

BRANDED CONTENT

JUNE 26, 2023

LOS ANGELES BUSINESS JOURNAL

WOMEN'S LEADERSHIP SYMPOSIUM & AWARDS 2023

The Nominees



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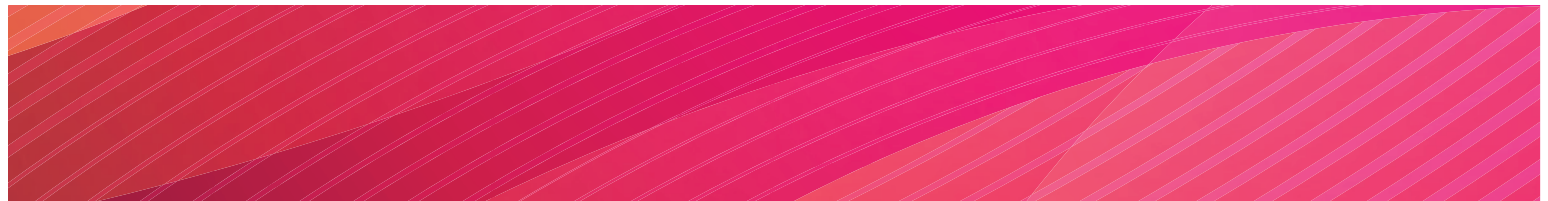


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THE WOMEN'S LEADERSHIP SYMPOSIUM & AWARDS

Wednesday, June 28 | Intercontinental Los Angeles Downtown

Join us on Wednesday, June 28th as we honor and celebrate the terrific women business leaders in the Los Angeles community with our awards ceremony, the 2023 Women's Leadership Awards.

With 330 nominees (appearing in the pages of this issue), there are clearly many accomplished and impactful leaders to draw inspiration from. This year, we will name honorees in the following categories:

- CEO of the Year
- Champion of Women
- Community Impact Advocate
- Emerging Woman Owned Business Leader
- Executive of the Year
- Innovator of the Year
- Mentor of the Year
- NextGen Woman of the Year
- Woman to Watch

It's an event you won't want to miss!

SYMPOSIUM BREAKFAST

- 8:00AM REGISTRATION, NETWORKING & BREAKFAST
- 9:00AM WELCOME & INTRODUCTIONS

PANEL DISCUSSIONS

- 9:10AM BEING A POWERHOUSE IN YOUR INDUSTRY
- 9:45AM POWER OF CONNECTION: EXPANDING YOUR WORKFORCE
- 10:20AM CAN WE REALLY 'HAVE IT ALL?'
- 10:55AM SUPPORTING OUR COMMUNITY OF BUSINESSES™
- 11:30AM ROAD TO LEADERSHIP: JOURNEY & LESSONS LEARNED

AWARDS LUNCHEON TO FOLLOW

To register, visit labusinessjournal.com/events/wlsa

Kaiser Permanente congratulates all the nominees at the 2023 Women's Leadership Symposium and Awards and applauds their leadership in our communities.

Among these leaders, we celebrate our own Julie Miller-Phipps, retiring regional president, Southern California and Hawaii Markets, whose leadership over the past 45 years at Kaiser Permanente has inspired a commitment to excellence across our organization. Thank you, Julie.



WOMEN'S LEADERSHIP SYMPOSIUM & AWARDS 2023

BEING A POWERHOUSE IN YOUR INDUSTRY | 9:10AM



NICOLE DURHAM-MALLORY
Executive Director of Development
IHOP



ANNEKE GRECO
Executive Vice President
Colliers



ALICE C. JUAREZ
Region Director of Los Angeles
Wells Fargo Bank



MAYRA RAMIREZ
Development Manager, Inland Empire
Prologis



DANONE SIMPSON
CEO
Montage Insurance Solutions

POWER OF CONNECTION: EXPANDING YOUR WORKFORCE | 9:45AM



RAINY HAKE AUSTIN
President
The Agency



MICHELLE J. GASKILL-HAMES
Interim President, Kaiser Foundation Health
Plan and Hospitals, Southern California and Hawaii
Kaiser Permanente



