, she was a lead company spokesperson and a regular contributor of thought leadership to publications including the *Huffington Post* where she had a regular column. In 2012, she was one of twelve State Street employees selected to deliver a TEDTalk. Quirk started her career at Boston Financial Data Services, where she later served as a director, then moved to Liberty Financial Companies and FleetBoston Financial before joining State Street Corp. She graduated with honors from the University of New Hampshire and currently serves as vice chair and member of the executive committee of Boston Ballet. She was a founding member of the Bos-

ton Women's Workforce Council, appointed by the mayor of Boston to develop solutions around gender pay equity. Quirk has been recognized by numerous organizations including Women's Political Caucus, Massachusetts Chamber of Commerce, *Working Mother Magazine* and the *Diversity Journal*.



MICHO F. SPRING chairs the global corporate practice and New England region at Weber Shandwick, one of the world's leading PR firms with a network of one hundred twenty eight offices in eighty one countries. In both her regional and global role, Spring enables clients to use communications to support their business strategies, enhance and protect their reputations, and respond to public policy challenges. Spanning a wide range of reputational issues, she counsels clients at critical times. From CEO successions, mergers and acquisitions, litigation and regulatory matters, to corporate responsibility, Spring provides strategic leadership and guidance to companies and organizations as they navigate how to communicate issues to the public, employees, and influencers. She has been a leader in Weber Shandwick's New England office for more than twenty years, and she partners with the region's most distinguished brands including MIT, Bank of America, and Liberty Mutual. During her tenure, she has played a central role in driving communications for many of Boston's notable milestones, including the merger that created Boston Medical Center, the sale of the Boston Red Sox, and the launch of the Commonwealth Connector. Spring is deeply committed to the civic life of Boston and currently sits on the executive committee of the Greater Boston Chamber of Commerce, is a director of the John F. Kennedy Library Foundation, and is founding chair of Friends of Caritas Cubana. A member and past president of the Massachusetts Women's Forum, she was honored with the 2015 International Women's Forum Women Who Make a Difference award. Weber Shandwick also ranked first on the *Boston Globe Magazine* and Commonwealth Institute's 2015 Top 100 Women-Led Businesses in Massachusetts. Born in Havana, she is actively involved in continuing efforts to improve U.S.-Cuba relations.

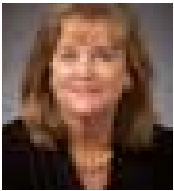


LYNN D. TINNEY is a successful technology executive whose career includes Cisco, Siemens, Compaq, and IBM. Her roles include sales, marketing, operations, and channels. Tinney's leadership style maintains high expectations for her team while developing each person's skills in a culture of trust that allows and expects them to take risks and think big. She strives to keep her teams ahead of market changes by driving plans that identify business requirements, leverage all available resources, and measure against aggressive targets. Tinney has been committed to diversity and learning from all voices throughout her career. Her penchant to support the growth of women in technology continues and is cornerstone to her reputation through sustained action. Tinney earned an MBA at Bentley University's McCallum School of Business and has been selected to CRN Women of the Channel for 2015, 2016 and Power 100 – Most Powerful Women in the Channel for 2016 and 2017.

CONFERENCE FOR WOMEN BOARD MEMBERS



KIMBERLY STEIMLE VAUGHAN is the chief marketing officer and chief people officer at Suffolk, one of the largest and most innovative building construction companies in the country. In her marketing role, she is responsible for the overall management of Suffolk's branding platform, corporate marketing, business development, and community outreach efforts across several main offices in the Northeast, Southeast, and West regions. As CPO, she oversees the human resources, training, and community and employee engagement departments and is responsible for implementing Suffolk's actionable long-term plan for hiring, mentoring, developing, and retaining the organization's greatest asset, its people. Vaughan also serves on Suffolk's executive management team, which is responsible for providing counsel and input on the strategic direction of the company. She serves on the executive committee of the Greater Boston Chamber of Commerce, which provides leadership in creating a healthy climate for economic development and job creation in the Greater Boston area. Vaughan also serves on the board of trustees of Milton Academy, chairing its master-planning process. She is a member of the Boston Women's Workforce Council and serves on the board of directors for the Massachusetts Conference for Women. Vaughan was recently named one of *Banker & Tradesman's* Women of FIRE, an annual award recognizing key female players in the local FIRE (Finance, Insurance and Real Estate) sector. She was also recently named one of the 10 Phenomenal Women Honorees by Strong Women, Strong Girls, was honored as one of the Greater Boston Chamber of Commerce's 2012 recipients of the Ten Outstanding Young Leaders awards, and has received the prestigious Pinnacle Award by the Greater Boston Chamber of Commerce. She was recognized as one of *Banker & Tradesman's* New Leaders in 2008, and in 2006, she was ranked on the *Boston Business Journal's* 40 Under 40 list. Vaughan graduated from Holy Cross with a BA.



