

bizwomen

TAMPA BAY BUSINESS JOURNAL

MENTORING
MONDAY

Monday, April 3, 2017

A speed coaching and networking event
powered by bizwomen.

TAMPA BAY
BUSINESS JOURNAL

Mentors



1 | **Trimeka Benjamin** | Principal, Swim Digital Group

Benjamin is a hands-on leader that is invested in every client – no matter how big or small – with extensive strategic planning and digital marketing experience. She has worked with large clients such as CBS, NASCAR, Broward College, St. Petersburg College and many others. She has been fortunate to understand the importance of large organizational impact on communities; but her heart lies with small, locally-owned businesses. Trimeka serves on the Board of Directors for the Spring of Tampa Bay, Glazer Children’s Museum and The Women’s Exchange.



2 | **Susan L. Blackburn** | President & Chief Operating Officer, Freedom Bank

Blackburn is a Tampa Bay business executive, with over 35 years in the banking industry. As president and chief operating officer of Freedom Bank, she oversees the bank’s operational and technology processes and functions, retail delivery channels, sales and marketing strategies, and business development. Her community leadership roles include serving on boards for the Salvation Army, CEO Council of Tampa Bay, the Pinellas County Economic Development Council and she is a member of the St. Petersburg Area Chamber of Commerce.



3 | **Kimberley Bruce** | National Small Business Client Management Executive, Bank of America

Bruce leads a team of 12 Market Managers and approximately 170 phone-based Small Business Client Managers between four Regions and two Portfolio Sales teams. With more than 26 years in banking, a majority of her experience was as a licensed senior client manager in the Middle Market segment.



4 | **Christine Burdick** | President, Tampa Downtown Partnership

Burdick became the president of the Tampa Downtown Partnership in April 2002. Originally from Chicago, she worked first with Mayor Richard Daley and then as an independent consultant, creating strategies for revitalization and economic development in urban commercial settings. From 1993 to 1997, she was president of the Lincoln Road Partnership, directing the revitalization of Lincoln Road in Miami Beach.



5 | **Lissette Campos-Perez** | Director of Community Affairs, WFTS ABC Action News

Campos-Perez is a 6 - time EMMY award winning journalist with a career in journalism and communications spanning 30 years. Known for her compassionate storytelling of every day heroes, she is entering her 9th year producing and anchoring “Positively Tampa Bay” and the “Taking Action Against Domestic Violence Campaign”. Under her leadership, the domestic violence awareness campaign has earned 22 national, regional and state journalism awards, including 4 EMMYs.



6 | **Altrichia Cook** | CEO, Allusions by A.Lekay Swimwear

Cook is more than your ordinary, modern-day entrepreneur. As a fashion designer, creative visionary, influencer, and mentor, her dedication and leadership has allowed her to thrive. This Florida native, and mother of one, has epitomized what it means to be a change agent, entrepreneurial game-changer and leader in her community. She has been recognized for her efforts by the White House and honored with various awards including Business Woman of the Year, Black Girls Rock Tampa Bay, Woman of Promise Award presented by Girl Scouts of America and Most Inspirational.



7 | **Ana Cruz** | Managing Partner, Tampa Office, Ballard Partners

Cruz has over 20 years of experience in lobbying, strategic communications and political consulting. During her career, she has represented clients throughout Central Florida in both the private and the public sectors. Cruz has extensive legislative knowledge having worked in the Florida House of Representatives and the United States Senate. She currently serves as a political correspondent for Bay News 9, Florida This Week and as a spokesperson for corporate clients. In December 2016, she was named one of the Tampa Bay Business Journal’s Power 100.

Mentors



8 | Molly Demeulenaere | Former president/CEO, MOSI

Demeulenaere (pronounced "De-mew-len-air") was accountable for a staff of 200+ full and part time employees managed through six direct reports. She has more than 15 years of progressive experience crafting and implementing bold visions for cultural organizations in the Tampa Bay area and beyond, while creating new community partnerships worth millions of dollars. She currently serves as a board member for the Florida Association of Museums and the Tampa Innovation Alliance.



