

bizwomen

PUGET SOUND BUSINESS JOURNAL

**MENTORING
MONDAY**

Monday, April 3, 2017

A speed coaching and networking event
powered by bizwomen.

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BUSINESS JOURNAL

Mentors



1 | Alisha Valavanis | President & GM, Seattle Storm

Alisha Valavanis is currently the President & GM of the Seattle Storm. In this role, Valavanis oversees all business and basketball operations. Valavanis' strong involvement in women's basketball, both as a former player and coach, allows her to uniquely blend her experience in athletics business operations. Valavanis also oversees Force10 Sports Management, a division of the business that specialized in consulting services, sales and brand marketing of athletic events in the Seattle DMA. This business is also owned by Force10 Enterprise, the ownership group of the Seattle Storm.



2 | Avni Patel Thompson | Founder & CEO, Poppy

Avni Patel Thompson is the founder and CEO of Seattle-based Poppy. Poppy is a Y Combinator and investor backed startup that makes lives easier for modern families by matching them to trusted and qualified childcare providers. Avni created Poppy because she was tired of feeling panicked and anxious every time she couldn't find someone trustworthy to care for her kids. She realized how powerful it would be to have a roster of talented caregivers only a text away. Her mission is to rebuild the safety net of villages for every family. Prior to taking the entrepreneurial leap, Avni led a successful career building consumer brands at P&G, BCG, adidas and Starbucks. Avni holds a Bachelor of Science degree in Chemistry from the University of British Columbia and an MBA with distinction from Harvard Business School. In her spare time, you'll find Avni having a dance party with her 2 little girls and husband.



3 | Betti Fujikado | Co-Founder, Copacino+Fujikado LLC

Betti Fujikado, CEO of Copacino+Fujikado, founded the marketing consultancy and advertising agency in 1998 with renowned creative, Jim Copacino. Clients include Ste. Michelle Wine Estates, Holland America Line, Seattle Mariners and Seattle Children's. She started her career at Price Waterhouse Coopers as a CPA and has held positions at a variety of companies as CFO, COO and CEO. Having started as an art major at the University of Washington and ending with a business degree, her current role is a perfect blend of art and commerce.



4 | Bradaigh Wagner | Managing Director, Endeavour

Bradaigh is a Managing Director at Endeavour Capital, where she focuses on identifying and investing in privately-held, middle-market companies (approximately \$100 million to \$1.0 billion in revenues) in the food, consumer and specialty retail industries. She currently sits on the Boards of Arizona Nutritional Supplements, New Seasons Market, Pacific Market International and OFD Foods. Previously, she was on the Boards of Columbus Foods and National Frozen Foods. Prior to Endeavour, Bradaigh worked at a private equity firm in New York City, also focusing on food and consumer companies there, and prior to that, an investment bank in New York, providing M&A advice. Bradaigh has an A.B. from Princeton University and an M.B.A. from The Wharton School at the University of Pennsylvania. She lives in Seattle with her husband and young children.



5 | Carla Corkern | CEO, Chairman of the Board, Talyst

Dedicated to the mission of engineering the safer pharmacy, Carla Corkern brings a strategic mindset with high-tech and business savvy to the role of Talyst's CEO and Chairman of the Board. Carla brings over 20 years of experience in high-tech and supply chain management, and has helped build a number of highly-successful technology companies. Carla is active in a number of charitable organizations, and serves on the Girl Scouts of Western Washington's Board of Directors. She is a strong advocate of women seeking technology careers, and was awarded the distinction of PSBJ's Woman of Influence and named one of the 100 Top Women in Seattle Tech. Carla holds a B.S. in Technical Communication from Louisiana Tech University and conducted graduate work at Southern Methodist University.



