



**bizwomen**

SAN FRANCISCO BUSINESS TIMES

MENTORING  
**MONDAY**

Monday, April 3, 2017

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**A speed coaching and networking event  
powered by bizwomen**



**SAN FRANCISCO  
BUSINESS TIMES**

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## Mentors

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### **Joanna Bloor** | CEO, The Amplify Lab

Joanna believes that every decision about people and their opportunities, personal and professional, are made in a room that they are not in. To which she asks, is there a way to make sure the story being told is the very best one of each person? Joanna believes it's totally possible. And not only possible, but critical in the modern workplace because if we all understand our unique value proposition then everyone wins.

Innovation broker and belief agent for the brave and curious, Joanna Bloor is a veteran of bringing new ideas to life at Pandora, Openable and CBS Interactive. Currently she's the CEO and Founder of The Amplify Lab, a people accelerator.



### **Christina Bui** | Vice President—Enterprise Solutions, Robert Half

Christina Bui is the Vice President of Enterprise Solutions for Robert Half, the world's first and largest specialized staffing firm. With a focus in finance/accounting project-based engagements, she helps prepare companies for transactions such as IPO, mergers and acquisitions.

Before Robert Half, Christina was an Associate Managing Partner for Tatum, a national interim CFO firm. Prior to joining Tatum, Christina was responsible for market development as Vice President for the Northwest region of Parsons Corporation. Christina has also worked with venture capital company Encore Capital Management and was previously part of the Corporate Government Affairs team of Johnson & Johnson and represented the healthcare company on Capitol Hill pertaining corporate and health care issues.

Christina serves on the Board of Directors of Asian Pacific Fund, Association for Corporate Growth San Francisco, and Asian Immigrant Women Advocates.



### **Jennifer Cabalquinto** | CFO, Golden State Warriors

Jennifer Cabalquinto is the Chief Financial Officer of the Golden State Warriors. In this role, she oversees all day-to-day and long-term financial planning and accounting for the organization. She is also responsible for the planning and leadership of IT, facilities and business analytics departments.

Jennifer Cabalquinto has over 25 years finance leadership experience in a variety of start-up, turnaround, stable and high growth business environments. Most recently, Jennifer served as Vice President and Chief Financial Officer for Universal Studios Hollywood. In this role, she was responsible for supporting NBC Universal's theme park and Citywalk operations in Los Angeles, California.

Jennifer serves on the Boards of the Boys and Girls Club of Oakland and Alameda County Community Food Bank. She is also the Audit Committee Chair for Leadership Education for Asian Pacifics (LEAP).



### **Elizabeth Davis** | Dean of the School of Management, University of San Francisco

Elizabeth B. Davis began her appointment as Dean of the School of Management in August 2014, making her the first woman to lead the School in its 90-year history.

Dean Davis gained a deep understanding of Jesuit education during her 12 years on the faculty at St. Joseph's University School of Business in Philadelphia, where she taught and served as chairperson of the management and information systems department. Prior to becoming an educator, Dean Davis began her career as a researcher at Duke University Medical School and rose to become CEO and Chief Operating Officer of the National Disease Research Interchange.

Dean Davis earned her B.A. from Columbia University (Barnard College) and Ph.D. from the Wharton School, University of Pennsylvania, specializing in Strategic Management.



### **Loretta Doon** | CEO, California Society of CPAs and CalCPA Education Foundation

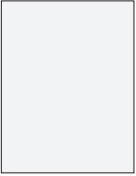
In 2006, Loretta Doon became the chief executive officer for the 40,000 member California Society of CPAs and the CalCPA Education Foundation. Immediately prior, she was the chief operating officer for both organizations. She has been recognized by Accounting Today as one of the most influential persons in accounting.

Ms. Doon sits on the boards of the Schwab Charitable Fund and of the Accounting Career Awareness Program of Northern California. She also serves on the advisory boards of several prestigious organizations in education and accounting.

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### **Alicia Esterkamp Allbin** | Principal and Partner, AEA Development, LLC

Alicia Esterkamp Allbin is the founder and Principal of AEA Development, LLC, a Bay Area focused real estate development firm focused on lifestyle projects in the areas of hospitality, restaurants, retail and historic rehabilitation.