9 | Arlene DiBenigno | Managing Partner, Conversa

DiBenigno has been a trusted adviser on political campaigns, policy development and implementation, and ballot initiatives for more than two decades. She has conducted public outreach for three Florida governors and their administrations. She has influenced presidential, gubernatorial and congressional campaigns in Florida, Michigan, Texas and Washington D.C. Her work transcends beyond the political into the non-profit, traditional and digital media landscapes with a special talent for organizing and managing high-level events and corporate communications.



10 | Brenda Dohring Hicks | Founder and CEO, Realwired

Dohring Hicks has been an entrepreneur her entire adult life. With over 30 years of experience in commercial real estate, she is currently CEO of RealWired!, which provides software solutions for commercial real estate appraisers and financial institutions. She is also CEO to its sister company The Dohring Group. As one of the first women in the State of Florida to achieve the prestigious MAI designation from the Appraisal Institute, she has been active in appraisal, brokerage and development in the Tampa Bay area for more than 25 years.



11 | Ellie Finehout | CSO, Modern Business Associates

Finehout oversees sales, marketing, and client services strategy and development for Modern Business Associates. With a background in operations, she has experience in managing all aspects of the organization including ensuring the accurate set up, processing and timely shipping of more than 50,000 client payroll checks or deposits per month. She is an active member of the National Association of Professional Employer Organization's Public Relations Committee and is a 2009 graduate of Leadership St. Pete. She is also a member of the American Payroll Association.



12 | Kelly A. Flannery | President & CEO, South Tampa Chamber of Commerce

Flannery works with business owners and community leaders each day to make South Tampa the best place to live, work and play. She is a graduate of The Florida State University with a B.S. in Political Science. Her background includes sales, marketing and management for the Centre Club, GrillSmith Restaurants and Toffee to Go. A Tampa native, she is actively involved in the community as an Honorary Commander at MacDill Air Force Base, serves on the City of Tampa Citizen's Budget Advisory Committee and is on the board for the Girl Scouts of West Central Florida.



13 | Yvonne Fry | Chief Fry, Fried Egg Productions

Fry provides transformative solutions for businesses and organizations through Fried Egg Productions. She was named one of Florida International University's Top 25 Women Entrepreneurs in Florida and a Girl Scouts of West Central Florida's Women of Distinction. She works with the Florida Commission on the Status of Women, the Hillsborough Commission on the Status of Women, The Spring of Tampa Bay, Junior League Tampa Bay, Frameworks, and the Athena Society to address women, children, and educational issues.



14 | Jennifer Garbowicz | Principal, Sabal Trust Company

Garbowicz works as a portfolio manager with experience managing equities and fixed-income assets for high-net-worth individuals, trusts, and charitable organizations. She serves the community through her commitment to St. Anthony's Hospital where she is a lifetime member of the Auxiliary and served on the Board of Trustees of St. Anthony's Hospital Foundation. She has also served as a trustee for American Stage and is Past President of the Board of Directors of CFA Society Tampa Bay.

Mentors



15 | Dale Gordon | President & CEO, Tampa Hillsborough Film & Digital Media Commission

As the "Film Commissioner", Gordon is charged with marketing the Tampa Hillsborough area as a premier destination for film and digital media production. Prior to joining the THFDMC, she was director of film and digital media development for the Metro Orlando Economic Development Commission from 2001 through 2009, and as Vice President of Women in Film and Television Florida from 2008 to 2009.



16 | Leigh Harting | Owner, 3 Daughters Brewing

Harting started her career at Steak & Ale working in restaurant operations until she was promoted to regional training manager in the Southeast. She focused on development and implementation of training materials and programs for an area with over 2,000 employees, 150 managers and annual sales exceeding \$48MM. Leigh moved out of the hospitality industry and into professional services with GE Capital Consulting and spent over 18 years at several IT firms in sales and marketing roles. At 3 Daughters, she returns to the hospitality industry.



