



bizwomen

DALLAS BUSINESS JOURNAL

MENTORING **MONDAY**

Monday, April 3, 2017

A speed coaching and networking event
powered by bizwomen.

DALLAS
BUSINESS JOURNAL

Mentors



Barbara Baffer | Vice President, Marketing Operations, Internal Communications & Government Relations, Ericsson North America

Barbara Baffer is Head of Marketing Operations, Internal Communications & Government Relations for Ericsson North America. She has more than 26 years of experience in leadership positions with Ericsson. Baffer directs Ericsson's North American Marketing Operations activities. Her role includes managing budgets, targets, KPIs and measurements for the Marketing and Communications organization. She oversees and manages the lead generation process, as

well as Internal Communications.

She also directs the North American government relations advocacy team in Washington, D.C. and Canada in creating favorable market, operating and technical conditions for Ericsson.

Baffer serves on the Board of Directors to CTIA-the Wireless Association Foundation and on the Board and Executive Committee of Tech Titans where she also Chairs its Advocacy Committee. She is a member of the Dallas Executive Women's Roundtable (EWR) and is a Board Member of the Collin County Business Alliance. Baffer also represents Ericsson on the Board of the Information Technology Industry Council. Baffer served as the 2014 and 2015 Gala Chair for the Tech Titans awards dinner and is the 2016 Vice-Chair of the Tech Titans Executive Committee. Baffer holds a Bachelor's degree in Government from the College of William and Mary and an MBA from Lynchburg College. In September 2015, she won the Dallas Business Journal's "Women in Technology Award."



Renee Baker Arrington | Senior Vice President, Pearson Partners International, Inc.

Renee offers clients over 20 years' experience in retained executive search. She excels in recruiting senior executive talent for Fortune 500 companies, private-equity backed businesses and not-for-profit organizations. She is a member the Board of Directors, leads the firm's Fort Worth office and CIO and IT Leadership practice with clients in technology, retail, financial services, business services, distribution and R&D. Renee conducts searches for board members,

presidents and executive directors, among other senior leadership positions. Renee was named one of the top 40 women Gatekeepers to the C-Suite by Hunt Scanlon, a search industry publication. She is an active member of IIC Partners and the Association for Executive Search Consultants (AESC).

Renee approaches each search consultatively. She understands her clients' culture and the type of leaders best suited to their business life cycle and current challenges. She is attentive to diversity and believes a well-run search can deliver market insights. Renee appreciates the value of using assessment instruments as part of the search.

Prior to joining Pearson Partners in 2006, Renee was a vice president in the technology practice of a global retained search firm, and was previously a shareholder and partner in the technology practice of another global firm.

She is a member of the board of directors for Society for Information Management (SIM), Dallas Chapter; an executive committee member of Dallas's Executive Women Roundtable (EWR), a member of Fort Worth's Women Steering Business (WSB) and member of the board of directors for the Foundation of the Young Women's Leadership Academy in Fort Worth. In the past Renee has served on the boards of North Texas Public Broadcasting (NPR Affiliate) and was board chairman of the YWCA of Fort Worth and Tarrant County; and the Fort Worth YMCA Westside Branch.

Renee has written a monthly column for CIO Decisions magazine, has been quoted in The Wall Street Journal, Careerjournal.com, IT World, Network World and Business Process Outsourcing and The Competitive Advantage, (Wiley, in 2005.)

Renee earned a B.A. in Communications from Trinity University and studied at Parsons School of Design in Paris. She and her husband Michael live in Fort Worth.



Laura Beitler | Vice President of US Recognition & Events, Mary Kay Inc.

Born and raised in San Angelo, Texas, Laura Beitler graduated from Texas Christian University in 1995 with a Bachelor's degree in Marketing. She then went on to obtain her Doctor of Jurisprudence and a Master of Business Administration degree from Texas Tech University in 1998. After graduating from law school, Laura began her legal career as in-house counsel to a Dallas based food brokerage company, where her primary focus of legal practice became labor and employment matters. She joined Mary Kay Inc.'s legal department as a staff attorney in 2000. As Laura's responsibilities grew over several years, she eventually transitioned to the role of Vice President and Associate General Counsel. In addition to personally providing legal counsel on various matters, she was responsible for leading the teams that provide legal counsel and guidance for the U.S./Canada Region and the Company's 12 subsidiaries in the Europe Region.

On April 1, 2014, Laura began a new chapter in her Mary Kay career as she transitioned from a legal role to a business role by becoming Mary Kay's Vice President of Recognition and Events. In her new role, Laura leads the teams responsible for developing and implementing Mary Kay's independent sales force recognition programs and special events in the United States. Laura is thrilled to have the opportunity to serve Mary Kay and its independent sales force in this new and exciting way.

Recent Accolades: Laura was named as Mary Kay's 2011 Leader of the Year and in 2013, she was recognized as one of Dallas Fort Worth's top corporate lawyers by the Association of Corporate Counsel and D CEO Magazine.

Mentors



Shaunna Black | Managing Partner, New Worq, LLC

As Managing Partner of New Worq, LLC Ms. Black provides confidential solutions and services for business leaders enabling them to rapidly solve complicated problems. New Worq specializes in strategic brand protection, marketing and sales, operations, turnaround consulting, and work design. Partnering with our clients we assess culture and performance, recommend strategies, implement work and systems design, import best practices and provide expert resources through its global network. For the past twenty-one years she has worked internationally in 25 countries. Her advisory services include an international restaurant chain, heavy industrial manufacturing company, Korean semiconductor company, Canadian energy management corporation, and several non-profits.

Ms. Black serves on the Board of Directors for Design Connect Create, the Portfolio Advisory Board for Entegra Technologies, Executive Advisory Board for the UT-Austin Cockrell School of Engineering, Advisory Board for the Alliance of Technology and Women, and Advisory Board for the Institute of Excellence in Corporate Governance. Formerly she was a Board of Director for YWIRE Technologies, Entegra Technologies, High Tech High Heels, the Dallas Women's Foundation and the Texas Instruments' Foundation.

Ms. Black's executive career has provided significant experience in strategy, global operations, technology, risk management and sustainability. From 2013 to 2016 Shaunna was Managing Partner of Venture Pacific Group International and provided strategic advisory services to global clients. From 2009 to 2013 Shaunna was President of Shaunna Black Associates and served as interim manager and strategic advisor for global clients such as Senior Vice President of Manufacturing in Korea for Dongbu HiTek and Vice President of Oryon Technologies in Dallas. From 1995 to 2009 Ms. Black served as Vice President with Texas Instruments, Inc. (TI) and led the following organizations: Worldwide Environmental, Safety and Health; Dallas Semiconductor Manufacturing; and Worldwide Facilities. Her leadership experience in these roles gave her in-depth knowledge of manufacturing operations, facilities design, construction, operations, sustainability and facilities management worldwide.