NICOLE KILAR
Director of Account
Management
Boutique Recruiting



REGINA REGAZZI
Senior Advisor, Employer Relations –
Office of the Dean
UCLA Anderson School of Management



VANESSA TERZIAN
Partner
Lagerlof, LLP

CAN WE REALLY 'HAVE IT ALL'? | 10:20AM



ANGELA AGRUSA
Managing Partner, LA Offices
DLA Piper



MISTY DE LAMARE
Director, Communications
L.A. Care Health Plan



PRECIOUS MAYES
CEO and President
Pacifica Hospital of the Valley



KELLY O'NEIL, CPA
Lead Managing
Director and Shareholder
CBIZ MHM



LORI A. ROTH, CPA/ABV, CFF
Global Managing Partner
Prager Metis International

SUPPORTING OUR COMMUNITY OF BUSINESS™ | 10:55AM



TAMMY CAPRETTA
Chief Transformation and
Risk Officer
Keck Medicine of USC



CHRISTINE DESCHAIINE
Senior Vice President, Brokerage
Kennedy Wilson
Property Services



KAT DELGADO KIRKWOOD
Senior Vice President
Junior Achievement of Southern
California



STEPHANIE LOMIBAO
Philanthropy Director
Bank of America
Charitable Foundation



STACY D. PHILLIPS
Partner, Matrimonial &
Family Law
Blank Rome LLP

ROAD TO LEADERSHIP: JOURNEY & LESSONS LEARNED | 11:30AM



INNESSA BURROLA
CEO
Boutique Recruiting



**DENISE LEDUC
FROEMMING, CPA, CAE**
President & CEO
California Society of CPAs



ALICE C. JUAREZ
Region Director of Los Angeles
Wells Fargo Bank



DAYLE M. SMITH, PH.D.
Dean
LMU College of
Business Administration

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WOMEN'S
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 & AWARDS 2023

Nominees



Jessica Accamando
President
 Hermosa Beach Chamber of Commerce
 and Visitors Bureau



Aisha Shelton Adam
Founder & Managing Partner
 Adam Law Investigations Counsel



Angie Aghamalian
Owner
 Sienna Med Spa



Jacquleen Alagozian
Chief Marketing & Administrative Officer
 Total SBA



Susie Albin-Najera
Manager, North America Leisure Travel
 Los Cabos Tourism Board



Alexis Alonzo
Partner
 Holland & Knight



Belva Anakwenz
Entertainment Business Manager
 Abacus Financial Business Management



Hayley Antonian
President
 Scenario Communications



Cassy Aoyagi
President and Co-Founder
 FormLA Landscaping



Veronica Arteaga
President and CEO
 Exceptional Children's Foundation



Rainy Hake Austin
President
 The Agency



Serineh Baghdasarian
Partner
 Sklar Kirsh, LLP



Gabi Barbarena
Chief Executive Officer
 Aras, Inc.



Nina Barton
Chief Executive Officer
 Vytalogy Wellness



Hayley Wood Bates
Financial Advisor
 Signature Estate &
 Investment Advisors



Burcin Becerik-Gerber
*Chair, Sonny Astani Department of Civil and
 Environmental Engineering; Dean's Professor of
 Civil and Environmental Engineering*
 University of Southern California



Hale Behzadi
*Managing Director;
 North America Head*
 Citi Private Bank



Barbara Bernstein
Wealth Management Advisor
 Northwestern Mutual



Jacqueline Berris
Vice President
 Kayne Partners



Jessie Berru
Project Manager
 Taslimi Construction



Dr. Lori Bettison-Varga
President and Director
 Natural History Museum of
 Los Angeles County



Jasmin Bhandari
Principal
 Scali Rasmussen, PC



Kavitha Bhatia
*President and Chair, Prime Healthcare Foundation;
 Chief Medical Officer of Strategy, Prime Healthcare*



