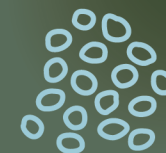
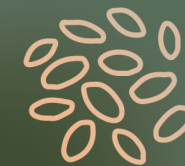
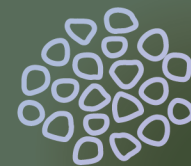


# 02.11.24 • SCHEDULE

# EXECUTIVE BOARD 2023-2024



columbia women's  
business society

02.11.2024

@columbiawbs  
columbiawomensbusinesssociety.org

20TH ANNUAL CONFERENCE

# SEED TO SUCCESS

thank you  
to our  
sponsors:



**FOROS**

BANK OF AMERICA

9:30 AM  
**REGISTRATION**

10:00 - 10:15 AM  
**OPENING CEREMONY**

10:15 - 11:00 AM  
**KEYNOTE**  
FIRESIDE CHAT *with* TRACEY TRAVIS  
*from* ESTEE LAUDER

11:15 - 12:00 AM  
**UNCONVENTIONAL ROOTS PANEL**  
*with* BOBBY LLOYD *from* MAGNOLIA, EVELYN  
WEBSTER *from* SOULCYCLE, ALEXANDRA  
RAMIREZ *from* ELLEVEST, SHEA MCGEE *from*  
STUDIO MCGEE & JOCELYN WONG *from* GOPUFF

12:15 - 1:00 PM  
**START FROM SCRATCH PANEL**  
*with* KELLY JURA *from* SCREENPAL, LAUREN  
MCCANN *from* FIGMA, JENELLE HOPKINS *from*  
GIRLS WHO CODE, LORI MAZOR *from*  
SYNTHETIVITY, HEATHER SOFFER *from* GOOGLE

**KEYNOTE**  
*with* HALIDE ALAGÖZ *from* RALPH LAUREN

1:00 - 2:00 PM  
**LUNCH & NETWORKING**  
*with* FOROS, BANK OF AMERICA &  
CWBS ALUMNAE

2:15 - 3:00 PM  
**BEHIND THE CURTAIN PANEL**  
*with* TZE CHUN *from* UPRISE ART,  
MONICA DRAKE *from* NYT, LIZ PERL *from*  
SIMON & SCHUSTER, ALYSSA LAVERDA  
*from* MASTERWORKS

**FINANCIAL FOUNDATIONS PANEL**  
STEFANIA DI BARTOLOMEO *from* PHYSIS,  
ANN CHUNG *from* BLACKSTONE  
& SELENA SINGLETON *from* NASDAQ

3:15 - 4:00 PM  
**KEYNOTE**  
FIRESIDE CHAT *with* JENNIFER FLEISS  
*from* RENT THE RUNWAY

4:00 - 4:30 PM  
**CLOSING ADDRESS**  
GOODIE BAG DISTRIBUTION AND RAFFLE



THANK YOU TO OUR  
CONFERENCE, CORP.  
ENGAGEMENT, AND  
VISUAL DESIGN +  
DIGITAL MARKETING  
COMMITTEE  
MEMBERS:



CONFERENCE: JOUD ALNAMNAKANI, INTELLECT CHEN, JOCELYN CHU, LINH DANG, BEATRIZ DE LUCAS, LARA GEIGER, EMILY KOEPP, MELODY LUO, SEMI OBAYOMI, SAVNEE PURANIK, ALIA THOMPSON, KAT ZIMMERMANN—CORPORATE ENGAGEMENT: SOPHIE AHN, ALLIE EISENBERG, MARIEME N'DIAYE, EKIN KAYA, TARA GURUNATH, AMELIA LEHV, SARAH CHAGARES, JIYUE YANG, IBSHITA CHOWDHURY—VDDM: ISABEL GURNEY, NAYON LEE, RYANN CHALMERS, JENNIFER SURJADI, MICHELLE LI, LUCREZIA SERENA ADANI, GAIA DI MITRI, DANIELLE SUNG, EMMA HANADOKO, DEFNE CILIZ, JUDE HONG