In her career Ms. Black has received much recognition, including the Alliance of Technology and Women's Lifetime Achievement Award, Pink's Top 15 Women in Business, Women in Technology Hall of Fame, Maura Women Helping Women, Tech Titans Community Hero Award, Frank Bromilow Distinguished Lecturer, and Circle of Honor.

Ms. Black holds Bachelor of Science degrees in Mechanical Engineering from New Mexico State University and in Education from the University of Texas in Austin.



Tiffany Cason | Commercial Banking Executive, Capital One

Tiffany Cason is Capital One Bank's Dallas/Fort Worth Commercial Banking Executive as well as Market President for Fort Worth.

In her role, she helps to connect Capital One's resources with community needs to strengthen the DFW metroplex.

Cason leads a team of local commercial bankers who are responsible for the bank's full range of commercial products and services. She has over 15 years of banking experience – all in Dallas and Fort Worth.

A Fort Worth native, Cason received a bachelor's degree in finance and marketing from Baylor University and a master's degree in business administration from Pepperdine University.

Cason serves on several boards in the community, including Communities in Schools of Tarrant County (Past Chairperson); the Child Study Center Foundation (Chairperson); the American Red Cross of North Texas (past Chairperson and current Vice Chair); the Davey O'Brien Foundation and the President's Advisory Task Force for Texas Wesleyan University. She previously served on The Ladder Alliance board and the Kupferle Texas Health board.

Mentors



Sheryl Chamberlain | Capgemini - Vice President Group Strategic Initiatives & Partnerships – Dell Technologies

Sheryl Chamberlain is a global technology leader who brings together diverse groups of people to jointly create innovative solutions that achieve new levels of success for a company. She has broad experience in leading strategy and operations with Fortune 1000 companies with a goal to accelerate revenue generation while improving performance. Moving easily between strategic planning and execution, she energizes and inspires others with a vision of what is possible. Sheryl thrives on tackling challenges of difficult, complicated problems. Her collaborative, open style builds trust and community while bringing people together to solve problems in new ways. Sheryl ethically navigates the political and organizational structures, creating and addressing future-focused, brand enhancing opportunities.

Sheryl is a Group Vice President in Capgemini Group Strategic Initiatives and Partnerships leading alliance strategies and overseeing execution of go-to-market activities with Dell Technologies. Sheryl began her career in Finance with a succession of increasingly higher level positions at Deloitte, Norton Simon (a Fortune 500 consumer products conglomerate), and PepsiCo Bottling. After serving as Controller & CFO in the commercial construction industry she transitioned into the technology industry, working with IBM in a variety of sales & implementation roles and subsequently founding and leading LSE, Ltd, a startup business/technology consulting organization that provided IBM midrange solutions. Prior to joining Capgemini Sheryl worked at EMC in a variety of roles including COO Corporate Office of the CTO.

Sheryl's leadership has been recognized in winning Dallas Business Journal Women in Technology Award, EMC Global Innovation Partner of the Year, the YWCA Tribute to Women, California TWIN, and the Diversity Council's Leadership & Diversity Awards. Sheryl is a member of the Alliance of Chief Executives, an Advisor to the Dallas Entrepreneur Center, and a MassChallenge Accelerator Mentor. She was on the Board of Silicon Valley Association for Corporate Growth, is on the Diversity Advisory Board for the Cloud Foundry Foundation, and serves as a Judge and Council Head for Hult Prize Foundation. Sheryl graduated from Hunter College, New York City with a BS in Accounting.



Donna Clemons | President of Joy Promotions, Inc. (JPI)

Donna Joyner Clemons is President of Joy Promotions, Inc. (JPI), a nation-wide provider of promotional advertising products and services. JPI also provides customized services that assist clients with creating ideas and/or enhancing their promotional, marketing and advertising projects and events.

Donna Clemons has become well-known and proven as an established leader on the national level in the Advertising Specialty industry by providing innovative products and services. In addition, she and JPI are continuously launching new products and services to meet the needs of its clients demand for global presence. The corporate office is located in Dallas, Texas.

Donna has a passion for ensuring the success of her clients; and has for over 24 years shared her experience in the Advertising and Marketing industries. Through her education, experience and creativity, Donna has positively impacted the bottom line finances of her clients' companies by strategizing and developing affordable solutions specific to their needs. Donna gained her education from attending Tuck School of Business at Dartmouth, the University of North Texas State and El Centro College. She also completed the SBA Inner City Entrepreneurs Emerging e200 Course in Dallas Texas.

Donna is married and is the proud mother of three wonderful sons and five grandchildren. Joy Promotions has won the DFW Minority Business Development Council's MBE Supplier Class 1 of the Year E-Award. She and her company were also nominated as a Rising Star Company of the Year by the Dallas Women's Business Enterprise. JPI has won North Central Texas Regional Certification's Woman Company of the Year award. And, Donna and JPI won the Quest for Success award by the Dallas Black Chamber of Commerce. True success genuinely comes when a leader of a company unselfishly gives back to the community it serves. Donna, through various organizations has demonstrated the spirit and joy of giving by volunteering in such organizations as: American Business Women Association and American Cancer Society. Donna diligently serves at Covenant Church in Carrollton, TX in the Intercessory Prayer department and she is a Woman's Senior Life Team Leader. Donna also has served on the Board of Directors with an organization called The Ina Mae Green Foundation, which is a Domestic Abuse for Women and Imagine Freedom Ministry, whose mission is helping people with a second chance in restoring their lives. And Donna has served on the Dallas ISD Minority Business Advisory Board.

Donna gives much credit for the success of Joy Promotions, Inc. to her staff and the many organizations that support her vision, the DFW Minority Business Supplier Development Council, Women Business Enterprise Council, and the Dallas Black Chamber of Commerce.

Mentors



Valerie Freeman | CEO, Imprimis Group, Inc.

Valerie Freeman is the founder and CEO of Dallas-based Imprimis Group, Inc., a leading supplier of staffing, search, human resources and outsourcing services. Imprimis operates under the brand names Imprimis Staffing, BravoTech, Human Capital Solutions, FreemanLeonard and ANSERteam, LLC.

In 2016 she was named to DCEO's Dallas 500 Most Powerful Business Leaders and past awards include the Maura Award by the Dallas Women's Foundation, the Athena Award by the Dallas Regional Chamber, the Real Girls, Real Women Award by the Girl Scouts and 25 Most Influential Women in Business Award by the Dallas Business Journal. She has been inducted into the Women's Business Enterprise Hall of Fame and was a National Woman Business Owner of the Year by NAWBO and an Ernst & Young Entrepreneur of the Year.