Prior to AEA Development, Alicia served for 14 years as a Principal and Partner at Pacific Waterfront Partners, a local development firm. Alicia managed the \$60M historic renovation project at Piers 1 1/2, 3 & 5. Successful lease negotiations were achieved with prestigious office tenants such as Bloomberg LP, Renaissance Technologies and Geolo Capital. Alicia was also responsible for the retail strategy and tenancing which ultimately secured renowned restaurant tenants La Mar Cebicheria Peruana, Hard Water, The Plant Café and Coqueta. In addition to receiving approvals from over 20 different agencies, the project was listed on the National Register of Historic Places and secured over \$12M in historic tax credits. In addition to The Piers on San Francisco's northern waterfront, Alicia managed the entitlements for the mixed use development at 8 Washington.



### **Rosanne S. Foust** | President & CEO, San Mateo County Economic Development Association (SAMCEDA)

Rosanne is the President & CEO, San Mateo County Economic Development Association (SAMCEDA). During her time, she has significantly enhanced membership by bringing large, international companies onboard, in tech, health care and finance, and has grown the Annual Awards of Excellence into its current "Innovators" event.

Prior to this, Rosanne had a twenty year career with Alsace Development International USA, Inc. in multiple positions including Regional Manager, Director U.S. Operations, Executive Vice President North America & Treasurer of the Corporation. Directed and Managed U.S. offices in Boston, Los Angeles and Redwood City and international office in Sydney, Australia for economic development authorities of Alsace, France.

Rosanne has held many positions with city, civic, and community development organizations.



### **Meghan Freebeck** | Director, San Francisco Suicide Prevention and Founder & CEO, Simply the Basics

Meghan Freebeck is a Director of San Francisco Suicide Prevention and Founder of Simply the Basics, the first full-scale hygiene bank in the country.

Meghan's leadership and strategic thinking has built stronger and more financially stable nonprofit organizations. Through her work with Suicide Prevention, she has developed core programs, tripled the private funding of the organization, and in 2016 was selected to present at the American Association of Suicidology Conference. Within Simply the Basics, she the programs she founded have decreased the infection rate and improved the operations of dozens of homeless programs.



### **Dava Freed** | Founder & CEO, Freed Associates

Dava Freed is the CEO and founder of Freed Associates. She has more than 35 years of experience in the health care industry. In 20 years, she has grown Freed Associates from a start-up firm to a premier professional healthcare management consulting organization that supports many organizations in solving problems and implementing solutions.

She has been a pioneer in the healthcare consulting culture, establishing work/life balance and flexibility for her employees thereby creating a high degree of satisfaction and retention. Rather than walk the well-worn corporate road of hierarchies and micro-management, she has built a team of exceptionally qualified individuals who bring ownership, integrity and teamwork to each project, resulting in an unprecedented level of client satisfaction.

Dava served as a past Board member of Operation Access and the UC Berkeley Health Services Alumni Association, and is a member of the Operation Access Advisory Council and Institute.

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**Jo Ilfeld** | CEO and Founder, Success Reboot, LLC

An executive leadership coach, Jo Ilfeld, Ph.D., works with C-suite leaders, executives, and high potential managers to create more impact and influence in their organization. Jo's client's have come from leading Bay Area companies including EBay, Cisco, Intel, Genentech, PayPal, and Kaiser Permanente, as well as many small to medium-sized companies and non-profit organizations.

Jo worked as a management consultant in a boutique marketing wing of PriceWaterhouseCoopers; her Fortune 500 client included companies like Johnson&Johnson, General Motors, Bayer, and Monsanto. She then left corporate to pursue her Ph.D. in Business from UC Berkeley. After growing her first start-up from a hobby to a million-dollar company, Jo successfully sold it in a recession. She is currently the founder and CEO of Success Reboot, LLC.



**Elaine A. Lindenmayer** | Managing Director and Deputy General Counsel, MUFG Union Bank

Elaine Lindenmayer serves as Managing Director and Deputy General Counsel of MUFG Union Bank. Ms. Lindenmayer led the formation of and serves as Steering Chair of MUFG Union Bank's company-wide employee resource group focused on women.