# PANELISTS

## UNCONVENTIONAL ROOTS & FINANCIAL FOUNDERS



**ALEXANDRA RAMIREZ**  
DIR. BRAND MARKETING, ELLEVEST

ALEXANDRA RAMIREZ IS THE DIRECTOR OF BRAND MARKETING AT ELLEVEST, AN INVESTING AND WEALTH MANAGEMENT COMPANY BUILT BY WOMEN. FOR WOMEN. IN A SEA OF FINANCIAL SERVICES GARNERS, THE ELLEVEST BRAND STANDS APART WITH ITS MISSION TO GET MORE MONEY IN THE HANDS OF WOMEN OVER THE PAST 7 YEARS. ALEXANDRA HAS HELPED BUILD A COMMUNITY OF OVER 3 MILLION THROUGH STORYTELLING AND FOSTERING BRAND LOVE. PRIOR TO ELLEVEST, ALEXANDRA LED SOCIAL AND DIGITAL STRATEGY AT COMPANIES LIKE SOPAR SOUNDS AND BKSTG.



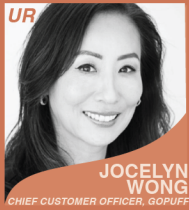
**EVELYN WEBSTER**  
CEO, SOULCYCLE

EVELYN WEBSTER IS CHIEF EXECUTIVE OFFICER OF SOULCYCLE. EVELYN WAS APPOINTED CHIEF EXECUTIVE OFFICER OF THE COMPANY IN DECEMBER 2020 AND IN THIS ROLE, OVERSEES ALL ASPECTS OF THE SOULCYCLE BUSINESS ACROSS ITS PORTFOLIO OF DIGITAL AND PHYSICAL EXPERIENCES. EVELYN IS LEVERAGING HER EXTENSIVE EXPERIENCE TO GUIDE SOULCYCLE THROUGH ITS NEXT PHASE OF GROWTH. BEFORE JOINING SOULCYCLE, EVELYN WAS CHIEF EXECUTIVE OFFICER OF GUARDIAN NEWS & MEDIA (GNM)'S INTERNATIONAL OPERATIONS, ACROSS THE U.S. AND AUSTRALIA.



**BOBBIE LLOYD**  
CHIEF BAKING OFFICER, MAGNOLIA

SINCE JOINING MAGNOLIA BAKERY IN 2006, BOBBIE LLOYD HAS PLAYED AN INTEGRAL ROLE IN EXPANDING THE ICONIC BRAND FROM THE WEST VILLAGE TO LOCATIONS WORLDWIDE, AND HAS CONTINUOUSLY DEVELOPED NEW AVENUES FOR GROWTH. BOBBIE HAS EXTENSIVE EXPERIENCE IN HOSPITALITY, INCLUDING AS A PRIVATE CHEF FOR MR. AND MRS. CALVIN KLEIN, AS PART OF THE UNION SQUARE CAFE MANAGEMENT TEAM THAT TOOK THE RESTAURANT FROM A 2-STAR TO A 5-STAR RESTAURANT, AND AS OPERATIONS & MANAGEMENT ROLES WITH PRIX FIXE, THE SCREENING ROOM, AND TRIBECA GRILL.



**JOCELYN WONG**  
CHIEF CUSTOMER OFFICER, GOPUFF

JOCELYN WONG IS RECOGNIZED AS A BUSINESS STRATEGIST AND ARCHITECT WHO ANTICIPATES TRENDS, CREATES NEW POSSIBILITIES AND LEVERAGES DATA TO CREATE LONG-TERM SUCCESS. HER 25-YEAR CAREER HAS INCLUDED LEADERSHIP ROLES IN CONSUMER PACKAGED GOODS, VARIOUS RETAIL FORMATS, AND IN THE ON-AND DELIVERY PLATFORM SECTOR. JOCELYN CURRENTLY SITS ON THE BOARD OF DIRECTORS FOR SEVERAL DIFFERENT COMPANIES ACROSS INDUSTRIES AND BUSINESS MODELS. SHE ALSO SERVES AS THE ADVISOR TO A CEO OF A HEALTHY SNACKS CPG COMPANY.