She is also a co-founder and investment committee member of the Texas Women Venture and Texas Capital Management and co-founder and Vice Chairman of the Board of www.primewomen.com.

Valerie currently serves on the boards of The Dallas Foundation, The Dallas County Community College Foundation, Executive Women's Roundtable, and North Dallas Chamber of Commerce. She also serves on the Advisory Council of the Alliance of Technology and Women. She is a member of YPO Gold, International Women's Forum, Dallas Summit and Dallas Assembly.

She holds Bachelor's and Master's degrees in education from the University of Houston where she was honored as Distinguished Alum.



Caroline Gagliardi | Assurance Partner, PwC

Caroline is an Assurance Partner with 15 years of experience as the external auditor for SEC and non-SEC clients in a variety of industries, including technology, communications, retail & consumer, medical devices, and venture capital. Caroline has extensive experience in Sarbanes-Oxley implementation for public clients and foreign registrants, consultation and implementation of new accounting pronouncements and complex technical matters. In addition, Caroline has experience with accounting for mergers and acquisitions, initial public offerings, and carve out-audits of financial statements.



Pam Gerber | Former Communities Foundation of Texas Former Executive Director of Entrepreneurs for North Texas

Pam Gerber has dedicated her career to civic engagement and social justice. She was on staff at Communities Foundation of Texas (CFT) for 14 years where she was the executive director of the Entrepreneurs for North Texas (EFNT), a program of CFT that makes it easy for small and mid-size companies to be good corporate citizens. Before moving to Texas, Pam worked with City Year, a national AmeriCorps program that operates in 28 cities. She joined the staff in 1990 and served in a number of roles including national chief of staff and the executive director of City Year San Jose/Silicon Valley. She now serves on the founding Board of Advisors for City Year Dallas.

Pam works to strengthen our community by volunteering with local organizations including Genesis Women's Shelter and Dallas Dinner Table. Additionally, she is an appointee to the City of Dallas' Ethics Advisory Commission and the Mayor's LGBT Task Force where she serves as co-chair of the Task Forces' Quality of Life committee.



Karra Guess | Chief Financial Officer, E Smith Realty Partners

As Chief Financial Officer, Karra's responsibilities include managing all financial aspects of the business, reporting financial results to partners, selecting, setting up, and utilizing all ERP systems, and projecting, budgeting, and treasury. Karra is married to Dan and has two daughters and one son.

Karra spent 15 years as a full-time commercial real estate broker at The Staubach Company and at Transwestern. She has completed millions of square feet of complex real estate transactions.

Karra served as Chief Operating Officer of The Staubach Company - Southwest for five years, as Chief Financial Officer of United Way of Metropolitan Dallas for thirteen months, and as a managing director at Transwestern for three years. Karra received a BBA in accounting and marketing from Southern Methodist University and has dual MBAs from Columbia University's Graduate School of Business and London Business School.

Mentors



Diane Hartley | General Manager, Colibri Group

As a business growth strategist and leader, Diane consistently and predictably delivers results for startups and turnarounds in highly competitive markets. Diane is currently the General Manager for The Institute for Luxury Home Marketing, one of a dozen portfolio companies for the Colibri Group. The Institute for Luxury Home Marketing is the premier independent authority in training and designation for real estate agents working in the luxury residential market and Diane is responsible for the strategy and direction of this growth company. She joined The Institute most recently from Travis Wolff, LLP (now Armanino), a professional services firm that works with successful companies and families. While there, she conceived and conducted the firm's first-ever client loyalty survey, enabling an innovative, high yield new client acquisition plan based on data mining. Prior to the firm, Diane spent a number of years in publishing at Belo, where she was responsible for launching the first-ever User Generated Content strategy for a start-up product while achieving all revenue and EBITDA targets. She also built a sales and distribution strategy for launching FID luxe for the Dallas Morning News, growing it to \$2M in profitable revenue in its first year, and making it one of the most successful product launches in company history. Diane enjoys giving back to the community in her roles with non-profit organizations that focus on children and animals. Her last board position was with Junior Achievement of Dallas, where she chaired one of the most successful fund-raising events for the organization. Diane is married and has lived in a variety of Dallas neighborhoods for the last twenty years, always accompanied by at least two pets!



Jo Heinz | President & CEO, STAFFELBACH

Jo Staffelbach Heinz serves as President and CEO of STAFFELBACH headquartered in Dallas, Texas. Her knowledge of Client service excellence is well established and has made her a much-requested speaker on the subject. Heinz is also a frequent panelist on interior architecture and workplace strategies.

A Fellow member of the IIDA, Heinz is President of the Dallas Architecture Forum and she has served as President of the National Council for Interior Design Qualification and is a Distinguished Alumnae Fellow of Kansas State University Alumnae Association.

Heinz has received several honors as a leader in her field including Women In Business Industry Leader by the Dallas Business Journal, and the Entrepreneur Award and Distinguished Service Award from Kansas State University.



Nora Hogan | Principal, TRANSWESTERN

Nora Hogan, CCIM, SIOR, Principal of Transwestern, specializes in real estate transaction and consulting needs for national and local corporate clients, including acquisition and disposition, build-to-suit coordination, and other facility management assignments. Since 1984, Nora has successfully completed over 20 million square feet in transactions for her clients in several major and secondary markets across the United States and has been recognized repeatedly as one of the top 30 brokers in the Dallas/Fort Worth area.

During her career, Nora has handled over 100 disposition assignments representing millions of dollars in cost saving to her clients. Her clients include Moll Industries, iStar Financial and Home Interiors & Gifts. She thoroughly understands the sublease transaction and the importance of expedient disposition of space, and provides indispensable service to her clients.

Nora is among an elite corps of professionals who has both the SIOR and the Certified Commercial Investment Member (CCIM) designation. She was chairman of the SIOR Tenant Representation Specialty Practice Board for five years, a current member and past Board of Director for the North Texas Association REALTORS, and a past Board of Director for Transwestern. Nora believes in giving back to the community and has held leadership positions at the Dallas Children's Advocacy Center, the Preston Center Rotary Club and 12 Ordinary Women. Nora and her husband Bob, a sculptor, reside in Dallas and are active in the Dallas arts community for emerging artists. Nora, a graduate of Texas Christian University, has a bachelor's of business administration degree.

Mentors



Sophia R. Johnson | Founder and President, ABI

Sophia Johnson is founder and president of ABI, a Dallas-based advertising and communications firm. Launched in 2003, the firm has grown to become a leading agency for business-to-business and business-to-consumer audience. Johnson leads research, strategic planning and creative direction.

Previously, Johnson was Vice-President and Director of Corporate Communications for a Dallas-based institutional investment firm. There she co-authored several papers on trends and issues affecting the financial advisory industry. Johnson was responsible for the firm's marketing, public relations and document compliance work.