Tricia Biggio
Co-Founder & CEO
 Invisible Universe



Stephanie Blum
Partner
 Reuben, Raucher & Blum



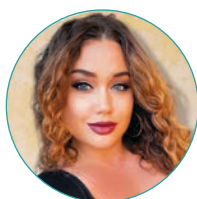
Kara Boccella
Partner
 Certuity, LLC (formerly known
 as Camden Capital, LLC)



Denise Booth
*Chief Diversity and Inclusion Officer; Vice
 President of Community Relations and
 Player Programs*
 LA Clippers



Kristen Bowman
First Vice President
 Colliers



Karie Boyd
Attorney; CEO
 Boyd Law, APC



Eve Brackmann
Partner
 Munck Wilson Mandala, LLP



Giovanna Brasfield
CEO
 Brasfield & Associates



Patricia Brum
Partner
 Snell & Wilmer



Savannah Brutto
Senior Attorney
 RMO LLP



Lisa Buckley
Managing Director
 VaynerMedia Los Angeles



Rachel Bullock
Chief Operating Officer
 Patron Technology



Margaux Burkholder
Senior Project Manager
 Walter P. Moore



Innesa Burrola
CEO
 Boutique Recruiting



Claudia Calderon
Chief Marketing Officer
 LA Clippers



Cheryl Calhoun
Managing Director
 CBIZ & MHM



Mary Craig Calkins
Partner, Insurance Recovery
 Blank Rome LLP



Elizabeth Capati
Senior Associate
 Colliers



Tammy Capretta
Chief Transformation and Risk Officer
 Keck Medicine of USC

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Lisa Carrick
*Assurance Partner;
 ERISA Practice Co-Leader
 Windes*



Diana Ramos Santiago Carter
*CEO
 Arykas and Ybots Public Relations Firm*



Camilla Chan
*Partner
 Raines Feldman*



Cheryl S. Chang
*Partner; Vice-Chair, Financial Institutions
 Litigation and Regulatory Compliance;
 Co-Chair, Los Angeles Office
 Blank Rome LLP*



Cyndie M. Chang
*Managing Partner, Los Angeles Office
 Duane Morris LLP*



Caitlyn Chase
*Founder
 Caviar & Cashmere*



Jennifer Kwon Chou
*Managing Director; Chief Strategy Officer
 The Gores Group*



Connie Clotworthy
*Executive Director and Founder
 Worthy Beyond Purpose*



Jennifer Cohen
*Partner
 Sklar Kirsh, LLP*



Wendy Cohen
*President
 Kitchell*



Dr. Soraya Coley
*President
 Cal Poly Pomona*



Lara Compton
*Member
 Mintz*



Christie Cook
*Vice President, Human Resources
 Dine Brands Global*



Madisyn Coonan
*VP of Recruiting
 Boutique Recruiting*



Sr. Mary AnnCarla Costello
*Chancellor
 Archdiocese of Los Angeles*



Adrianna Cruz
*Owner
 U-Frame-It Gallery*



Mara Curtis
*Partner
 Reed Smith LLP*



Isha Dash
*Chief Customer Officer
 auticon US*



Natasha Daughtrey
*Partner
 Goodwin Procter LLP*



Devyn Davis
*Operations Associate
 Kayne Partners*



Jessamyn Davis
*Co-CEO
 RIOS*



Abegayle De Castro
*Project Engineer
 PCL Construction - California Buildings*



Vanessa Del Muro
*Managing Director
 TalentX Entertainment*



Christina Delgado
*Project Manager
 HGA*



Kat Delgado Kirkwood
*Senior Vice President of Programs
 Junior Achievement of
 Southern California*



Amy DeLuca
*Talent Acquisition Specialist
 The PENTA Building Group*



Tayiika Dennis
*Nonprofit Assurance Principal
 CLA*



Christine Deschaine
*Senior Vice President
 Kennedy Wilson Brokerage*



Michelle Diamond
*CEO
 Elevate Diamond Strategy and
 Diamond Executive Resumes*



Jacky Dilfer
*Executive Director
 Business Finance Capital*



Jesse Draper
*Founding Partner
 Halogen Ventures*



Julie Du Brow
*Director of Communications
 and Partnerships
 U.S. Green Building Council*