Prior to MUFG Union Bank, Ms. Lindenmayer was Of Counsel at the K&L Gates LLP law firm, where she initiated and led the Women in the Profession Committee for K&L Gates' San Francisco office and was a member of the law firm's Associates Review Committee. Prior to joining K&L Gates, Ms. Lindenmayer was Senior Vice President and Deputy General Counsel at Charles Schwab & Co., Inc.



**Fiona Ma, CPA** | Chairwoman, California State Board of Equalization

Fiona Ma serves as Chairwoman of the California State Board of Equalization (BOE) and was previously elected to represent the 12th Assembly District and served as the first Asian-American woman Assembly Speaker pro Tempore in California history.

Ms. Ma has been committed to public service throughout her career and was first elected to serve as President of the Asian Businesses Association in San Francisco, where she quickly emerged as a leading voice for San Francisco's small business community. In 2006, Ms. Ma established the MaSquad internship program, which has mentored over 1,000 young volunteers in ages ranging from 13 to 32. She is also currently serving on the boards of several prominent programs and campaigns here in San Francisco.



**Kristin Mullany** | Chief of Staff, Markets, Blue Shield of California

Kristin Mullany, MBA, is the Chief of Staff for Markets at Blue Shield of California, a four million member nonprofit health plan that serves the state's commercial, individual and government markets. In this multi-faceted role, Mullany facilitates strategy design, development and alignment to achieve company market share, membership and financial goals. During her six years at Blue Shield, Mullany has established a track record of thought partnership and strategic collaboration through her leadership roles in Consumer Markets and Customer Operations.

Prior to joining Blue Shield, Mullany held positions of increasing responsibility within Abbott and Eli Lilly. Mullany started her career as a Senior Consultant with Accenture. Mullany earned an MBA from the Kellogg School of Management and a BA in psychology from Northwestern University.

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**Tiffany Myers** | Vice President, Financial Consultant, Fidelity Investments

Tiffany Myers is a Vice President, Financial Consultant for Fidelity Investments. Based at Fidelity's San Francisco Investor Center, Tiffany partners with families to help them organize their wealth, educating and empowering them to make important financial decisions to achieve their goals. Tiffany joined the Fidelity team in Santa Barbara in 2007, and over the last nine years has helped hundreds of families with their financial planning needs.

Tiffany received a Bachelor of Arts degree in sociology from the University of California, Santa Barbara and graduated on the Dean's Honor Roll. She is a Certified Financial Planner and a graduate of Fidelity's Branch Leadership Development Program. She was recently appointed to be a mentor to this year's class of the program.

In her spare time, Tiffany enjoys entertaining her three nephews, running half marathons, and paddle boarding in the bay, as well as participating in local women's organizations in the San Francisco area.



**Marina H. Park** | CEO, Girl Scouts of Northern California

Marina has served as CEO of Girl Scouts of Northern California since November 2007, leading the post-merger transformation of 5 Girl Scout Councils into one, delivering services to 45,000 girls and 30,000 adult members across 19 counties—from Santa Clara County to the Oregon Border. She joined Girl Scouts after a 25 year career in the business world, because she believes in the Girl Scouts mission: to build girls of courage, confidence and character who make the world a better place.

Prior to joining the Girl Scouts as CEO, Marina was the Managing Partner of Pillsbury Winthrop Shaw Pittman LLP, an international law firm. During her tenure as Managing Partner, Marina negotiated and implemented two of the largest law firm mergers in the United States and established a diversity program that earned top rankings from Working Mother and other national publications.



**Kirsten Rhodes** | Principal, Technology, Media & Telecommunications, West Region Inclusion Leader, Deloitte LLP

Kirsten is the Global Lead Client Service Partner for Agilent Technologies, Keysight Technologies, Twitter and continues to play a crucial role in the success of her other clients including Apple, Cisco Systems, Informatica, Riverbed and RedHat.

Kirsten also leads Deloitte's Inclusion (Diversity & Inclusion and Work-Life) initiatives for the West Region. She leads Deloitte's relationship with The Representation Project and has consulted to many large and well-known companies on how to build, innovate and measure success on their respective Diversity & Inclusion, including Women's Initiatives.