Johnson is the current board chair for The Concilio, chair-elect for Friends of Barack Obama Male Leadership Academy, executive committee member and chair of the Education and Community Outreach Committee for the AT&T Performing Arts Center and serves on the board of Café Momentum, Harmony Community Development Corporation and on the New Friends New Life Advisory Board. Formerly serving on the board of Girls Inc., Tapestry Ministries and as a member of the City of Dallas' Commission on Productivity and Innovation, she is dedicated to her local community extending her support to Boy Scouts of America, local minority business advocacy organizations and her congregation, Concord Church.

Johnson is a graduate of Leadership Dallas 2010 and was class advisor for Leadership Dallas 2011. She is a graduate of Tuck School of Business at Dartmouth's Minority Business Executive Program and of Sunset School of Biblical Studies. Johnson began her undergraduate work at the University of California at Los Angeles and transferred to the University of California at Berkeley for her last two years.

Johnson is married to Willis Johnson and is the mother of four children – three college graduates building careers and one still at home mastering Minecraft.



Marilyn Kibler - Colón | Director, Professional Services, Airline Retailing Sabre

At Sabre, Marilyn serves as a change agent for driving new business practices and strategy for launching a portfolio of professional services offerings that drive faster customer adoption of Sabre Airline Retailing solutions.

Throughout her extensive 25 year career, Marilyn has helped clients bridge the business and technology gap by using her broad domain expertise in business process optimization, ERP, CRM, Content Management, e-commerce and Digital Customer Experience.

She has served in various leadership roles at IBM, Xerox and Fortune 1000 companies in sales and marketing, business development, strategic alliance management, P&L management and global program management across USA, Canada, South America, Europe and Middle East.

She created and led high performance teams in fast paced environments in multiple industries such as Travel, Manufacturing, Media and Entertainment, Technology, Financial Services and Oil and Gas.

Marilyn's passion is to inspire the next generation of technology leaders by providing educational programs, leadership and mentoring to solve the world's toughest technology challenges. She currently serves as President of ATW (Alliance of Technology and Women) a growing non-profit organization that provides STEM educational programs, networking and mentoring to women in executive roles and encourages young girls to enter technology fields. She has served on the Tech Titan's Board (formerly Metroplex Technology Business Council) and the SMU Associate Board Mentor Program.

Marilyn received a Bachelor of Arts in Political Science from Indiana University of Pennsylvania, and a Master of Business Administration from Southern Methodist University.



Linda LaCoste | Director, Student Services and Operations, Executive MBA Program, Texas Christian University

Linda LaCoste is the Director of Executive MBA programs at Texas Christian University. In this role, she is responsible for the overall academic and co-curricular experience as well as study abroad programs. Linda also serves as faculty member for the Leadership Development course and oversees the Executive MBA leadership development process. Prior to joining TCU, she served as the Chair of the Business Department and the Achieving the Dream Coordinator

for Tarrant County College-Trinity River campus.

Her corporate experience includes ten years with the Walt Disney Company as a senior manager of operations and a corporate trainer for company-wide e-commerce initiatives and the Walt Disney World Travel and Resort contact center. Linda was recognized with the Disney Spirit award, given to less than 1% of the company's employees.

Linda holds a Bachelor's of Science in Social Work from Iowa State University, a Master's of Education from Drake University and an MBA from Ottawa University. She has completed a PhD in Higher Education Administration from UNT, focusing her research on the relationship between culture and college persistence for Hispanic females.

Dr. LaCoste serves on the board of directors for the Texas Christian University Wesley Foundation, the Keller Development Corporation and the City of Keller Parks and Recreation. Past board experiences include the Keller Chamber of Commerce and the National Charity League – Keller Chapter. She has been active volunteer with Lead4Kids, sponsored by Leadership Fort Worth, Keller United Methodist Church, and Keller High School athletic and music programs. Linda resides in Keller, Texas with her husband Kurt, daughter Samantha and son Tanner.

Mentors



Melody Lenox | VP - Human Resources, Axxess

Melody Lenox is the VP - Human Resources for Axxess. She is responsible for the global human resources strategy, leading organizational change, leadership development, talent acquisition, diversity, performance development, benefits and the execution of Human Resources processes. Melody joined Axxess in 2012 as the Human Resources Manager where she was instrumental in increasing the workforce by 85% within the first year.

Melody is an accomplished Human Resources executive with an extensive and proven track record of working closely with business leaders at all levels, in a variety of industries to build winning cultures, leadership, and HR systems and practices that drive performance and business results. She has led all major HR functions, approaching them as valuable levers to enable achievement of business strategy. Melody has worked in entrepreneurial, mid-sized, and Fortune 500 firms in health care, manufacturing, retail, distribution, state and municipal government, and higher education.

Melody has been delivering innovative HR solutions for more than fifteen years, bringing her expertise to a variety of national and multi-national Fortune 500 corporations including Blockbuster Inc., ConAgra Foods, and Beverly Enterprises (now Golden Living). Her experiences and successes as an HR executive and leadership coach help her provide the practical insight and operational wisdom from real success to executive leadership teams to meet current business challenges.

Melody is a member several civic and community organizations and very involved and committed to the advancement of the HR profession. She believes in giving back to the community through volunteering and serving on several boards within the community. She gives of her time through volunteering at schools and community centers teaching life skills trainings and speaking to youth groups on preparing for life after high school and college.

Melody has served on the Executive Roundtable for McKinney Chamber of Commerce, numerous committees for the Central Arkansas Human Resources Association (CAHRA), North Collin County Habitat for Humanity Board, Sisterbration Board (an organization empowering women, mentoring young girls while focusing on improving body image and self esteem), and the Women and Children First Shelter Board (Battered Women's Shelter). She is a member of the Dallas Friday Group, Society of Human Resources Management (SHRM), and Dallas Human Resources (DallasHR), Junior League of Collin County, The First Tee of Dallas, and a charter member of the Jesse D. Hawkins Lion's Club (the first African American Lion's Club in Hot Springs, Arkansas). She is also a mentor with the Health Wildcatters, The Dallas Entrepreneur Center (DEC), Boys & Girls Club.



Caren Lock | Regional Vice President and Associate General Counsel, TIAA

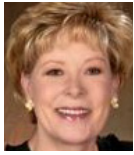
Caren K. Lock is the Regional Vice President and Associate General Counsel of TIAA. In her role at TIAA, Caren is the primary interface for the company on all legislative, executive, administrative, and regulatory matters in the southwest and mountain regions. She also directs all legislative lobbying and regulatory advocacy in her states. At the company, Caren is active in gender and racial diversity initiatives. She was the former Corporate Co-Chair of the Women's Employee Resource Group and is currently a member of the Denver/Broomfield Leadership

Council and Dallas Leadership Council.