Nicole Durham-Mallory
*Executive Director, Development
 IHOP*



Pattie Ehsaei
*CEO
 The Flexx*



Katherine Ellena
*Associate
 Reed Smith LLP*



Kimberly Esterkin
*Vice President of Investor Relations
 ASGN Incorporated*



Johanna Faries
*Senior Vice President; General Manager,
 Call of Duty
 Activision Blizzard Inc.*



Lisa Farris
*Chief Marketing Officer
 Soundtrack Your Brand*



Dr. Michelle C. Feng
*Chief Clinical Officer
 Executive Mental Health*



Thielly Ferreira
*Senior Vice President; Head of Design
 Unibail-Rodamco-Westfield*



Rachel Foltz
*Managing Director
 Endeavour Capital*



Suzy Foster
*Managing Director, Marketing
 & Business Development
 Kennedy Wilson Property Services*

Think in the next.

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Nominees



Kirsten Fraunces
Managing Director; Co-Head of Equities
 Webbush Securities



Doral Fredricks
SVP, Medical Affairs Strategy
 Dermavant Sciences



Jean Freeman
Principal and CEO
 Zambezi



Katie Freeze-Becker
Director
 Leading Edge



Christina Fung
Advisory Senior Manager
 GHJ



Dawn Fuqua
Executive Director
 illi Commercial Real Estate



Kaitlynn Gaer
Catering & Events Sales Manager
 Jonathan Club



Erin Gallagher
Senior Associate
 HGA



Sharet Garcia
Founder / CEO
 UndocuProfessionals



Angela Gibson-Shaw
President
 Greater LA African American
 Chamber of Commerce



Kathleen Gilmore
Chair and President
 Clifford Swan Investment Counselors



Lindsay Goffman
Founder & CEO
 Gratitude Productions



Kristina Gong
Vice President, Employee Experience; Director,
Southern California Market Development
 Edelman



Diana Gonzalez
Founder & CEO
 Cactus Foods & DEODATE



Nicole Gordon
Partner
 Sohagi Law Group



Stacey Gordon
Executive Advisor; Keynote Speaker;
Author; DEI Strategist
 Rework Work



Demetria Graves
Founding & Managing Partner;
Certified Family Law Specialist
 The Graves Law Firm



Dana Gray
SVP; Senior Trust Advisor
 Northern Trust



Natalie Greenberg
Chief Operating Officer
 MJW Investments



Dianne Gubin
Co-Chief Executive Officer
 C-Sweet



Angélica Gutiérrez
Professor of Management
 Loyola Marymount University



Vanja Habekovic
Partner
 Ervin Cohen & Jessup LLP



Coral Hansen
Managing Director
 B. Riley Advisory Services



Cooper Harris
CEO
 Klickly



Michele Havens
President - West Region
 Northern Trust



Kristin Havranek
Partner
 Goodwin Procter LLP



Julie Hayes
Managing Director; Senior Wealth Advisor
 Trust Wealth



Amy Hellmund
Senior Vice President
 CannonDesign



Ramona Hernandez
SVP Revenue Cycle
 Knowtion Health



Tracy Hernandez
Founding CEO
 Los Angeles County Business
 Federation (BizFed)



MaryBeth Heydt
Partner
 DTO Law



Beth Hilbing
Co-Chief Executive Officer
 C-Sweet



Jane Hinton
Partner
 Hunton Andrews Kurth LLP



Ileana Holguin
Vice President
 Clayco



Janet Hong
Owner
 The Hong Firm, A Professional
 Law Corporation



Irán Hopkins
Partner, Real Estate
 Akerman LLP



Kika Howze
Chief Marketing Officer
 Gorilla Rx Wellness



Julia Huang
Founder and CEO
 Intertrend Communications



Neela Hummel
Co-CEO
 Abacus Wealth Partners



Angela Underwood Jacobs
Senior Vice President and Regional Manager
 California Bank & Trust



Sarah Jacobson
President
 Lamar Johnson Collaborative



Suzanne Jagers
Principal
 HGA



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Shadi Jahangir
Partner, Finance
 Blank Rome LLP



Cynthia Jankowski
Senior Vice President; Co-Head of Agency Finance
 PNC Bank



Monica Jaramillo
Co-Founder
 LABEL The Agency



Nicky Jatana
Office Managing Principal
 Jackson Lewis, P.C.