**SHEA MCGEE**  
FOUNDER, STUDIO MCGEE, INC.

SHEA MCGEE IS A RENOWNED DESIGNER, ENTREPRENEUR, EMMY-NOMINATED TELEVISION PERSONALITY, AND NEW YORK TIMES BESTSELLING AUTHOR. HER CREATIVE VISION HAS PROPELLED HER MULTIDISCIPLINARY DESIGN BUSINESS, STUDIO MCGEE INC., FROM A SPARE BEDROOM VENTURE WITH HER HUSBAND CYD MCGEE IN 2014 TO ONE OF THE MOST PROLIFIC DESIGN BRANDS IN THE INDUSTRY TODAY.



**ANN CHUNG**  
SR. MANAGING DIRECTOR & GLOBAL HEAD OF CONSUMER, BLACKSTONE

SINCE JOINING BLACKSTONE IN 2020, MS. CHUNG HAS LED INVESTMENTS IN OATLY, SPANX, SUPERGOOP, AND WESEE. PRIOR TO JOINING BLACKSTONE, MS. CHUNG HELD ROLES AT FREMONT PRIVATE HOLDINGS, THE DIRECT INVESTING ARM OF THE BECHTEL FAMILY OFFICE, AND J.H. WHITNEY CAPITAL PARTNERS WHERE SHE LED ALL CONSUMER AND CONSUMER-IMPACTED INVESTMENTS. MS. CHUNG CURRENTLY SERVES ON THE BOARD OF DIRECTORS OF OATLY, SPANX, AND SUPERGOOP.



**SELENA SINGLETON**  
HEAD OF STRATEGIC DEV, NASDAQ

SELENA SINGLETON IS THE HEAD OF STRATEGIC DEVELOPMENT FOR NASDAQ'S CORPORATE PLATFORMS BUSINESS. SELENA ALSO BRIDGES THE GAP BETWEEN NASDAQ'S LISTINGS BUSINESS AND THE NASDAQ CENTER FOR BOARD EXCELLENCE. SELENA JOINED NASDAQ FROM ALIBABA.COM WHERE SHE LED PARTNERSHIPS BUILDING OUT THE ORGANIZATION'S US OPERATIONS. OUTSIDE OF NASDAQ, SELENA SERVES AS A MENTOR FOR STARTUPS AT THE FOUNDER INSTITUTE. IN 2022 SHE WAS RECOGNIZED AS ONE OF SAVVY MAGAZINE'S MOST INFLUENTIAL BLACK EXECUTIVES IN CORPORATE AMERICA.



**STEFANIA DI BARTOLOMEO**  
FOUNDER & CEO, PHYSGIS

STEFANIA FOUNDED PHYSGIS WITH THE VISION TO DISRUPT THE FINANCIAL SYSTEM AND EMPOWER INVESTORS TO HAVE AN IMPACT THROUGH THEIR INVESTMENTS. AS CEO, STEFANIA HAS DEVELOPED PHYSGIS FROM AN IDEA TO AN AWARD-WINNING WEALTH MANAGEMENT PLATFORM. STEFANIA IS A SKILLED PORTFOLIO MANAGER WITH EXTENSIVE GLOBAL EXPERIENCE. SHE PREVIOUSLY WORKED AT SELLA CORP AS THE YOUNGEST IMPACT INVESTING FUND MANAGER IN EUROPE FOR A MULTI-ASSET GLOBAL ALLOCATION FUND WHICH GREW FROM \$10M TO \$100M OF AUM IN JUST 2 YEARS.