Prior to joining TIAA, Caren was General Counsel with a consumer financial company. Before entering the corporate world, Caren spent over a decade litigating complex business matters including copyright and trademark infringement, employment discrimination, shareholder and partnership disputes, aviation, and toxic tort.

Caren is the incoming Board Chair and a member of the Executive Committee at the Dallas Women's Foundation. Caren is also a Board member of the Texas State Bar College and the Founders Board of the University of North Texas School of Law. Previously, she has also served on the Boards of Girls Inc. Metropolitan Dallas, Dallas Bar Association, State of Texas Asian Pacific Interest Section, and was President and former Board member of the Dallas Asian American Bar Association, and the Center for Nonprofit Management in Dallas. Caren is also a member of The Dallas Assembly and a graduate of The Leader Dallas Program 2015. From 2008 - 2013, she served on the Texas State Bar Grievance Panel and was Chair of her panel.

Caren is a frequent speaker on racial and gender diversity, nonprofit regulatory issues, legal ethics and grievances, generational dynamics, and community and political engagement. She regularly presents at legal continuing education courses for the local and Texas bar organizations. In her spare time, she volunteers at the Cancer Support Community (formerly Gilda's Clubhouse) teaching yoga to cancer survivors and their families. She resides in Allen with her husband, Michael Bahar, and her two sons.



Diane McNulty | Associate Dean for External Affairs/Corporate Development, Naveen Jindal School of Management, UT Dallas

Diane Seay McNulty, Ph.D. serves as Associate Dean for External Affairs and Corporate Development in the Naveen Jindal School of Management at The University of Texas at Dallas. In her capacity as associate dean, Dr. McNulty coordinates the School's PR/marketing, community and corporate relations strategies. She also serves as Editor-in-Chief of Management, the Naveen Jindal School of Management bi-annual publication and teaches at all levels.



Deepa Menon | Managing Director in the Southwest Region of CBIZ Valuation Group

Ms. Menon is a managing director in the Southwest Region of CBIZ Valuation Group in its Dallas, Texas office and is responsible for client service and business development related to financial valuation. Ms. Menon has 23 years of financial valuation experience, specializing in valuation consulting, financial advisory, transfer pricing, and the valuation of business enterprises and intangible assets for tax, international tax, financial reporting, mergers and acquisitions, regulatory compliance and related purposes. Ms. Menon's prior experience also includes solvency opinions and fairness opinions for various transactions.

With a diverse background that includes finance, math and pure sciences, Ms. Menon has performed extensive valuation work in the health care and life sciences industries. She has valued various entities involved in drug development ranging from early stage ventures to post FDA-approved companies. In the healthcare space, Ms. Menon has been involved in the valuation of hospitals, physician practices, surgery centers, diagnostic imaging centers, home health entities, long term acute care facilities and medical device facilities.

Ms. Menon adds to the firm an extensive knowledge of financial markets, security analysis, economics, statistics, tax and accounting aspects of valuation issues. She also bears significant experience in executive compensation analyses. Ms. Menon holds a Bachelor of Science degree in chemistry, math and biology; a Master of Arts degree in social sciences; and a Master of Business Administration degree from the University of Texas at Austin.



Sunny Nunan | Founder and CEO, The Admin Awards

Sunny Nunan is the Founder and CEO of The Admin Awards, the first and only awards program of its kind in the country to publicly recognize the invaluable contributions of Administrative Professionals headquartered in Dallas, TX. A pioneer for administrative appreciation, The Admin Awards concept was inspired by Sunny's Mother, a career admin and was first launched in Dallas in 2012 with tremendous success, then in Fort Worth in 2014 and has begun to expand nationally – beginning with Silicon Valley in 2016. Sunny's mission is to bring The Admin Awards to major cities across the U.S. so every administrative professional gets the recognition they deserve.

In addition to The Admin Awards, Sunny is also the Founder and Chairman of Core24, founded in 2009, which helps business leaders running small – mid market companies fast track to exceptional, vetted local business resources in areas typically outsourced.

Sunny loves her husband Ben, kids Sydney and Scout and two dogs Raleigh and Zach. Her love for creating things, people, traveling to new places, pizza, famous quotes and watching great TV and movies (she still misses Walter White) have made for an interesting and rewarding life. She lives in Dallas with her husband Ben, two kids, Sydney and Scout and two dogs Zach and Raleigh.



Lin O'Neill | Lead Faculty, Goldman Sachs 10,000 Small Businesses

Lin O'Neill is an accomplished consultant with expertise in the development and implementation of strategic plans for businesses of all sizes and revenue levels. Working with employees, she demonstrates the incorporation of strategic plans into the everyday decisions of their organization.

She has both led and participated as a member of strategic planning teams for Fortune 100 companies, coached multiple CEO's in strategic plan development, facilitated strategic planning as part of major contract negotiations and aided small businesses as they work to develop their strategies and incorporate this process into their day-to-day operations.

Lin's experience spans numerous industries and includes Operations, Consulting and Human Resources: A former Vice President and Corporate Officer for Continental Airlines, where she operated a \$300MM division with responsibility for several thousand employees and a former HR Director for TRW where she had both national and international responsibility. While living in California, Lin founded Futures Consulting, Sakred Cow Enterprises and, since returning to Texas, she founded Entrepreneurs Dallas and Entrepreneurs Fort Worth.

Lin has a B.S. in sociology and a M.B.A., is licensed as an Assisted Living Administrator. She conducted a weekly talk show regarding career and career transition challenges for a Los Angeles FM radio station. In 2007, Lin published her first book in The Simple Series, Managing High-Maintenance Employees. Her second and third books (Leaders in Drag, all the news about fake leadership and Status Quo is Not a Happy Place) are scheduled for publication. Recently, she has been accepted for participation in Seth Godin's AltMBA.

Mentors



Adrienne Palmer | Insite, Founder & President

Adrienne Palmer is a proven, accomplished entrepreneur. She frequently creates, manages and participates in global initiatives to unite entrepreneurs from various parts of the world in the pursuit of increasing entrepreneurial success, job creation, economic stability and cross-cultural understanding.

Adrienne founded Insite Interactive, one of Dallas' leading digital agencies, in 1998. She served as President and CEO for nearly 19 years, providing business management and leadership to the Insite team, helping clients hone their strategies, and communicating Insite's vision and capabilities to the marketplace. Since transitioning from an active management role, Adrienne continues as a Board Member and external Ambassador of the company.

Adrienne is also a Co-Founder and CEO of World Citizens Guide, a citizen's diplomacy movement committed to increased awareness and understanding of cross cultural cues that create the negative impressions of America. By bringing light to the source of the struggle, the WCG hopes to build improved relations and improved global travel experiences.