Bety Javidzad
Partner
 Dentons US LLP



Julia Jayne
Founder
 Jayne Law Group



Maben Jimenez
Associate Principal Director
 The Aerospace Corporation



Sarah Johanson
Senior Manager, Marketing Operations
 Matthews Real Estate Investment Services



Amy Johnson
Vice President
 Perennial Financial Services



D. Monique Johnson
SVP; Director - Client and Community Partnerships; CRA Officer
 Beneficial State Bank



Annamarie Jones
Chief Operating Officer
 MemorialCare Medical Foundation



E'Tiffany Jones
Head of Communications
 OneLegacy



Mary Jreisat
Senior Project Manager
 Shawmut Design and Construction



Alice Juarez
Region Director of Los Angeles
 Wells Fargo



Mollie Kaiser
Private Wealth Advisor
 Strategic View Advisors



Jenny Kantor
Executive Vice President; Group Head
 Edelman



Laney Kappan
Vice President, Development & Communications
 U.S.VETS



Michelle Katzen
Managing Director
 HCR Wealth Advisors



Kika Keith
Owner
 Gorilla Rx Wellness



Skye Kelly
Executive Director
 Heal One World



Tessa Kennedy
Design Coordinator
 HGA



Theresa Edy Kiene
CEO
 Girl Scouts of Greater Los Angeles



Nicole Kilar
Director of Account Management
 Boutique Recruiting



Jennifer Kim
Senior Partner
 Signature Estate & Investment Advisors



Vivian Kim
Chief People Officer / General Counsel
 Hanmi Bank



Gayane Kirakosyan
Managing Director
 B. Riley Securities, Inc.



Sandra Klein
US Bankruptcy Judge
 US Bankruptcy Court, Central District of CA



Lee Ann Kline
President & Founder
 STEM Advantage



Jenna Knudsen
Managing Principal
 CO Architects



Mary Kohav
Vice President - Justice, Equity, Diversity & Inclusion and Community Engagement
 The Jewish Federation of Greater Los Angeles



Linda Kornfeld
Partner and Co-Chair, Insurance Recovery Practice
 Blank Rome LLP



Amy Kuessner
Executive Vice President, Content Strategy & Global Partnerships
 Paramount Streaming



Laura LaBrecque
Associate
 Ramo Law PC



Jordyn Ladell
Executive Director
 The GCMG Agency



Anderson Lafontant
Director
 Miracle Mile Advisors



Chanel Lake
Senior Vice President, Influence Marketing
 Edelman



Jessica Lall
Managing Director
 CBRE



Tina LaMonica
Executive Vice President
 NAI Capital Commercial



Jillian Lang
Project Executive
 GCX



Regina Lark
Organizing and Productivity Specialist; Author and Speaker
 A Clear Path



Susan Kay Leader
Partner
 Wilson Sonsini Goodrich & Rosati



Jaime Lee
CEO
 Jamison



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Nominees



Kianna Lee
 VP of Business Development
 First Legal



Cassandra Leeman
 Executive Director
 Creative Class Collective /
 Intertrend Communications



Julia Leonard
 Associate Vice President, Operations
 Matthews Real Estate Investment Services



Marissa Lepor
 Vice President
 The Sage Group, LLC



Jade Li
 Senior Associate
 Lamar Johnson Collaborative



Erica Liepmann
 Co-Founder
 Ready to Launch



Jennifer Lieser
 Partner
 Kaplan Marino PC



Isobel Lincoln
 SVP, Human Resources
 Unibail-Rodamco-Westfield



Omoné Livingston
 Founder, President & CEO
 O2EPCM, Inc.