17 | Tracy Hayes | Vice President of Sales, Cigna Healthcare

Hayes has been with CIGNA Healthcare for more than 30 years, through the acquisition of Great-West Healthcare. After graduating from Georgia State University, she began her career with Great-West as a sales representative in the Atlanta group office. From 1985 thru 1997, Tracy held various sales management positions in GA and TN before transferring to Florida to become the Regional Sales Manager. She is considered an expert in Self Funding Employee Benefit Plans, and speaks to insurance agents throughout Florida on this topic.



18 | Robin King | Owner, Three Birds Tavern

King, TBBJ's BusinessWoman of the Year in Hospitality in 2016, is owner and managing partner of Three Birds Tavern in St. Petersburg and creator and owner of Out of the Weeds, a line of gourmet salad dressings and sauces. Three Birds Tavern has received top honors such as Best New Business, several ADDY awards for branding and logo, numerous food awards, including 2015 TBBJ Best Overall Dish in the Biz, a City Beautification Award and been named Most Community-Minded Business and Best Established Business.



19 | Kathleen Koch | SVP, Bank of America

Koch is the Legal team leader for lawyers and paralegals supporting Consumer banking, with primary focus on Financial Centers and Retail Contact Centers. Prior to joining Bank of America, she was an associate attorney at Holland & Knight in the Financial Services and Litigation groups. Her practice included bank regulatory issues and charters, commercial and consumer lending and work-outs, bank operational issues, and commercial litigation.



20 | Amber Kukulya | Director, People Operations, Sparxoo

As of April 2017, Kukulya will join Sparxoo, an integrated digital marketing agency headquartered in Tampa to lead the Human Resources function. She will be a member of the executive team to grow and build one of Tampa's fastest growing agencies. Prior to joining Sparxoo, she led the HR function at Minor League Baseball in St. Petersburg. She developed the department from the ground up and spent three years managing professional development, talent acquisition, organizational processes, benefit strategies, and providing company communication to employees.



21 | Amanda Lee | Founder and CEO, ARL Strategic Communications

Lee is a public relations and marketing communications professional with more than 12 years of experience. Throughout her career, she has worked with Fortune 500 companies, SMBs, and U.S. Congress to provide overall strategy and communications planning. Her efforts have positioned companies and executives as thought leaders through recognition on the Washington Post, Forbes, CIO Magazine, Washington Times, Politico, and more. She is accomplished at pitching national media, resulting in appearances for her clients on CNBC, Fox Business News, Bloomberg, NBC, and more.

Mentors



22 | Rita Lowman | EVP/Chief Operating Officer, Pilot Bank

Lowman began leaving her footprint in the Banking Industry in the mid 70's. Active in the community, Lowman serves on the Boards of Florida Bankers Association, Florida School of Banking at UF, Outback Bowl, Florida Division of American Cancer Society, The Centre Club and a Founding Member of Women in a Bucs Life. In 2012 and 2013 Rita chaired the Cattle Barons' Ball for Tampa Bay and in her two years as Chair raised \$1.8million for cancer research.



23 | Debbie Lundberg | Author, Speaker, Coach, Presenting Powerfully by Debbie Lundberg

As the author of nine books, Lundberg believes how you present is how you are remembered. She provides Keynotes, Teaming, Training and Coaching nationally. In the community, she is an Honorary Commander for MacDill Air Force Base, a Board Member for The Greater Tampa Chamber, and a member of both The University of Tampa Board of Fellows and USF's Center for Entrepreneurship Board.



24 | Val Marks | President & CEO, Medical Technology Associates, Inc.

Marks is a seasoned, senior executive with over 30 years of experience and a proven track record of maximizing shareholder value in start-up and high-growth companies. She has built private companies from the ground up, run public company divisions, raised funding, integrated acquisitions, sold a company and assisted in an IPO. Under her leadership, MTA has realized significant profit growth and was recognized as one of the top 200 privately held companies in Tampa Bay.



25 | Maria Martinez | Chief Human Resources Officer, HSN, Inc.

Martinez is responsible for talent acquisition and assessment, succession planning, leadership development, employee engagement, performance management, total rewards, and wellness programs across the \$4 billion direct to consumer retail portfolio that includes live content retailer HSN and the Cornerstone portfolio of home and family lifestyle brands.