Adrienne served on the Global Board of Directors of the Entrepreneurs' Organization (2013-2016), a global organization representing over 12,000 members in 52 countries. She has been an active member of Social Venture Network, Entrepreneurs for North Texas and Peace Through Commerce. She also served on the Board of Business for Diplomatic Action until its cessation in 2010.

Adrienne studied Marketing and Public Relations at Texas Christian University in Ft. Worth, Texas, and is a graduate of EO's Entrepreneurial Masters Program at MIT. She served an adjunct professor at SMU's Temerlin Advertising Institute (2004-2007), developing curriculum for and teaching the school's first Interactive Media course.

Adrienne has been featured numerous times in the Dallas Morning News, the Dallas Business Journal and DFW TechBiz Magazine for her entrepreneurial achievements, and her company, Insite, has been internationally recognized for its work with top industry awards. She was recognized as one of Dallas' Top Women in Business by the Dallas Business Journal in 2013, and as one of the DBJ North Texas Women in Technology in 2014. Adrienne frequently speaks at conferences focused on entrepreneurship's role in the global economy, ways to support entrepreneurs and empowering women entrepreneurs.



Veronica Perez-Thomison | President, MPR Source, Inc.

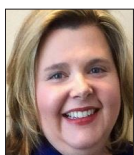
In 2000, Veronica Perez-Thomison launched MPR Source, Inc. (www.mprsource.com), a bilingual marketing communications and public relations agency with Hispanic market expertise. MPR Source caters to companies and organizations that want to leverage the media to increase their visibility in the marketplace – locally and/or nationally.

Veronica has leveraged her bilingual (Spanish/English) skills to manage strategic public relations campaigns in the U.S., Latin America and Canada for companies in the high-tech, health-care, manufacturing, education, restaurant, non-profit and service industries for more than 20 years. During this time, she has worked with well-known companies like Samsung Telecommunications, Texas Children's Hospital, Nortel Networks, Pollo Campero and Dale Carnegie Training, as well as countless start-ups and small to mid-sized companies. She has also supported non-profit organizations such as The Greater Dallas Hispanic Chamber of Commerce and the Hispanic 100.

Veronica has facilitated thousands of articles, feature stories and interviews for clients in print, online, radio and television including: Washington Post, Wall Street Journal, Entrepreneur Magazine, Forbes, Fortune, Business Week, The New York Times, The Dallas Morning News, Dallas Business Journal, D Magazine, Telemundo, Univision and Good Morning Texas – just to name a few.

In 2015, Veronica received The Greater Dallas Hispanic Chamber's La Cima Entrepreneur Leader and Quality and Excellence Groundbreaker Awards. In 2013, MPR Source received the SBIEC Texas Excellence Award.

Veronica has served on the Boards of the National Association of Women Business Owners, Women's Leadership Exchange and Family Gateway. She is currently serving her third term on the Hispanic 100 Board.



Tamara Phillips | President & Media Director, T2 Media, Inc.

As Founder, President and Media Director of T2 Media, Tamara Phillips provides strategic media recommendations to clients as part of layered marketing and advertising programs, delivering innovative solutions that keep clients on the cutting edge of new technologies. As a media professional with two decades' experience, Phillips combines her knowledge of the multi-platform media landscape with strong vendor relationships to strategize, build and execute effective media plans for her clients.

Originally from Austin, Phillips worked at Sicola Martin (now Y&R Austin) and National Instruments before moving to Dallas where she progressed through the media departments at several ad agencies to Associate Media Director. Phillips founded T2 Media in 2004 and has earned numerous awards for her clients for integrated media plans as well as digital and social programs including the DFW AMA's Marketer of the Year four times. She has worked with a wide variety of clients, including Time Warner Cable, Mary Kay, Texas Instruments, LegacyTexas, Arby's, Alcatel, Don Pablo's Mexican Kitchen and Texas Health Resources.

Mentors



Paula Puleo Blomquist | CMO, Eyemart Express

Paula Puleo Blomquist is the CMO at Eyemart Express, a national optical care retailer with over 160 stores and growing. Paula and her team are exploring new ways to take the brand to market, as well as a more robust, diverse marketing channel mix.

Prior to Eyemart, Paula was Chief Innovation Officer/CMO at Academic Partnerships (AP). AP helps non-profit universities bring advance degree programs online. Paula was responsible for student lead generation for over 40 universities.

As EVP/CMO for Michaels Stores, Paula implemented Michaels' first multi-channel marketing plan. From Social Media, to CRM, to Mobile, the plan put Michaels on the map in terms of online and direct marketing, establishing meaningful connections with customers that attribute to the success of the company today.

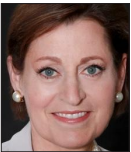
Paula has an MBA from Pace University and a bachelor's degree in mathematics and Computer Science from Manhattanville College.



Shanthi Rajaram | President and Co-founder, AmazeCh Solutions LLC

As an entrepreneur, owns and successfully manages a software and consulting services company for the past 8 years. Company has grown 50% on average year after year over the last 5 years. A company with one employee when it started, has grown to 40 employees. As a Healthcare product development consultant for 15 years managed multiple product releases during 20 years of career in IT.

- Nov 2007 – Present – President and Co-founder at AmazeCh Solutions LLC.
- Jan 2004 – Dec 2013 – Independent Healthcare product consultant
- Nov 1999 – Dec 2003 – Project Lead/Business Analyst/Programmer Analyst at I & J Solutions
- Nov 1998 – Nov 1999 – Sr. Software engineer at IBM India and Hinditron Informatics Ltd.
- Feb 1996 – Oct 1998 – at Infosys Technologies Ltd, as Software Engineer.
- Apr 1994 – Jan 1996 – as Civil/Design Engineer in Construction and Civil Engineering Fields.



Carol Roehrig | CEO/President, BKM Total Office of Texas

Carol Roehrig became President in 1995 and owner in 2002, of BKM Total Office of Texas, a commercial furniture business. BKM serves the healthcare, education, office, and hospitality markets. ReCreations, a BKM brand, focuses its skilled artisans on furniture reuse, providing environmentally sustainable and affordable solutions that are a key component to BKM's continued growth. "We furnish success™", BKM's motto, is more than furniture. BKM's planning and implementation helps companies enrich human connections through innovative workplace

solutions™.