6 | Dana Mancigli | President, DM Consult, LLC

Dana Mancigli is a private executive job search coach. She has spent more than 30 years as a Fortune 500 sales and marketing executive and is proud of her 11 year tenure as a worldwide sales GM at Microsoft. Dana is the author of the book, *Cut the Crap™, Get a Job!* A recognized career, networking, and business thought leader, she is a regular contributor to print and online publications, including her own weekly "Career Mojo" column in all of the Business Journals nationwide, including the Puget Sound Business Journal. She was named among Seattle's Women of Influence, sits on the worldwide board of Junior Achievement and received her MBA from the Thunderbird School of Global Management.

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7 | Danielle Funston | VP of Operations, Blueprint Consulting
Danielle is the VP of Operations of Blueprint Consulting Services, a full-service technical consulting firm in Bellevue, WA. She was Blueprint's first employee and built out the entire Operations organization, including: Accounting, IT, Marketing, HR, Client Development Ops, and Talent Acquisition, to which she currently oversees. She's results driven and passionate about organizational development, employee culture and technology. In addition to her professional role, she's a mother to three young children and is focused on balancing family and work.



8 | Ellen Walker | Executive Director, Pacific Northwest Ballet
Ellen Walker is in her thirteenth season with Pacific Northwest Ballet in Seattle, Washington. Ms. Walker oversaw significant growth of PNB's audience during her tenure as Director of Marketing & Communications for PNB, with an emphasis since 2009 on the cultivation of young audiences. She was named PNB's Executive Director in July 2014, and now oversees an operating budget of \$25 million and a staff of 390 full and part-time staff members. Prior to joining PNB, Ms. Walker was a marketing and sponsorship consultant to arts and civic organizations in Seattle, and managed numerous projects for Seattle Center and Seattle Center Foundation. Before stepping into her latest role, Ms. Walker also served on the faculty of Seattle University's MFA Arts Leadership program, teaching arts marketing to a new generation of nonprofit arts leaders. Ms. Walker is a native of Seattle, Washington with degrees from the University of Washington and Trinity College, Dublin.



9 | Emily Parkhurst | Editor in Chief, Puget Sound Business Journal
Emily is the Editor in Chief at the Puget Sound Business Journal. Parkhurst has been with the PSBJ for more than four years, first as a technology reporter, then digital managing editor then managing editor. Before that, she was an education and government reporter in her home state of Maine. Emily is a national award-winning journalist. Her series of stories on restraint of school children in Maine won the Society of Professional Journalists Sigma Delta Chi award for investigative reporting. She has a master's degree in creative writing and an undergraduate degree in classical music performance.



10 | Fran Dunaway | Co-founder and CEO, TomboyX
Fran Dunaway is the CEO and Co-Founder of TomboyX, a brand that is set to disrupt the \$13B undergarment industry by celebrating the independent spirit inside every body. Working on her third career, this is Fran's first foray into fashion, an interesting choice for someone who started out not knowing a knit from a woven. The journey began with the search for the perfect button up shirt, like a Robert Graham or a Ben Sherman but for women. When they designed the first boxer briefs for women, TomboyX felt the immediate resonance this product and the brand was having and decided to refine their focus and have since seen 4x growth YoY. The company has expansion plans this year.



11 | Gillian Crossan | Lead Client Service Partner Seattle, Deloitte
Gillian Crossan is a Managing Director in Seattle and the Global Lead Client Service Partner for Amazon - in this role she leads the relationship between Deloitte and Amazon. Gillian is the Inclusion leader for Deloitte in Seattle, which she leads Deloitte's Women's Initiative Program (WIN) locally. She started her career in the pharmaceutical industry as a production technologist and joined Deloitte 21 years ago. She is on the Board of the Women's Funding Alliance, a not-for-profit organization that focuses on leadership opportunities for women and girls in Washington state. Gillian is active in the Pacific Northwest Chapter of the Network of Executive Women in Consumer Products and Retail. Gillian has a BA in Information Science and Psychology from the University of Strathclyde in Scotland.