26 | Jodi McLean | Director of Business Development, Key Person of Influence

McLean is a twice-published author and intrapreneur. She works with successful business leaders to help transform them into industry-recognized thought leaders through KPI's proprietary 5-step growth accelerator program. Her personal brand is that of an intrapreneur, author, personal branding mentor, business pitching aficionado, partnership builder, multimedia producer, and TV/radio specialist with 25 years of broadcast and marketing experience.



27 | Gina Morales | VP Marketing, Nationwide Title Clearing

Morales has more than 10 years experience as a corporate communicator and marketing executive. Due to demand, in September 2016, she founded GMPR, her own public relations firm, where she represents Film Tampa Bay as its chief of communications. Previously, she worked for Seminole Gaming for nearly nine years and was the person responsible for developing and implementing all of the PR, community relations and digital marketing facets for Seminole Hard Rock Casino Tampa.



28 | Commissioner Sandra Murman | Hillsborough County Commission

Murman was first elected as a County Commissioner in 2010, representing the coastal communities of District 1. She was elected for her third term in November 2016. Commissioner Murman served as Chairman of the BOCC in 2014-2015 and as Vice Chairman in 2011, 2012, 2013 and is serving again as Vice Chair from 2016-2017. Prior to joining the County Commission, she completed eight years as a member of the Florida House of Representatives from 1996-2004. State University and is married to Dr. Michael Bradner. They live in Tampa and have one child.

Mentors



29 | Mindy Murphy | President & CEO, The Spring

A University of Virginia graduate with degrees in English and Religious Studies, Murphy is President and CEO of The Spring of Tampa Bay, one of the largest of Florida's 42 certified domestic violence centers. Since moving to Tampa in 1990, she has served on the Boards of Directors of Hillsborough Kids Inc., Helping Hand Day Nursery, the Child Abuse Council, Cornerstone Kids, The Learning Centers, Friends of Tampa Day School and Trinity School for Children.



30 | Carly Ochs | Owner, Bourbon & Bowties

Ochs started making bangles for friends and family after she discovered a market of fabulous gemstones while she was abroad in Shanghai. Instead of tourist trinkets, she designed handmade souvenirs for her loved ones out of Jade she stumbled upon while in China - from which the first Bourbon and Bowties bangle was born. Since August of 2012 over thousands of stores across the U.S. and abroad have been "bowtied" with stacks of our arm parties - including Nordstrom, Bloomingdale's and Von Mar.



31 | Marty Petty | President & CEO, Petty Group

Petty is the President and CEO of The MPETTY Group, a consulting firm that works with her clients to build high-performing leadership and talent capacity. Her successful CSuite experience enables Ms. Petty to quickly establish trusted relationships with clients and bring solutions that address those human capital hurdles to sustainable growth. Strategies for successfully engaging the millennial workforce are central to her work.



32 | Joy Randels | CEO, Citizinvestor

Randels launched the first of 15 ventures at age 18, nine successful acquisitions and two IPO's she exercises her passion for building high-value, scalable businesses as the founder and CEO of New Market Partners. Since founding New Market Partners in 2004 she has worked with over 800 startups helping them build scalable businesses. Currently CEO of Citizinvestor, the industry leading civic crowdfunding platform, she previously led public and private companies raising over \$360M in capital, and generating over \$15B in revenue.



33 | Alyssa Rhoads | Owner, Eventing Tampa Bay

With over a decade of experience as an event planner Rhoads began her career in Baltimore, Maryland at SmartCEO Magazine followed by five years as the event manager for the Tampa Bay Business Journal. In 2013, she decided to pursue her dream of becoming a business owner and her company Eventing Tampa Bay was born. Eventing Tampa Bay is a full service Event Management company specializing in Corporate, Social and Nonprofit events.



34 | Paola Schifino | Principal, Schifino Lee Inc.