An active community volunteer, Carol serves on the Dallas Regional Chamber board and the Southern Methodist University Central Library Advisory Board. Her previous board work included Parkland Hospital, Steelcase National Dealer Council, and Dallas Center for Contemporary Arts. She served as President of the Dallas County Komen for the Cure board, with two years as the Dallas Race for the Cure chair in 2006 and 2007. Carol is an active member of the Executive Women's Roundtable, Texas Women Venture Fund, International Women's Forum and the Women's Business Council Southwest, as well as an alumnus of Leadership Arts-Dallas. Her recognition includes the 2010 Athena International Leadership Award, 2009 Ernst and Young SW Region Entrepreneur of the Year Finalist, 2008 Dallas Business Journal Women in Business award and 2008 North Star Community Service Award. A native of Fond du Lac, Wisconsin, Carol graduated from the University of Wisconsin-Oshkosh, and completed her Masters in Liberal Arts at Southern Methodist University.

Mentors



Kathy Schrock | Managing Partner, CFO Suite, LLC

Kathy is a Managing Partner with the CFO Suite, LLC, a professional services firm.

Formerly the National Leader of Tatum's Internal Control and Risk Solutions Practice and a Managing Partner and SOX Practice Leader with The Controller Group (TCG). In addition to Internal Controls and SOX initial and ongoing compliance services, her numerous consulting engagements over the years include process improvement, integration support and project management, IPO readiness and support, audit preparation, and other accounting & finance and internal

audit related services across multiple industries including Real Estate, Restaurant, Retail, Service, Manufacturing, Distribution, Medical, Energy, and Technology.

She also spent ten years with the Assurance and Advisory practice of Ernst & Young, serving both public and private audit clients in a variety of industries. She was a team leader for the design, development and deployment of Ernst & Young's firm-wide education on the Sarbanes-Oxley Act and the global education on internal controls documentation and testing. She also participated in the creation and instruction of numerous E&Y accounting and auditing training courses for global audiences at all personnel levels. In addition, she served as Director of Planning and Control for The Associates (now Citigroup), a financial services company; and has industry work experience in technology, healthcare and real estate.

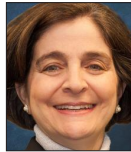
During her tenure at Tatum and TCG, she was recognized as an Internal Controls and Sarbanes-Oxley ("SOX") Subject Matter Specialist and was a frequent speaker, panelist, and contributing writer on the subject. She has contributed to articles in Compliance Week, Synegy Magazine, and American Venture Magazine. Her webinars and presentations included Thomson Reuters, the Dallas Bar Association, TSCPA, IIA, Andrews Kurth, as well as those hosted or co-hosted by TCG and Tatum.

Schrock graduated cum laude with a Bachelor of Business Administration in Accounting from the University of Texas at Arlington "UTA" and was an Honoree in the 2003 YWCA Tribute to Women in Business. She is a licensed CPA in good standing in the state of Texas and a member of the UTA Department of Accounting Advisory Board.



Ginger Shelhimer | Head of Mergers & Acquisition, Global Talent Acquisition, Ericsson

Currently the Head of Mergers & Acquisitions for HR, Talent Acquisition at Ericsson, Ginger's experience includes leading hundreds of organizations and thousands of individuals in navigating personal and business change. Throughout her twenty year career in Human Resources, she has led acquisition, merger and outsourcing deals and deal teams at companies ranging from "A to X" (Alcatel to Xerox). Ginger is known for her action-oriented style, strong communication skills and ability to drive creative solutions. She holds a Master's degree in Counseling, degrees in Business Management and Marketing, and is a Licensed Professional Counselor, Senior Professional in HR and a published author, speaker and executive coach.



Suzanne Slonim, MD | Interventional Radiologist, Precision Vascular & Interventional, PLLC

She is the Past Medical Staff President and Director of Interventional Radiology at Methodist Dallas Medical Center. Dr. Slonim is a Fellow of the Society of Interventional Radiology and the American College of Radiology. While on staff at Stanford University Medical Center, she received the prestigious Outstanding Leadership award. She has authored over twenty publications and has been named for multiple years to the D Magazine "Best Doctor" and "Texas

Super Doctor" lists. She currently focuses on two entrepreneurial fronts: 1) building her Fibroid Free practice, a center for non surgical treatment of uterine fibroids and 2) commercializing ZipRad, a digital solution for medical image ordering and insurance pre-certification.

Mentors



Michele Stoudt-Wright | Senior Director, Government Contracts, Airbus Helicopters, Inc.

For over 30 years, Ms. Stoudt-Wright has forged the path into a predominately male-dominated, technical environment and held various leadership positions in program, manufacturing, procurement and contracts management as a Helicopter Original Equipment Manufacturer (OEM) provider, Missiles, Air and Ground Radar, Surface Electro-optics, Software Design & Support and Missions Systems Integration. Her international experience ranges from source selection activities for the Direct Offset requirements for the HARM Missile in Germany, to Sales of Radar components to the Royal British Air force, Turkish, Spanish and Japanese MODs, and RADAR Systems for the Tornado Aircraft for Airbus Defense & Space customers (British, Italian and German Air Forces) to name but a few.

She has used her experience in Manufacturing and Business Processes to lead the Government and Industry through a period of Acquisition Reform in the late 90's. This included leading U.S. Government Customer/Company Integrated Product teams to develop Single Process Initiatives in solder, Earned Value Management Systems (EVMS), Quality (ISO 9001), et al. Today, she serves as the Head of Government Contracts in the sale of helicopters to the U.S. Government for such aircraft and services as the Army's UH-72A Lakota Program. In this current role, she is also actively involved with the Frank Kendall III, Under Secretary of Defense for Acquisition, Technology and Logistics, Better Buying Power Initiative specifically relating to sales of commercial items to the U.S. Government.

Ms. Stoudt-Wright was recognized in 2014 by the Dallas Business Journal as "Dallas Business Woman of the Year" and was the 2011 recipient of the National Contract Management Association's Cecil L. Covington, Founder Award for Contract Management Excellence and Service. She received a B.A. Degree in Economics and Foreign Careers from Lehigh University and participated in a senior year exchange program at the University of Bonn, Germany. She has served on the Lehigh University Alumni Board of Directors as well as President of the Dallas Alumni Chapter. She is currently a member and Past President of the North Texas Chapter of the National Contract Management Association.



Betty Ungerman | Vice President, Deputy General Counsel, Lennox International Inc.

Betty Ungerman is Vice President, Deputy General Counsel of Lennox International Inc. (NYSE LII), a global leader in the heating, air conditioning and refrigeration markets, with approximately 10,000 employees. In this role Betty provides advice and counsel to senior management and oversees the lawyers responsible for all of LII's business units, as well as leading the Company's Intellectual Property activities. She is also the Chief Ethics and Compliance Officer for LII, and supervises activities to ensure that LII follows best practices in this area.

Betty joined LII in 2009, after serving two years as Assistant General Counsel at Hunt Oil Company. Prior to Hunt, Betty worked part-time as Counsel at Jones Day for seven years, working primarily in IP transactions, trademark portfolio management and limited patent litigation. Her background also includes eight years at Fina Oil and Chemical in various positions and two years as an associate at BakerBotts. She has been involved in a myriad of transactional work and litigation. Prior to law school, Betty was a petroleum reservoir engineer.