Stephanie Lombao
 Philanthropy Director
 Bank of America Charitable Foundation



Dana Lowy
 Founding Partner
 Meyer, Olson, Lowy & Meyers LLP



Nicole Lueddeke
 Associate
 Paul Hastings LLP



Ellen Mair
 Vice President of Business Development
 Skanska USA



Rochelle Atlas Maize
 Executive Director, Luxury Estates Division
 Nourmand & Associates



Azucena Maldonado
 Founder
 Latina Golfers Association



Cassandra Manansala
 Project Manager
 Skanska USA



Ashley Mangus
 Medical Planner
 HGA



Caroline Mankey
 Partner, Intellectual Property
 Akerman LLP



Nina Marino
 Founder and Partner
 Kaplan Marino PC



Maja Matarić
 Chan Soon-Shiong Chaired and
 Distinguished Professor of Computer
 Science, Neuroscience, and Pediatrics
 University of Southern California



Kristen Mays
 Director, Marketing and
 Business Development
 ECC



Precious Velvet Mayes
 President / CEO
 Pacifica Hospital of the Valley



Joanna McFarland
 CEO & Co-Founder
 HopSkipDrive



Laura McHolm
 Co-Founder & Marketing Director
 NorthStar Moving Company



Christine McKay
 CEO
 Venn Negotiation



Mary McKelvey
 Products Liability and Toxic and
 Mass Tort Co-Chair
 Polsinelli



Nella McOsker
 President & CEO
 Central City Association



Rachel McRoskey
 Partner, Real Estate
 Akerman LLP



Jodi V. Meade
 Principal, Director -
 Automotive Properties Group
 Avison Young



Maria Mehranian
 Managing Partner
 Cordoba Corporation



Shadeya Mellon
 Business Development Manager
 GCX



Joecelyn Mendez
 Senior Marketing Coordinator
 Solar Optimum



Marissa Mendoza
 Chief of Staff
 LA Clippers



Sheri Messerlian
 Executive Vice President
 NAI Capital Commercial



Julie Miller-Phipps
 Regional President, Southern California
 and Hawaii Market
 Kaiser Permanente



Serina Molano
 Senior Public Relations Coordinator
 Wedbush Securities



Emma Molloy
 Project Manager
 The PENTA Building Group



Vanessa Montañez
 SVP, Community Lending
 National Manager
 City National Bank



Frances Moreno
 Co-Founder, Senior Managing Partner
 Vaco



Ann Marie Mortimer
 Managing Partner, Los Angeles;
 Head, Commercial Litigation Practice
 Hunton Andrews Kurth LLP



Tania Moyron
 Partner
 Dentons



Delphine Msika
 Project Manager
 HGA

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CONGRATULATIONS

to the outstanding women
recognized by the Los Angeles
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Women's Leadership Awards.

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Nominees



Yulia Murzaeva
 Managing Director
 GHJ



Ekta Naik
 Head of Real Estate Development
 SoLa Impact



Yansy Naranjo
 Senior Associate, Brokerage
 Avison Young



Farzana Nayani
 Founder / CEO
 Farzana Nayani Consulting & Training



Haley Nelson
 Interior Design Principal
 HGA



Ariela Nerubay
 EVP; Chief Marketing Officer
 Curacao



Ginna Claire Nguyen
 Associate Principal
 Relativity Architects



Shandrea Niblett
 Chief Operating Officer
 Spectrum Commercial Real Estate, Inc.



Lauren Nielsen
 Sales & Client Experience
 GCX



Myra Nourmand
 Principal Agent; Luxury Real Estate Agent
 Nourmand & Associates



Karri Novak
 Vice President of Project Development
 Suffolk



Catherine O'Brien
 Vice President
 Marcus Millichap



Becky Yang O'Malley
 Managing Director
 B. Riley Advisory Services



Eliza Langdon Oliver
 Senior Attorney
 Hudock Employment Law



Doreen Marie Olson
 Founding Partner
 Meyer, Olson, Lowy & Meyers LLP



Mary Osako
 Vice Chancellor, Strategic Communications
 UCLA



Lavinia Osilesi
 Associate
 Reed Smith LLP



Anosheh Oskouian
 President and CEO
 Ship & Shore Environmental, Inc.