Schifino has forged a successful advertising and branding business over the last 24 years, boasting national and global clients such as AT&T, Gerdaud and Wellcare. She has achieved many professional accolades, such as Tampa Bay Business Journal "40 Under 40" winner; Tampa Bay Business Journal Business Woman of the Year finalist in 2008 and 2013; Greater Tampa Chamber of Commerce Small Business of the Year finalist.



35 | Commissioner Karen Williams Seel | Commissioner, District 5

Williams Seel was appointed to the Pinellas County Commission by Governor Bush in January 1999. She has since been reelected in 2000, 2004, 2008, 2012 and 2016. Prior to this, she served as a Clearwater City Commissioner from 1996 to 1999. Her father, the late Don Williams, served as a Clearwater City Commissioner from 1967 to 1975. Karen is proud to follow in a family tradition of public service. A Clearwater, Florida native, Karen graduated from Clearwater High School in 1976 and has a Bachelor's degree in Marketing from the University of Florida.

Mentors



36 | Erica M. Shea | Chief Business Development Officer, Shumaker, Loop & Kendrick, LLP

Shea focuses on initiatives to grow and expand the firm's clients' companies. She also helps to instill a business development culture within the firm, now ranked #1 on the west coast of Florida with more than 110 attorneys in Tampa Bay. She has previously worked as a senior multimedia account executive at the Tampa Bay Business Journal for almost 11 years, ranking in the top 10 in the country and #1 in the state of Florida.



37 | Lisa M. Simington, CFP | President - Florida West Region, BNY Mellon Wealth Management

Simington is the Regional President for BNY Mellon Wealth Management in its West Florida region covering offices from Orlando to Naples. In this role, she manages all new business development, portfolio management, trust administration, estate planning and private banking activities within the region. She joined BNY Mellon in 2009 and initially managed the Private Banking business for the southeast.



38 | Kim Stebbings | U.S. President, Dysis Medical

Stebbing has over 30 years of U.S. medical device sales, marketing and operational experience in multi-national and start-up companies. She spent 16 years with Boehringer Mannheim/Roche Diagnostics where she held multiple positions in sales and marketing including P&L responsibility for a \$100 million diabetes care diagnostics business. She is currently U.S. President of DYSIS Medical, Inc. a UK-based medical device manufacturer where she built the U.S. business from zero infrastructure to a team of 20 with revenues exceeding \$1.2 MM in the first year.



39 | Joanne Sullivan, CFRE | Director of Community Relations, USF Health

Sullivan serves the University of South Florida as USF Health Director of Community Relations. She has had a career in fundraising and development in Tampa that spans twenty-five years and includes key leadership positions at the University of Tampa, Florida Hospital Tampa Foundation, Academy at the Lakes, the Tampa Museum of Art and Berkeley Preparatory School with experience in major gifts, special gifts, planned gifts and prospect management.



40 | Susan O'Neal Thompson | Principal, CS&L CPAs

Thompson has more than 25 years of experience in providing tax, audit and accounting services in the Tampa Bay region. She specializes in individuals, developers, pass-through entities, nonprofit organizations, and foundations. She joined CS&L CPAs in 1991 and currently serves as the in-charge principal of the Tampa office. She is also charged with oversight of the Firm's information technology department and the Firm's mentorship initiative.



41 | Renee Vaughn | President, Williams Consulting Group.

Vaughn is the President of the Williams Consulting Group, a public relations and marketing firm in Tampa - founded in 2003 - with a proven track record of developing initiatives that support business development, community recognition and corporate leadership. She is active in a number of community and professional organizations including The Red Cross Angels, UT Board of Fellows, Leadership Tampa Alumni, Women in Executive Leadership, Athena Society and the American Heart Association, to name a few.



42 | Jennifer Vickery | President/CEO, National Strategies Public Relations

Vickery's background is in national public relations campaigns where she oversees every aspect of PR strategy utilizing her 10+ years of senior-level experience. She's worked for hundreds of national clientele through every facet of PR. She has extensive experience, which includes writing a regular column for a newspaper, producing a health television segment, serving as a radio personality for advocacy issues, producing a weekly radio show, to owning and running a successful public relations firm.

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