12 | Heidi de Laubenfels | Vice President Operations, Nyhus Communications
As Nyhus' vice president of operations, Heidi is responsible for business excellence, team leadership and superior client service. Working closely with Nyhus CEO Roger Nyhus, Heidi runs the day-to-day operations of the firm. Prior to joining Nyhus, Heidi served as vice president of communications and external relations at McKinstry, where she led brand stewardship, internal and external communications, marketing, and philanthropic and community-engagement efforts. Prior to joining McKinstry, Heidi was deputy managing editor for strategy and product development at The Seattle Times. Heidi led interdisciplinary teams to inspire change and develop strategic business initiatives, new products, and marketing and communications projects.

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**13 | Jamie Patterson | Managing Director, Investment Banking
Bank of America Merrill Lynch**

Jamie is a Managing Director in the Investment Banking Group who heads coverage of the Pacific Northwest Region, based in Seattle, Washington. Ms. Patterson has more than 15 years of investment banking and corporate finance experience executing a variety of strategic advisory transactions for public and private companies, as well as financing transactions across the equity and debt spectrum. Ms. Patterson began her investment banking career at J.P. Morgan as part of the Mergers & Acquisitions group in New York City. She joined Merrill Lynch's Global Investment Banking & Capital Markets group in 2005. She holds a M.B.A. from the Thunderbird School of Global Management and a B.A. in Mathematics and Economics from Macalester College.



14 | Jennifer Olsen | CEO, Resourceful HR

Jennifer founded Resourceful HR in 2008 to help organizations with limited human resource and recruiting staff create working environments to achieve their goals. With offices in Seattle and the Bay Area, she oversees operations, sales and marketing, and a team that provides outsourced HR, recruiting, leadership coaching and HR staffing services. The team serves a wide range of industries with an emphasis on technology, life science, and clean tech. Jennifer is a graduate of the University of Washington, where she earned her MBA and BA degrees. She holds several HR certifications and is also a Certified Executive Coach by the Hudson Institute of Coaching.



15 | Jody Lentz | Co-Founder & Partner, Washington Financial Partners
Jody is a Co-Founder and Partner with Washington Financial Partners. She is celebrating her 24th year in the financial services industry. The financial services business has been Jody's second career behind her 15-year stint in the modeling and television commercial business as a model and actress. She was a past long-standing member of Screen Actors Guild (SAG) and American Federation of Television and Radio Artists (AFTRA).



16 | Joli Mosier | Principal, MosierMcCann

Joli Mosier is Principal and Founding Partner of MosierMcCann, an award winning consulting firm, specializing exclusively in the execution of projects and strategies. She co-founded MosierMcCann over 20 years ago to answer a need in the business community for proven executors essential to the critical time and space between when a key business decision is made and when it is successfully implemented. In her entrepreneurial post, Joli oversees Business Development and Client Services for the firm, which was a 2014 Puget Sound Business Journal, Washington's Best Workplaces finalist. Joli's background includes leadership roles in the wireless telecommunications industry with companies like T-Mobile and US WEST NewVector Group, as well as serving on the Executive Board of the Seattle Sports Commission and the Board of Directors for YWCA and Food Lifeline.



**17 | Kara Lundberg | Senior Account Supervisor, Raffetto Herman
Strategic Communications**

After more than 10 years in the public relations field, Kara has built her expertise in the healthcare technology and enterprise technology sectors and currently serves as the primary liaison and account manager for her clients. Through strategic planning and creative storytelling, Kara introduces her clients and their offerings to the market and helps them get recognized as thought leaders for the issues that affect their target audiences. Kara received her bachelor's degree from Western Washington University and began her public relations career at Weber Shandwick in 2006.



18 | Karen Bailey | Founder & CEO, Standpoint Co.

Karen Bailey is the founder and owner of Standpoint Co. Her expertise is sales and sales leadership development. Karen has over 30 years of experience in the learning and development field. Karen works with organizations that are interested in improving sales results. Services include strategy development, instructional design, facilitation, and coaching.