**HALIDE ALAGÖZ**  
CHIEF PRODUCT OFFICER, RALPH LAUREN

MS. ALAGÖZ IS RALPH LAUREN'S CHIEF PRODUCT OFFICER, AS OF MARCH 2021. SHE LEADS OUR POLO, RRL AND LAUREN BRAND TEAMS AND ADDITIONALLY DRIVES INNOVATION AND THE SEAMLESS EXECUTION - FROM DEVELOPMENT THROUGH SOURCING - OF ALL PRODUCTS ACROSS THE RALPH LAUREN PORTFOLIO. PRIOR TO JOINING RALPH LAUREN, HALIDE WAS WITH H&M CORPORATION FOR 18 YEARS, MOST RECENTLY IN HONG KONG AS THE HEAD OF PURCHASING. SHE ALSO SERVES ON THE BOARD OF DIRECTORS OF THE AMERICAN APPAREL & FOOTWEAR ASSOCIATION SINCE APRIL 2018 AND WAS CONFIRMED AS ITS SECRETARY FOR ITS 2023-2024 TERM IN MARCH 2023.

# KEYNOTE SPEAKERS

**JENNIFER FLEISS**  
CO-FOUNDER, RENT THE RUNWAY & JETBLACK, INVESTOR, ADVISOR

JENNY IS AN ENTREPRENEUR, INTRAPRENEUR, AND INVESTOR, FOUNDED TWO SCALED DIGITALLY NATIVE BUSINESSES FROM SCRATCH: RENT THE RUNWAY AND JETBLACK. JENNY CO-FOUNDED RENT THE RUNWAY, A BUSINESS THAT HAS TRANSFORMED THE RETAIL INDUSTRY BY MAKING DESIGNER CLOTHING RENTALS A CONVENIENT AND ACCESSIBLE LUXURY EXPERIENCE FOR MILLIONS OF WOMEN. JENNY HAS BEEN HONORED WITH NUMEROUS RECOGNITIONS INCLUDING INC. MAGAZINE'S "30 UNDER 30"; FORTUNE MAGAZINE'S "40 UNDER 40" AND "MOST POWERFUL WOMEN ENTREPRENEURS"; AND FAST COMPANY'S "MOST INFLUENTIAL WOMEN IN TECHNOLOGY."



**TRACEY T. TRAVIS**  
EXECUTIVE VICE PRESIDENT & CHIEF FINANCIAL OFFICER, ESTÉE LAUDER COMPANIES

AS EXECUTIVE VICE PRESIDENT AND CHIEF FINANCIAL OFFICER, TRACEY T. TRAVIS IS RESPONSIBLE FOR GLOBAL FINANCE, ACCOUNTING, INVESTOR RELATIONS, INFORMATION TECHNOLOGY, AND STRATEGY AND NEW BUSINESS DEVELOPMENT. MS. TRAVIS CURRENTLY SERVES AS A DIRECTOR ON THE BOARD OF ACCENTURE PLC AND THE BOARD OF META PLATFORMS INC. (FORMERLY, FACEBOOK). SHE HAS BEEN RECOGNIZED BY TREASURY AND RISK MAGAZINE AS ONE OF THE "TOP 25 WOMEN IN FINANCE" AND ONE OF THE "100 MOST INFLUENTIAL PEOPLE IN FINANCE," AND HAS BEEN HONORED WITH A BEST CFO AWARD BY INSTITUTIONAL INVESTOR MAGAZINE.