She is the Treasurer and Board Director for the Children's Discovery Museum of San Jose and has previously served on the Advisory Board for the Jefferson Awards—Students in Action.



**Lee Richter** | CEO, Richter Communications & Design Group

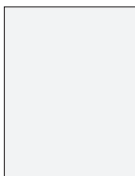
Lee Richter is an award winning, dynamic business innovator and a visionary recognized again by the San Francisco Business Times as one of their Top 100 Women Business Leaders in 2015. For more than 25 years, she has launched a dozen successful businesses in the financial, education and lifestyle sectors. Her unique vision and drive revolutionizes business as her companies produce hundreds of jobs, educate tens of thousands of people and make millions in revenue.

As the CEO of Richter Communications, she is passionate about designing and launching marketing campaigns and products that represent her mission and her values. Her business acumen and talent has generated national and international results with clients such as Bank of America, Merrill Lynch, Robertson Stephens, Autodesk, Stanford Research Institute, Edmunds.com, The Pet Concierge, and Del Webb, among others.

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### **Renee H. Scudder** | M.S. Founder and CEO , Scudder Advisors

For over 23-years, Ms. Scudder has held senior management positions in marketing and business development. Recent successes include directing integrated marketing strategies at Pacific Fertility Center in San Francisco for 5 successive years. Prior to that, Ms. Scudder directed all marketing and sales at Merrimack Health Group. During her tenure, the organization grew from 40 million to 100 million dollars.

Ms. Scudder is an Adjunct Instructor at the University of San Francisco's School of Business and at Dominican University's Barowsky School of Business. As founder and CEO of Scudder Advisors, LLC, Renee's vision was to create a team of technical and creative, proven marketing experts. With offices in San Francisco and Boston, Scudder Advisors drives business growth and return-on-marketing investment for clients in multiple business sectors.

She is the President of the San Francisco Chapter of the National Association of Women and a Member of San Francisco Rotary Number 2. Ms. Scudder holds memberships in the American Marketing Association, the National Speakers Association, and the Association for Strategic Marketing.



### **Christina Seelye** | CEO, Maximum Games

Christina Seelye serves as CEO of Maximum Games, a boutique video game publishing company she co-founded in 2009. Specializing in bringing original and inventive games to the mainstream, Maximum Games publishes console and PC titles in a wide range of categories from action and sports to simulation, racing and RPG (role-playing games). In 2015 and 2016, Maximum Games was recognized as one of the fastest-growing private companies in America, making both the Inc. 5000 and San Francisco Business Times' Fast 100 lists. Additionally, Maximum Games is listed as one of the Top 15 Video Game Publishers of 2016 by NPD. In 2016 Mrs. Seelye spearheaded the acquisition of Avanquest Publishing UK, broadening the global reach of Maximum Games.

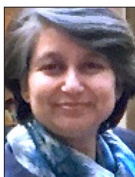


### **Melissa Shilliday** | Vice President, TIGER 21, LLC

Melissa Shilliday is Vice President of Membership for TIGER 21, an "invitation only" peer to peer learning forum for ultra high net worth entrepreneurs.

Melissa has been a successful Bay Area executive with over 30 years of experience in both sales and operational management. She was the CEO of several Bay Area start-ups, where she built executive teams and operational systems across a broad spectrum of industries. Before joining TIGER 21 in 2014, she was Vice President at Alliance Bernstein where she advised high-net-worth individuals, families and foundations on their wealth strategy.

Melissa is involved with several Bay Area non-profits, including the San Francisco Walk To End Alzheimer's and the Fund Development Committee and Walk Committee for the Alzheimer's Association, and she has also been active in several women's organizations.



### **Anju Shunglu** | Director of Corporate Finance Planning and Analysis, Blue Shield of California

A finance professional with extensive experience in Corporate Planning and Decision Support—having led the development, implementation and analysis of annual operating plans and rolling forecasts, in line with the company financial goals. She has been an effective team leader and communicator with proven acumen in fostering mutually beneficial cross functional relationships.