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19 | Kelly Twiss Noonan | Managing Shareholder, Stokes Lawrence
Kelly Twiss Noonan is the Managing Shareholder of Stokes Lawrence, a business law firm with offices in Seattle and Yakima. Kelly has served in this role since 2002 and guides the firm's mission to provide practical legal advice that helps clients succeed. She is a graduate of the UW School of Law and the University of Notre Dame.



20 | Kendall Anderegg | President, Mutual Materials
Kendall Anderegg is the President and Chief Operating Officer of Mutual Materials. She came from Intel to join Mutual Materials in 2002 and advanced into leadership roles working across the company in Information Technology, Operations, Sales, and Marketing before being promoted to company president in 2014. Today, Kendall is responsible for running all facets of Mutual Materials' business and has been instrumental in driving the strategic plan determining Mutual's future growth plans. Kendall is also a fifth generation shareholder of the closely held private company. As a graduate of the University of Washington, Kendall has a BA in Creative Writing and an MBA with an operations emphasis. Locally, she serves on the board for the Bellevue Chamber of Commerce and on the Advisory Board for Girls on the Run of Puget Sound in addition to being an assistant coach for Cascade Striders.



21 | Lee Keller | Founder, The Keller Group
Founder & CEO of The Keller Group, She currently advises clients in a number of different areas including media relations, strategic communications, community outreach, public affairs and crisis communications. She began as a radio reporter in Seattle before going on to serve as press secretary to U.S. Senator Daniel J. Evans on Capitol Hill. In Washington State, she managed communications and public affairs at the Weyerhaeuser Co. Lee then served as director of external affairs for Paul Allen's parent company, Vulcan Inc., where she was responsible for general strategic planning, counsel and external affairs in addition to community and governmental outreach for many of Vulcan's projects including the construction of CenturyLink Field and Exhibition Center, development in South Lake Union, The Hospital Project in London, the Experience Music Project and more.



22 | Leasa Mayer | President & CEO, CRG Events
Leasa Mayer is the President, CEO and Owner of CRG Events. She joined the company in 1987 and has held various positions over the past 30 years as she helped grow the business from a small team of four people to the largest event agency in the Pacific Northwest. Leasa currently serves on the Board of Directors for Amara, and previously was President of the Board in 2015-2016. She is committed to helping the most vulnerable children in our community live with families who will love and support them forever. Leasa has been recognized as the WBO Nellie Cashman Business Owner of the Year and as a Puget Sound Business Journal Woman of Influence. CRG Events has been twice recognized as one of the Top Ten companies to work for in Seattle, and as one of the Top 100 companies to work for in the State of Washington.



23 | Lisa Dupar | Owner, Lisa Dupar Catering
For over 30 years, Seattle caterer Lisa Dupar has nurtured people through food while building community around the table. She has earned an unparalleled reputation for fresh creations, exceptional service, and personalized event planning. Owner of two multi-award winning Redmond, WA based businesses, Lisa Dupar Catering and Pomegranate Bistro, her team is renowned for providing cutting edge local and internationally-inspired cuisine. With the November 2010 release of her cookbook, Fried Chicken & Champagne: A Romp through the Kitchen at Pomegranate Bistro, Lisa shares both hometown and haute recipes drawn from her culinary life.

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24 | **Lorrie Baldevia** | Senior Vice President, MCM

Lorrie is Senior Vice President and Partner at MCM. She leverages over 20 years of experience in executive benefits consulting for corporations, and insurance strategies for high net worth individuals. Lorrie currently serves on the Next Gen M Task Force, which is a strategic initiative for the insurance industry that focuses on products and services for the client of the future. Lorrie is a noted leader for programs that support women and children. She serves on the board of Atlantic Street Center where she developed the “Raise it Up” campaign which has generated close \$400,000 and has increased advocacy for women and children. Lorrie graduated from Seattle University majoring in Marketing and International Business and also completed her Leadership Executive MBA at the university.