PAMELA A. WICKHAM is vice president of corporate affairs and communications for Raytheon Company. As a member of the Raytheon leadership team, she is responsible for the company's global media relations, public relations and brand management, internal communications, executive communications, corporate contributions, special events, and digital social media platforms. She is also a member of Raytheon's executive diversity leadership team and serves as executive champion of RAYBEN, Raytheon's Black Employee Network. Outside Raytheon, Wickham serves on the board of the Arthur Page Society and the Communications Council of the Aerospace Industries Association. She is a former chair of the board of directors of MATHCOUNTS®, a national math enrichment, coaching, and competition program that promotes middle school mathematics achievement through grassroots involvement in every US state and territory. A graduate of the University of Oklahoma, Wickham is a frequent contributor to *Fortune Insiders* and has been honored as one of *PR News's* Top Women in PR and one of *ExecRank's* 50 Top CMOs and Marketing Executives. In 2015, the Publicity Club of New England awarded her the John J. Molloy Crystal Bell Lifetime Achievement Award. She is an active supporter of DonorsChoose, the Wounded Warrior Project®, and Project Bread.



CONFERENCE FOR WOMEN TEAM

The mission of the Conference for Women is to promote, communicate and amplify the influence of women in the workplace and beyond. At our annual nonpartisan, nonprofit conferences, we bring together thousands of active professionals to connect, renew, and find inspiration in community.

We are committed to helping close the pay gap, eliminate gender discrimination and achieve parity in company leadership and on corporate boards. We inspire the next generation through our Young Women's program and we support local nonprofit organizations.

The Conference for Women harnesses the collective wisdom, experience and energy of inspirational women and men of all ages and backgrounds in service of our values: supporting and giving back to our growing nationwide community.

The Conference for Women team thanks our generous sponsors, gifted speakers and attendees in coming together to help amplify each other's voices – as we are reminded that we accomplish more together – which is the true “Power of Us.”

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†For full risk/benefit information on the NovaSure minimally invasive procedure, visit NovaSure.com

References: 1. Results from Friedewald, SM, et al. "Breast cancer screening using tomosynthesis in combination with digital mammography." *JAMA* 311.24 (2014): 2499-2507; a multi-site (13), non-randomized, historical control study of 454,000 screening mammograms investigating the initial impact of the introduction of the Hologic Selenia® Dimensions® system on screening outcomes. Individual results may vary. The study found an average 41% (95% CI: 20-65%) increase and that 1.2 (95% CI: 0.8-1.6) additional invasive breast cancers per 1000 screening exams were found in women receiving combined 2D FFDM and 3D™ mammograms acquired with the Hologic 3D Mammography™ system versus women receiving 2D FFDM mammograms only. 2. Saslow D, Solomon D, Lawson HW, et al. American Cancer Society, American Society for Colposcopy and Cervical Pathology and American Society for Clinical Pathology. Screening Guidelines for the Prevention and Early Detection of Cervical Cancer. *CA Cancer J Clin*. 2012; 62(3):147-172. 3. U.S. Preventive Services Task Force. Final Update Summary: Cervical Cancer: Screening. Retrieved 3/18/16 from <http://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/cervical-cancer-screening>. 4. The American College of Obstetricians and Gynecologists. Practice bulletin 131: Screening for cervical cancer. *Obstet Gynecol*. 2012;120(5):1222-1238. 5. The American College of Obstetricians and Gynecologists. Practice bulletin 131: Screening for cervical cancer. *Obstet Gynecol*. 2012;120(5):1222-1238.