# PANELISTS

## START FROM SCRATCH & BEHIND THE CURTAIN



**JENELLE HOPKINS**  
DIR. MARKETING, GIRLS WHO CODE

JENELLE HOPKINS IS THE DIRECTOR OF MARKETING AT GIRLS WHO CODE, AN INTERNATIONAL NON-PROFIT ORGANIZATION WORKING TO CLOSE THE GENDER GAP IN TECHNOLOGY BY INSPIRING, EDUCATING, AND EQUIPPING YOUNG WOMEN AND NONBINARY INDIVIDUALS WITH THE COMPUTING SKILLS TO PURSUE 21ST CENTURY OPPORTUNITIES. JENELLE BRINGS OVER A DECADE OF EXPERIENCE AS A MARKETING LEAD AND HAS MANAGED THE CREATION OF AWARD-WINNING CONTENT AND CAMPAIGNS REACHING MORE THAN 60 MILLION PEOPLE.



**LAURA MCCANN**  
HEAD, FIGMA FOR EDUCATION

LAUREN MCCANN IS THE HEAD OF FIGMA FOR EDUCATION. SHE STARTED HER CAREER IN THE CLASSROOM AS A MIDDLE SCHOOL ENGLISH TEACHER IN HYDERABAD, INDIA, BEFORE JOINING FIGMA. LAUREN LED PRODUCT MARKETING FOR GOOGLE'S CORE EDUCATION PRODUCTS, INCLUDING GOOGLE CLASSROOM, GOOGLE MEET, AND MORE. LAUREN AND HER EDUCATION TEAM ARE WORKING TO BRING FIGMA INTO MORE CLASSROOMS GLOBALLY.



**KELLY JURA**  
VP OF BRAND & USER EXPERIENCE, SCREENPAL

A DESIGN LEADER WHOSE CAREER HAS INCLUDED INFLUENTIAL CONTRIBUTIONS TO BUSINESS STRATEGY AND USER EXPERIENCE, KELLY JURA IS DRIVEN BY THE WAY THAT PEOPLE EXPERIENCE IDEAS. SHE WAS INCLUDED AS A TRAILBLAZER IN THE WOMEN & DIVERSE DESIGN LEADERS 2023 LIST IN THE DAILYREVIEW UNDER HER LEADERSHIP, SHE HELPED BRAND AND LAUNCH AN INNOVATIVE HEALTHTECH COMPANY AND IS CURRENTLY FOCUSED ON MAKING COMMUNICATION AND KNOWLEDGE-SHARING MORE ACCESSIBLE THROUGH VIDEO AT SCREENPAL.



**LORI MAZOR**  
CEO, SYNTHETIVITY

LORI MAZOR IS A LEADING VOICE IN GENERATIVE AI EXECUTIVE EDUCATION. TRAINED AS AN ARCHITECT WITH 20 YEARS IN HIGHER EDUCATION OPERATIONS, LORI PIVOTED IN 2022 TO FOCUS ON AI EDUCATION THAT EMPHASIZES A HUMAN-CENTRIC APPROACH. IN COLLABORATION WITH THE UNITED NATIONS INSTITUTE FOR TRAINING AND RESEARCH (UNITAR), LORI IS NOW TRAINING UKRAINIAN REFUGEE WOMEN BY PROVIDING AI TRAINING, EMPOWERING THEM WITH AI SKILLS TO TRANSITION CAREERS WITHIN THEIR HOST COUNTRY.



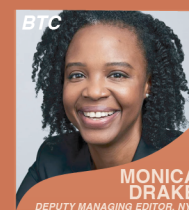
**HEATHER SOFFER**  
HEAD ENTERPRISE SALES, GOOGLE

AT GOOGLE, HEATHER LEADS TECHNOLOGY INNOVATION WITH DIGITAL NATIVES. MOST RECENTLY, SHE HAS SUPPORTED PARTNERSHIPS WITH AI NATIVES, INCLUDING RUNWAYML, HUGGING FACE, ELEMENTAL COGNITION, AND MORE. PRIOR TO JOINING GOOGLE, HEATHER SERVED MOST OF HER CAREER WITH ORACLE MANAGING MEDIA AND ENTERTAINMENT COMPANIES BETWEEN 2004-2018 IN ANNUAL REVENUE. SHE HAS ALSO WORKED WITH MEDIA AND ENTERTAINMENT COMPANIES TO HELP TRANSFORM THEIR BUSINESSES WITH GOOGLE CLOUD TECHNOLOGIES.