25 | **Mari Horita** | President & CEO, ArtsFund

Ms. Horita has an extensive background in civic and community leadership and has served on a number of nonprofit boards including ArtsFund, United Way of King County, Seattle Metropolitan Chamber of Commerce, Asian Bar Association of Washington, Washington Appleseed, Bertschi School, Densho, and YouthCare. She currently serves on the board of the Downtown Seattle Association, as well the Advisory Board for the Foster School's Board Fellows Program, the Honorary Board of the Executive Development Institute, and the Private Sector Council for Americans for the Arts. A lawyer by training, she practiced law at Bogle & Gates, and later Dorsey & Whitney and K&L Gates. Mari has played violin with the Vina Musica String Quartet for the past 20 years and before that played with the Seattle Youth Symphony, the Denver Philharmonic, and the Vancouver Academy of Music orchestra. Mari has a 12-year-old daughter, Naomi.



26 | **Mary Jesse** | Chief Strategy Officer, VR Studios

Mary Jesse is a technology executive, strategist, inventor and pioneer in the wireless, location based virtual reality and product development arenas. Since 2015, she has served as Chief Strategy Officer for VRstudios, a global virtual reality company based in Bellevue, Washington. Jesse oversees pivotal industry partner and developer relationships and initiatives. Jesse also serves on the Board of Directors for Bsquare (NASDAQ: BSQR), an enterprise software company focused on industrial Internet of Things (IoT) solutions. Jesse serves on the Advisory Board for the UWB STEM school and on the Bellevue Chamber Board of Directors. Jesse also serves as advisor to several companies including VirtuosityVR and Heyou Media, a Tom Skerritt New Media Company. Her past roles include founder and CEO of Ivycorp, co-founder and CTO of RadioFrame Networks, VP of Strategic Technology for McCaw Cellular Communications, Inc., and VP of Technology Development for AT&T Wireless.



27 | **Megan Ferland** | CEO, Girl Scouts of Western WA

Megan Ferland is the Chief Executive Officer of Girl Scouts of Western Washington (GSWW), whose mission is to develop girls of courage, confidence and character who make the world a better place. Serving approximately 25,500 girls with the support of more than 12,000 volunteers, GSWW is known for its commitment to every girl across its 17-county jurisdiction. The council's vision is that all girls in western Washington regardless of their race, ethnicity, socioeconomic status, religion, ability, sexual orientation, gender identity or geographic location are empowered to reach their potential. Girls explore their world through programs ranging from anti-bullying to STEM and financial literacy. GSWW also operates six camp properties in Western Washington offering year-round, after-school, weekend and summer camp programs.



28 | **Mollie Fadule** | Founder & Partner, Cephas Partners

Mollie is a Founder and Partner of Cephas Partners and has over 12 years of experience in commercial real estate. Cephas Partners is an independent investment and advisory firm providing management and strategic advice to its clients and investors. Cephas was formed in 2012 to assist affiliates of The Blackstone Group in managing complex real estate transactions in three different continents with a primary focus on investments in Latin America. Mollie was previously a Vice President in the Real Estate Principal Investments group at Merrill Lynch in New York. Prior to joining Merrill Lynch in 2006, Mollie was with UBS Investment Bank in the Real Estate, Lodging and Leisure group based in New York.

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29 | Pamela Hinckley | CEO, Tom Douglas

When Pamela Hinckley signed up for a two-year stint with Vista (now Americorps) in the 1970s, her task was to create a farmer's market. That drew her into a career in the food and beverage industry that eventually led to the position of vice president of marketing for Redhook Brewery, followed by two years of marketing consulting. One client was Theo Chocolate, a company she invested in and helped launch. Four years ago, Seattle celebrity chef Tom Douglas asked Hinckley to join his team as CEO.



30 | Patti Payne | Principal & Founder, The Payne Group

Patti Payne serves as principal of her own public affairs/community relations business, The Payne Group - Communicating/Connecting. She is a well-known as a long-time, much awarded local media broadcast personality, columnist for Puget Sound Business Journal, and is a sought-after keynote speaker. Her work in the community is widespread and her enthusiasm and energy has helped raise the bar at thousands of entertainment and business events, auctions and other regional fundraisers.