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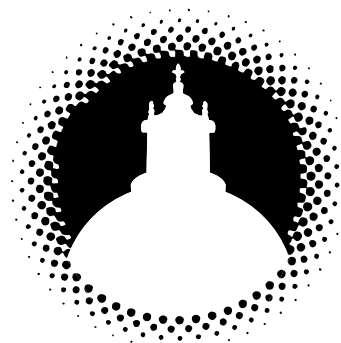
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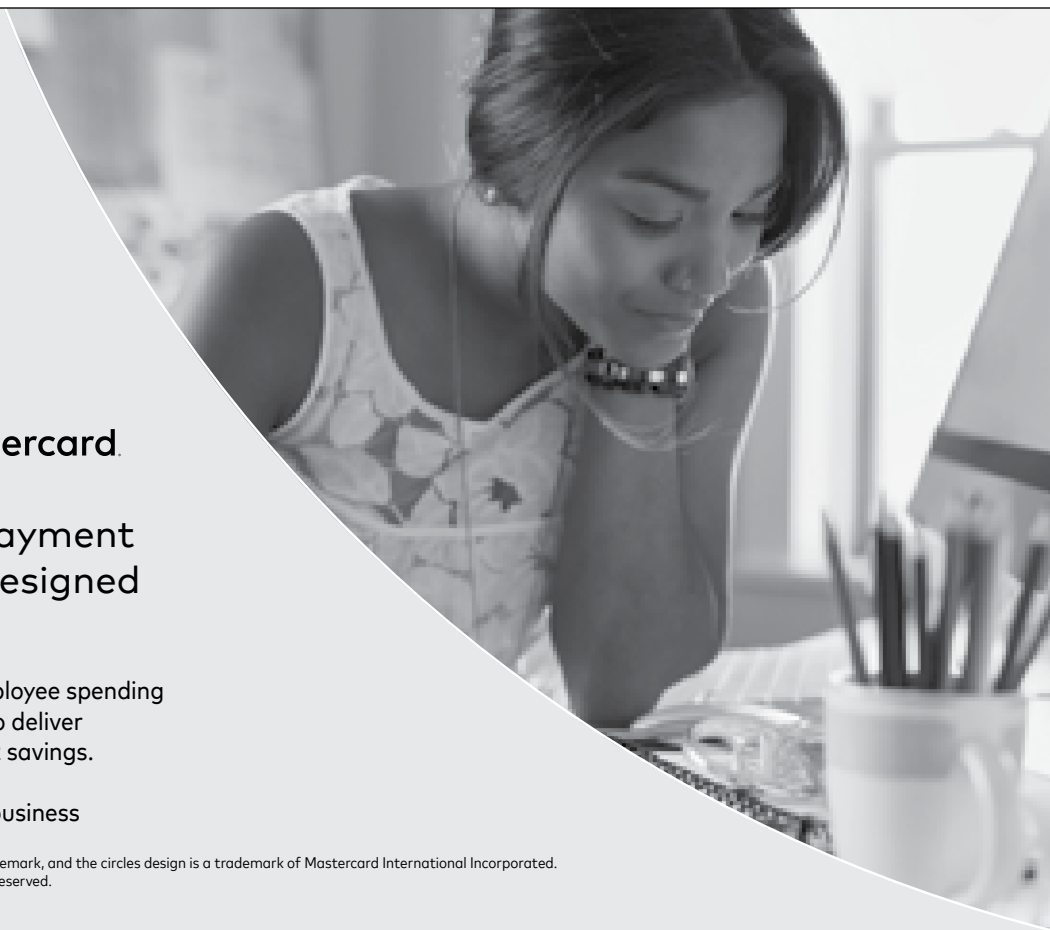


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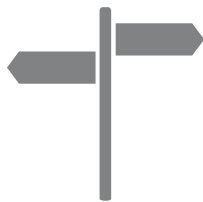
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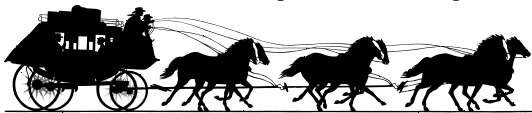


We are proud to celebrate all the achievements of women past, present, and future. When women succeed, everybody wins.

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KEYNOTE LUNCHEON SEATING

STAGE

This map shows the assigned seating for the luncheon tables at the Keynote Lunch.

Your table number can be found on your badge.

There is open seating for the Morning Keynote.

A116	A115	A114	A113	A112	A111	A110	A109	A108
A216	A215	A214	A213	A212	A211	A210	A209	A208
A316	A315	A314	A313	A312	A311	A310	A309	A308
A416	A415	A414	A413	A412	A411	A410	A409	A408
A516	A515	A514	A513	A512	A511	A510	A509	A508
A616	A615	A614	A613	A612	A611	A610	A609	A608
A716	A715	A714	A713	A712	A711	A710	A709	A708
A816	A815	A814	A813	A812	A811	A810	A809	A808
A916	A915	A914	A913	A912	A911	A910	A909	A908
A1016	A1015	A1014	A1013	A1012	A1011	A1010	A1009	A1008
A1116	A1115	A1114	A1113	A1112	A1111	A1110	A1109	A1108
A1216	A1215	A1214	A1213	A1212	A1211	A1210	A1209	A1208
A1316	A1315	A1314	A1313	A1312	A1311	A1310	A1309	A1308
A1416	A1415	A1414	A1413	A1412	A1411	A1410	A1409	A1408
A1516	A1515	A1514	A1513	A1512	A1511	A1510	A1509	A1508