**TZE CHUN**  
FOUNDER, UPRISE ART

TZE CHUN IS THE FOUNDER OF UPRISE ART (WWW.UPRISEART.COM), AN ONLINE ART GALLERY THAT HELPS YOU DISCOVER ORIGINAL CONTEMPORARY ARTWORK BY EMERGING ARTISTS FOR THE SPACES WHERE YOU LIVE AND WORK. THEIR IN-KIND ART ADVISORS CURATE FOR INDIVIDUAL COLLECTORS, CORPORATE COLLECTIONS, AND ARCHITECTURAL PROJECTS AROUND THE WORLD. UPRISE ART IS A WOMEN-LED COMPANY AND MORE THAN HALF OF THEIR REPRESENTED ROSTER ARE WOMEN ARTISTS. SHE LIVES IN BROOKLYN WITH HER HUSBAND AND TWO CHILDREN.



**MONICA DRAKE**  
DEPUTY MANAGING EDITOR, NYT

MONICA DRAKE IS THE FIRST BLACK WOMAN ON THE NEW YORK TIMES MASTHEAD IN 2010. SHE JOINED THE PAPER IN 1998 AS AN INTERN, LATER BECOMING A COPY EDITOR, CULTURE DESK WRITER, AND SENIOR TRAVEL EDITOR. AS ASSISTANT MANAGING EDITOR, DRAKE PLAYED A KEY ROLE IN THE TIMES' DIGITAL TRANSFORMATION, AND NOW OVERSEES INNOVATION PROJECTS, LIKE THE USE OF VISUAL SEARCH FOR A MORE IMMERSIVE USER EXPERIENCE. SHE IS NEWSROOM LEADER FOR CULTURE AND TALENT, OVERSEES THE GROWING CULTURE AND CAREERS DEPARTMENT, AND COORDINATES OF NEW YORK TIMES BESTSELLERS.



**LIZ PERL**  
EXECUTIVE VP & CMO, SIMON & SCHUSTER

LIZ PERL WAS NAMED EXECUTIVE VICE PRESIDENT AND CHIEF MARKETING OFFICER OF SIMON & SCHUSTER, THE THIRD LARGEST PUBLISHER IN THE UNITED STATES AS OF 2017. IN DECEMBER 2014, LIZ HAS OVER 25 YEARS OF EXPERIENCE IN THE PUBLISHING INDUSTRY, HAVING WORKED THEIR WAY UP FROM AN ASSOCIATE DIRECTOR OF PUBLICITY AT HARPERCOLLINS PUBLISHERS TO THEIR CURRENT POSITION. PRIOR TO JOINING SIMON & SCHUSTER, MS. PERL SERVED AS VICE PRESIDENT AND PUBLISHER OF RODALE BOOKS AND RODALE INTERNATIONAL, DURING WHICH SHE PUBLISHED MORE THAN 20 NEW YORK TIMES BESTSELLERS.



**ALYSSA LAVERDA**  
SR. DIR. ACQUISITIONS, MASTERWORKS

AT MASTERWORKS, ALYSSA LAVERDA HANDLES PRIVATE MARKET ACQUISITIONS ACROSS EUROPE AND THE U.S. SHE'S CONTRIBUTED TO THE COMPANY'S RAMPANT GROWTH OVER THE PAST FOUR YEARS WITH A BACKGROUND SPANNING ART BUSINESS, ART HISTORY, FINE ART, AND DATA ANALYTICS. ALYSSA HOLDS A MASTER'S DEGREE IN ART BUSINESS FROM THE SOTHEBY'S INSTITUTE OF ART AND THE DRUCKER SCHOOL OF MANAGEMENT AT CLAREMONT GRADUATE UNIVERSITY.