31 | Sara Nelson | Co-Founder and Special Ops, Fremont Brewing

Sara Nelson earned her Ph.D. in Cultural Anthropology at UW in order to change the world through blowing students' minds. She was a policy advisor to Seattle City Councilmember Richard Conlin from 2002 through 2013 with a brief hiatus from 2008 to 2010 to help start her family business, Fremont Brewing, which was founded in 2008. Fremont Brewing is now the third largest independently owned craft brewery in Washington. Sara returned to working full time at Fremont brewing in 2014 to oversee the company's expansion into a new, 80,000 square foot production facility down the road in Ballard. Her official title is Co-Founder/Special Ops and she is in charge of external relations such as community partnerships, non-profit donations, media and government relations. She also leads the company's sustainability programs, ensuring that they are implementing sustainable operations to conserve water and energy as well as procuring the most sustainably produced ingredients as possible.



32 | Sarah Valentine | Vice President of Development, Woodland Park Zoo

Sarah began her career in public relations at Hill + Knowlton's Seattle office before transitioning to nonprofit fundraising. For the past 15 years, she has executed successful fundraising for New Mexico's Native American communities, Georgetown University, American University and, currently, Woodland Park Zoo. A well-versed speaker on the profession, she embraces innovative technologies, programs and creative campaigns to reach donors across the spectrum.



33 | Silvia Peterson | Consulting Director and Owner, SLP Consulting

Silvia, a 30+ year restaurant industry veteran, is the Director of Consulting at PROFITABILITY® as well as the owner of SLP Consulting. She has a BS in Industrial Engineering from Auburn University. Before joining PROFITABILITY, she held director positions with several multi-national and global brands including Burger King, Denny's, El Pollo Loco and Starbucks. At Starbucks, she founded and developed the Operations Engineering department, a group that she led for over 8 years. Silvia utilizes in her consulting practice her corporate experience focused on restaurant improvement projects working closely with designers, architects and construction teams to make restaurant employees work smarter, not harder. In 2015, Silvia was President of the Women Business Owner networking group, leading a not for profit 12 woman board of directors that increased membership by 45% and retention by 10% in one year.



34 | Suzanne Dale Estey | President & CEO, Economic Development Council of Seattle and King County

Suzanne Dale Estey is President & CEO of the Economic Development Council of Seattle & King County (EDC), a public-private partnership founded in 1971 to expand and diversify the economy across King County and its 39 cities. Suzanne previously served as Principal of Dale Estey Partnerships, Strategy & Results, a government relations, economic/business development and strategic communications consulting firm established in 2013. She currently serves on the boards of the Washington Economic Development Association, The Junior Statesmen Foundation, Community Center for Education Results, the Renton Technical College Advisory Council, the Aerospace Futures Alliance, the Workforce Development Council of Seattle-King County, the Washington Technology Industry Association, the regional Economic Development District, the Seattle Metropolitan Chamber of Commerce and she is President-elect of the board of the University of Washington Alumni Association.



35 | Vanessa Powers | Managing Partner, Stoel Rives

Vanessa is a litigator whose practice emphasizes complex business litigation. She defends companies in arbitrations, trial and on appeal in disputes involving commercial contracts, intellectual property, and class actions. Vanessa has handled cases in federal and state courts and arbitrations across the country, including Washington, Oregon, California, Montana, Florida, and New Jersey. Vanessa works with public companies and privately-held businesses in a number of industries including technology, financial services, manufacturing, and retail services. Before joining Stoel Rives, Vanessa was an associate at Dorsey & Whitney LLP (2000-2003); an analyst with Washington State Senate Committee Services (1999-2000); and a clerk (for Commissioners) at the Washington State Court of Appeals, Division 1 (1998).

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