A107	A106	A105	A104			
A207	A206	A205	A204	A203	A202	A201
A307	A306	A305	A304	A303	A302	A301
A407	A406	A405	A404	A403	A402	A401
A507	A506	A505	A504	A503	A502	A501
A607	A606	A605	A604	A603	A602	A601
A707	A706	A705	A704	A703	A702	A701
A807	A806	A805	A804	A803	A802	A801
A907	A906	A905	A904	A903	A902	A901
A1007	A1006	A1005	A1004	A1003	A1002	A1001
A1107	A1106	A1105	A1104	A1103	A1102	A1101
A1207	A1206	A1205	A1204	A1203	A1202	A1201
A1307	A1306	A1305	A1304	A1303	A1302	A1301
A1407	A1406	A1405	A1404	A1403	A1402	A1401
A1507	A1506	A1505	A1504	A1503	A1502	

A1616	A1615	A1614	A1613	A1612	A1611	A1610	A1609	A1608
A1716	A1715	A1714	A1713	A1712	A1711	A1710	A1709	A1708
A1816	A1815	A1814	A1813	A1812	A1811	A1810	A1809	A1808
A1916	A1915	A1914	A1913	A1912	A1911	A1910	A1909	A1908
A2016	A2015	A2014	A2013	A2012	A2011	A2010	A2009	A2008
A2116	A2115	A2114	A2113	A2112	A2111	A2110	A2109	A2108
A2216	A2215	A2214	A2213	A2212	A2211	A2210	A2209	A2208
A2316	A2315	A2314	A2313	A2312	A2311	A2310	A2309	A2308
A2416	A2415	A2414	A2413	A2412	A2411	A2410	A2409	A2408
A2516	A2515	A2514	A2513	A2512	A2511	A2510	A2509	A2508
A2616	A2615	A2614	A2613	A2612	A2611	A2610	A2609	A2608
A2716	A2715	A2714	A2713	A2712	A2711	A2710	A2709	A2708

A1607	A1606	A1605	A1604	A1603	A1602	A1601
A1707	A1706	A1705	A1704	A1703	A1702	A1701
A1807	A1806	A1805	A1804	A1803	A1802	A1801
A1907	A1906	A1905	A1904	A1903	A1902	A1901
A2007	A2006	A2005	A2004	A2003	A2002	A2001
A2107	A2106	A2105	A2104	A2103	A2102	A2101
A2207	A2206	A2205	A2204	A2203	A2202	A2201
A2307	A2306	A2305	A2304	A2303	A2302	A2301
A2407	A2406	A2405	A2404	A2403	A2402	A2401
A2507	A2506	A2505	A2504	A2503	A2502	A2501
A2607	A2606	A2605	A2604	A2603	A2602	A2601
A2707	A2706	A2705	A2704	A2703	A2702	A2701

A2815	A2814	A2813	A2812	A2811	A2810	A2809	A2808
A2915	A2914	A2913	A2912	A2911	A2910	A2909	A2908
A3015	A3014	A3013		A3011	A3010	A3009	A3008
A3115	A3114	A3113	A3112	A3111	A3110	A3109	A3108
A3215	A3214	A3213	A3212	A3211	A3210	A3209	A3208
A3315	A3314	A3313	A3312	A3311	A3310	A3309	A3308
			A3412	A3411	A3410	A3409	A3408

A2806	A2805	A2804	A2803	A2802	A2801
A2906	A2905	A2904	A2903	A2902	A2901
A3006	A3005		A3003	A3002	A3001
A3106	A3105	A3104	A3103	A3102	A3101
A3206	A3205	A3204	A3203	A3202	A3201
A3306	A3305	A3304	A3303	A3302	A3301
A3406	A3405	A3404	A3403		