She spent nearly nineteen years with American Express Company in various Corporate Finance roles with the last role being that of the Lead Finance Officer for the World Services—the customer service team within American Express. Prior to that she was the Lead Finance Officer for Staff Groups managing over \$2 billion in expenses and investments. In 2014, she moved to the San Francisco to join Blue Shield of California as the Director of Corporate Planning and Analysis.

She has an MBA from the Wharton Business School. Her hobbies include travel, reading and cooking.

# Mentors



## **Kelly Steckelberg** | CEO, Zoosk

Kelly Steckelberg is the Chief Executive Officer (CEO) at Zoosk. Kelly joined Zoosk in March 2011 from Cisco, where she held various roles including divisional CFO positions for the Consumer Segment and WebEx. Kelly joined Cisco through the WebEx acquisition, where she served as Contoller, Chief Accounting Officer (CAO). Prior to WebEx, Kelly held executive positions with Epiphany, Inc. and a variety of finance positions at PeopleSoft, Inc. in the U.S. and Europe. She started her career at KPMG in both tax and audit. Kelly holds both a bachelor's and master's degree in accounting from the University of Texas at Austin. When not working, Kelly loves to travel and has been to over 60 countries.



## **Allison S. Tabor, CPC** | CEO, Coppia Advisory

Owner of her Executive Coaching and Consulting business, Allison focuses on effective Communication and Strategic Planning. Facilitator for the International Women Presidents' Organization (WPO), Allison leads two peer advisory groups of Bay Area multi-million dollar entrepreneurial women presidents and CEO's. She is also a group leader for ProVisors, a community of professionals who serve their clients as trusted advisors and share the highest standards of integrity, performance and accountability. Prior to her executive coaching business, Allison owned a successful structural engineering firm with her husband for 23 years. She is certified as a DISC Consultant, One Page Business Plan® Specialist and Professional Coach.



## **Minna Tao** | General Manager, Recology

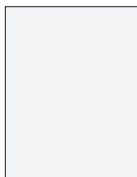
In 2011 Minna joined Recology, as both the first Asian-American and first woman General Manager of Recology Golden Gate in it's 95 year history. Prior to joining Recology, Minna served as Assistant Controller of a mid size international bank, as Deputy Assessor Recorder for the City and County of San Francisco, and as Business2Business Marketing Director with a leading technology company.

In the community, she has served as a board member of Civicorps School East Bay Conservation Corp, National Center for Lesbian Rights, Equality California and Alice B. Toklas LGBT Democratic Club. She is proud to have served as Project Open Hand's Board Chair and was appointed to the Alameda County Source Reduction and Recycling Board. Currently she serves as the Board Chair of the Chinese Cultural Center Foundation.



## **Julie Taylor** | Executive Vice President, Colliers International

Julie Taylor is the Executive VP Retail Services Group and works exclusively to serve the needs of retail real estate property owners, investors, and retailers in the regional retail markets of the Bay Area and urban retail in San Francisco. She has leased more than 340,000 square feet totaling 47 transactions with an aggregate lease value of over \$250 Million in the Union Square market. Ms. Taylor also leases regional centers throughout the Bay Area, performing ground up and in-fill leasing, and remerchandising assignments. She is known for her creative leasing strategies and her ability to communicate effectively with retailers.



## **Shari Yocum** | Principal, Ernst Young

Shari Yocum is a Principal in Ernst & Young LLP's People Advisory Services Practice. With more than twenty years of experience, Shari has successfully advised global companies on complex mergers & acquisitions, large corporate change initiatives, and HR transformations.

Prior to joining Ernst & Young LLP, Shari co-founded Tasman Consulting LLC (2010), a Silicon Valley-based M&A human capital advisory offering a broad range of human resource integration consulting services. Tasman's team joined Ernst & Young LLP in April 2016.

Prior to forming Tasman, Shari was an executive at Cisco Systems, where she led their HR Mergers and Acquisitions organization, providing leadership and guidance in over US\$10 billion of Cisco acquisition investment.

Prior to joining Cisco, Shari worked for PricewaterHouseCoopers and several Fortune 500 companies, including Nortel and Management Systems Associates.





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