Meagan A. Paisley
 Attorney
 RMO LLP



Annette Palazuelos
 President and CEO
 Trident Solutions Inc.



Paulette Pantoja
 Founder and CEO
 Blu Digital Group



Tami Pardee
 Founder and CEO
 Pardee Properties



Sarah Chung Park
 Founder and CEO
 Landing International



Kim Patton
 Senior Outreach Manager
 Swinerton



Julie Pearson
 Principal
 Scali Rasmussen, PC



Yuwen Peng
 Associate Principal
 CallisonRTKL



Nora Perez
 VP, Community Development
 Enterprise Bank & Trust



Jillian Phan
 Partner
 Meloni Hribal Tratner, LLP



Dana Pieper
 Marketing Coordinator
 Avison Young



Anne Price
 Senior Vice President; Controller
 Skydance Media



Sahara Pynes
 Partner
 Fox Rothschild LLP



Heather Quinn
 Financial Advisor
 Northwestern Mutual



Nadine Quirnbach
 Interior Design Leader; Vice President
 Yazdani Studio of CannonDesign



Michelle Rabinovich
 Director, Estimating
 Shawmut Design and Construction



Elsa Ramo
 Founder & Managing Partner
 Ramo Law PC



Bee Rarewala
 Chief Strategy Officer
 AC Martin



Tanya Raukko
 Chief Investment Officer
 Intertrend Communications



Kimberly Ravenell
 Partner
 Withum



Laura Reathaford
 Partner in Charge, Los Angeles Office
 Lathrop GPM LLP



Angela Reddock-Wright
 Employment & Title IX Mediator
 Signature Resolution / Reddock Law



Lisa Reddy
 Vice President, Leasing Officer
 Prologis



Sunitha Reddy
 Chief Revenue Officer;
 Vice President, Operations
 Prime Healthcare

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Precious Mayes
CEO
Nominee
2023

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Nominees



Diana Redeemer
Administrator
 Saving Innocence



Karina Rico
Director of Marketing, West Region
 Avison Young



Jennifer Ries
Medical Planning Principal
 HGA



Andrea Saunders Rifenburg
Partner
 Cox, Castile & Nicholson



Sarah Roberts
President
 Ballantines PR



Bonnie Robertson
Manager, ESG
 Dine Brands Global



Tiera Robinson
Interior Design Principal
 HGA



Michelle Roig
Director, Ethics and Compliance
 Herbalife Nutrition



Patty Ross
CEO
 Golden State Marketing



Miri Rossitto
Chief Executive Officer
 Cowe Communications



Lori Roth
Global Managing Partner
 Prager Metis



Rachel Russell
Assistant Director, Field Marketing
 EY



Rukayat Salaam
Associate, Labor and Employment
 Akerman LLP



Misty Sanford
Partner and Chair
 Willkie Farr & Gallagher LLP



Neelou Sattarin
Senior Electrical Engineer
 Burns & McDonnell



Jennifer Sawday
Partner
 TLD Law



Vicky Schiff
CEO
 Avrio Real Estate Credit



Constance Schwartz-Morini
CEO, Partner and Co-Founder
 SMAC Entertainment



Shahrzad Sedighi-Tonekabony
Director
 Baker Tilly US, LLP



Crystal Segura
*HACEMOS Los Angeles President;
 Senior Advertising Manager*
 AT&T



Mildred Segura
Partner
 Reed Smith LLP



Andrea Servadio
CEO and Co-Founder
 Fitdog



Dr. Tana M. Session
*Organizational Development & DEIB
 Strategist; Founder & CEO*
 TanaMSession.com



Shaama Sharada
*WISE Gabilan Associate Professor;
 Associate Professor of Chemical Engineering
 and Materials Science and Chemistry*
 University of Southern California



Sahar Shiralian
Associate
 Munck Wilson Mandala, LLP



Ivelisse Simon
Managing Partner
 Avante Capital Partners



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WOMEN'S
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Nominees



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Sales Associate
 Avison Young



Jamie Swanson
Paralegal
 Dine Brands Global



Mary Tamaki
Principal; Director of Marketing, North America
 Avison Young



Eloiza Tecson
Managing Partner
 EY Ventures Group



Dr. Sara Terheggen
CEO & Founder
 The NBD Group, Inc.