KEYNOTE LUNCHEON SEATING

STAGE

			B104	B105	B106	B107
B201	B202	B203	B204	B205	B206	B207
B301	B302	B303	B304	B305	B306	B307
B401	B402	B403	B404	B405	B406	B407
B501	B502	B503	B504	B505	B506	B507
B601	B602	B603	B604	B605	B606	B607
B701	B702	B703	B704	B705	B706	B707
B801	B802	B803	B804	B805	B806	B807
B901	B902	B903	B904	B905	B906	B907
B1001	B1002	B1003	B1004	B1005	B1006	B1007
B1101	B1102	B1103	B1104	B1105	B1106	B1107
B1201	B1202	B1203	B1204	B1205	B1206	B1207
B1301	B1302	B1303	B1304	B1305	B1306	B1307
B1401	B1402	B1403	B1404	B1405	B1406	B1407
	B1502	B1503	B1504	B1505	B1506	B1507

B108	B109	B110	B111	B112	B113	B114	B115	B116
B208	B209	B210	B211	B212	B213	B214	B215	B216
B308	B309	B310	B311	B312	B313	B314	B315	B316
B408	B409	B410	B411	B412	B413	B414	B415	B416
B508	B509	B510	B511	B512	B513	B514	B515	B516
B608	B609	B610	B611	B612	B613	B614	B615	B616
B708	B709	B710	B711	B712	B713	B714	B715	B716
B808	B809	B810	B811	B812	B813	B814	B815	B816
B908	B909	B910	B911	B912	B913	B914	B915	B916
B1008	B1009	B1010	B1011	B1012	B1013	B1014	B1015	B1016
B1108	B1109	B1110	B1111	B1112	B1113	B1114	B1115	B1116
B1208	B1209	B1210	B1211	B1212	B1213	B1214	B1215	B1216
B1308	B1309	B1310	B1311	B1312	B1313	B1314	B1315	B1316
B1408	B1409	B1410	B1411	B1412	B1413	B1414	B1415	B1416
B1508	B1509	B1510	B1511	B1512	B1513	B1514	B1515	B1516

B1601	B1602	B1603	B1604	B1605	B1606	B1607
B1701	B1702	B1703	B1704	B1705	B1706	B1707
B1801	B1802	B1803	B1804	B1805	B1806	B1807
B1901	B1902	B1903	B1904	B1905	B1906	B1907
B2001	B2002	B2003	B2004	B2005	B2006	B2007
B2101	B2102	B2103	B2104	B2105	B2106	B2107
B2201	B2202	B2203	B2204	B2205	B2206	B2207
B2301	B2302	B2303	B2304	B2305	B2306	B2307
B2401	B2402	B2403	B2404	B2405	B2406	B2407
B2501	B2502	B2503	B2504	B2505	B2506	B2507
B2601	B2602	B2603	B2604	B2605	B2606	B2607
B2701	B2702	B2703	B2704	B2705	B2706	B2707

B1608	B1609	B1610	B1611	B1612	B1613	B1614	B1615	B1616
B1708	B1709	B1710	B1711	B1712	B1713	B1714	B1715	B1716
B1808	B1809	B1810	B1811	B1812	B1813	B1814	B1815	B1816
B1908	B1909	B1910	B1911	B1912	B1913	B1914	B1915	B1916
B2008	B2009	B2010	B2011	B2012	B2013	B2014	B2015	B2016
B2108	B2109	B2110	B2111	B2112	B2113	B2114	B2115	B2116
B2208	B2209	B2210	B2211	B2212	B2213	B2214	B2215	B2216
B2308	B2309	B2310	B2311	B2312	B2313	B2314	B2315	B2316
B2408	B2409	B2410	B2411	B2412	B2413	B2414	B2415	B2416
B2508	B2509	B2510	B2511	B2512	B2513	B2514	B2515	B2516
B2608	B2609	B2610	B2611	B2612	B2613	B2614	B2615	B2616
B2708	B2709	B2710	B2711	B2712	B2713	B2714	B2715	B2716

B2801	B2802	B2803	B2804	B2805	B2806
B2901	B2902	B2903	B2904	B2905	B2906
B3001	B3002	B3003		B3005	B3006
B3101	B3102	B3103	B3104	B3105	B3106
B3201	B3202	B3203	B3204	B3205	B3206
B3301	B3302	B3303	B3304	B3305	B3306
		B3403	B3404	B3405	B3406

B2808	B2809	B2810	B2811	B2812	B2813	B2814	B2815
B2908	B2909	B2910	B2911	B2912	B2913	B2914	B2915
B3008	B3009	B3010	B3011		B3013	B3014	B3015
B3108	B3109	B3110	B3111	B3112	B3113	B3114	B3115
B3208	B3209	B3210	B3211	B3212	B3213	B3214	B3215
B3308	B3309	B3310	B3311	B3312	B3313	B3314	B3315
B3408	B3409	B3410	B3411	B3412			



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