Betty earned a bachelor's degree in petroleum engineering from the Missouri University of Science and Technology in 1980, an MBA from Oklahoma City University in 1986, and a law degree from the SMU Dedman School of Law in 1990. She is member of the State Bar of Texas, the Dallas Bar Association where she is on the Board of the IP Committee, Chair of the Texas General Counsel Forum (TGCF), and past chair of the TGCF Annual Conference and of the DFW Chapter. She is also the Secretary (and a Master) in The Honorable Barbara M.G. Lynn IP Inn of Court and past chair of the International Section of the State Bar. She and her husband are past presidents of the West Point Parents' Club of North Texas.



Linda Valdez Thompson | Executive Vice President of Administration and Diversity, DFW International Airport

Linda Valdez Thompson is the Executive Vice President of Administration and Diversity at DFW International Airport. Linda is one of the highest-ranking Latinas in the aviation industry. In her role, she is responsible for Business Diversity and Development, Corporate Communications, Human Resources, Procurement and Materials Management, and Risk Management.

Linda is a strong advocate for diversity and inclusion in the workplace and is committed to attracting and retaining a diverse workforce by implementing strategies that promote engagement and develop a culture of inclusion. She has established a leadership council, various employee resource groups, and networks. Linda established a mentoring program for women which has resulted in over 100 women participating. She also mentors through organizations such as Mentium, SMU COX Corporate Executive Development, and the Allies in Service, Warrior Mentorship (veterans) program.

Linda oversees the Airport's award-winning business diversity program which continues to create significant economic opportunity for North Texas' small, minority and woman-owned businesses. These programs promote opportunities for diverse suppliers to participate in the Airport's contracting and procurement processes.

Linda has received several distinctions including being named Woman of the Year by Hispanic Business Magazine, and Ultimate Latina by the US Hispanic Chamber of Commerce. She's been the recipient of the Dallas Business Journal Minority Business Award and most recently, was listed as a Top Latino Leader in Texas by the National Diversity Council. She is also an alumni of the prestigious National Hispana Leadership Institute (NHLI), and is a certified Diversity Professional/Advanced Practitioner from Cornell University.

Mentors



Vera Wang | Founder & CEO, Viviona & PoshPublic

Vera is the Founder and CEO of Viviona which was started out of her passion for fashion and technology. Viviona focuses on fashion manufacturing and digital branding services. She served as fortune 500 executive, a definite visionary and strategist, and a geeky mother of two beautiful children. Vera holds a Master's degree in Computer Science and a Bachelor's in English Language and Literature.

She is very humble and grounded reflecting back often to the fact that she started from ground zero with nothing but some passion and a vision. She learned the art of survival as a single working mother. Divorced at a young age, she struggled to survive in the male dominated competitive fashion industry in an effort to provide for her children. She learned the nuts and bolts on how to run a business from day to day activities. She touched every single aspect of the business to make sure it runs smoothly. Her experiences also spans from B2B to B2C.



Sandra Wells | Tax Managing Partner, Ernst & Young LLP

Sandra is a tax partner with Ernst & Young, LLP ("EY") and currently serves as the Business Tax Services ("BTS") Leader for the Americas, an area that includes the United States, Canada, Mexico, Central and South America and Israel. Sandra is responsible for the vision, strategy, execution and operations of the tax service offerings associated with Tax Performance & Advisory, Exempt Organizations, Private Client Services, Controversy, Partnerships, and Quantitative Services.

With over 25 years of professional experience, Sandra has had a wide variety of experiences with the EY. Prior to assuming the Americas BTS role, Sandra served as the Southwest Region BTS Leader and as the Southwest Sub-Area State & Local Tax Services Leader before becoming the Tax Managing Partner (TMP) for the Southwest Region.

Sandra has performed a wide variety of tax services including the securing of significant federal and state tax credits, analyzing the implication of tax issues for the telecommunications industry, audit resolution of significant federal and state audit assessments, and identification of tax refund and credit opportunities for clients in various industries, including retail, service, manufacturing, and healthcare. Additionally, she has assisted clients in securing incentives for corporate relocations and expansions, employer related credits and other state tax credits.

Sandra strives to make a significant impact in the community, especially as it pertains to the education and development of youth. She is active with Junior Achievement of Dallas and is currently on the Executive Board as the incoming Board President. She is also a Board Member for Vogel Alcove, an organization that provides children of the homeless with child care and social services, and serves on both the audit committee and the advocacy committee.

She is also an active supporter of United Way and is a member of the Women of Tocqueville, which provides outreach to the community in a number of ways. Further, she is a member of Rockpoint Church, Flower Mound. Sandra is a CPA and a graduate of Texas A&M University.



Tina Young | CEO/President, Marketwave

Tina Young is an entrepreneur and integrated marketing expert who started Marketwave in 1998 and has consistently grown the business while producing award-winning campaigns for leading Texas-based brands such as Baylor Scott & White Health, Oncor, and American Heart Association. Marketwave has been ranked three times on the Inc. 5000 list of fastest-growing private companies in the U.S. and Tina is passionate about building a conscious company that lives its purpose. Her brand of servant leadership drives her to mentor and connect with young

professionals, community causes and fellow entrepreneurs to give back.

Tina's philosophy on branding includes a view of building a brand from the inside out and a consideration of every touch point of a business and how it contributes to the overall brand experience. Her agency helps clients tell their brand story in a way that is relevant and engaging to connect with target audiences. Her firm's creative strategies play out in digital campaigns, website development, experiential marketing and PR programs that help businesses and organizations grow.

Prior to starting her company, Young was a principal at GTT Communications, an Austin, Texas-based technology PR firm purchased by Edelman Worldwide in 1998. Before GTT, she was with Bustin & Co., an Omnicom affiliate firm focused on marketing strategy, and the Dallas office of Edelman Worldwide, a multi-national public relations firm, ranked in the top five of PR firms in the world.

She is a cum laude graduate of the University of North Texas with a bachelor's degree in journalism. Tina is on the Board of Directors of the North Dallas Chamber of Commerce, Visit Dallas, Conscious Capitalism Dallas Chapter as well as the Advisory Board of UNT Mayborn School of Journalism. She is also a member of Women's Business Council Southwest, American Marketing Association (AMA) and Public Relations Society of America (PRSA). Her company volunteers in the community through membership in the Entrepreneurs for North Texas (EFNT), a program of Communities Foundation of Texas.

bizwomen
DALLAS BUSINESS JOURNAL
MENTORING
MONDAY

National Partner



Local Sponsor



Local Supporting Sponsor