Vanessa Terzian
Partner
 Lagerlof LLP



Adreena Thomas
Director of Marketing
 Raines Feldman



Hannahcamille Thomas
CEO
 Zodella



Heather Tierney
Founder and Creative Director
 The Butcher's Daughter



Yael Tobi
Partner
 Munck Wilson Mandala, LLP



Mary Trier
Senior Associate
 Ramo Law PC



Kimberly Burns Turner
Brokerage Manager, Hollywood Office
 Nourmand & Associates



Tania Van Herle
Co-CEO
 HED



Irma Vargas
Program Manager
 New Economics for Women



Joan Velazquez
Partner
 Ervin Cohen & Jessup LLP



Carlota Venegas
Investment Counselor
 Clifford Swan Investment Counselors



Emily Burkhardt Vicente
Partner; Co-Chair Labor and Employment
 Hunton Andrews Kurth LLP



Clare Vivier
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Jackie Ward
Senior Associate
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Panney Wei
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 See the Way Consulting



Tiffany Whipple
Senior Project Manager
 PCL Construction - California Buildings



Margo Williams
Author; Coach / Mentor; Influencer; Evangelist; Speaker
 CrossCountry Education



Katie Wilson
Marketing Director
 Skanska USA Building



Betty-Lou Wiseman
President
 AMS Fulfillment



Teri Witterman
Chief Legal Officer and Secretary
 Beyond Meat, Inc.



Kelly Wong
Managing Director - Investments, Germain DiCarlo & Wong Wealth Management Group
 Wells Fargo Advisors



Kylie Wong
Project Architect
 HGA



Lloyd Wong
Principal
 Clifford Swan Investment Counselors



Kalika Yap
CEO
 Citrus Studios Inc.



Denise Yi
Managing Director
 Citi Private Bank



Heather Yonkers
Associate
 Ramo Law PC



Ksenia Yudina
Chief Executive Officer
 UNest



Abby Zaccagnini
Interior Designer
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Chief Financial and Administrative Officer
 Girl Scouts of Greater Los Angeles



Sally Zesut
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A Seismic Shift in the Labor Market

By INNESSA BURROLA

To maintain a competitive position in the market, it will be important to address the market conditions and focus on the forces that impact our modern employment.

The current high demand and low inventory of workers are expected to continue throughout 2023. Even while there are layoffs from mega companies, talent shortages continue and employers are competing with a talent pool that looks much different than it has in history.

With two times as many jobs as there are people to fill them, organizations need to be relevant in the market by making bold choices about pay, flexibility and deciding where and how work gets done.

How your company handles interviews, niche roles, and pay will be key to your ability to keep pace with competitors and stay strong in a market downturn.

1. UPDATED INTERVIEW PRACTICES

The modern interviewing process is much more interactive and challenging and is designed to offer employers insight into not only a candidate's skills but also their personality and personal needs. Companies can no longer secure a great candidate with a chat about experience and qualifications.

The goal is to find the best technical and cultural fit and do it as quickly as possible, right? The "old school" interview style of Q&A won't do. Candidates are more sophisticated, better educated and more informed than they have ever been. They don't settle for just any job. They are looking for growth potential or a specific path and have a strong interest in seeing out beyond a current role. They have access to information about companies and want to feel connected and purposeful in their jobs. They are a quick study so you will need to be savvy and prepared. Combine the desire for a well-defined career with a demand for work-life balance and you will clearly see that an interview, in many cases, will be the candidate interviewing the company as much as the company interviewing the candidate.

HOW DO YOU PREPARE AND CONDUCT A MODERN-DAY INTERVIEW?

- Create a comfortable environment.

Look for appropriate icebreaker questions to put the candidate at ease in the first few moments of the interview. Refraining from asking the candidate to do laborious tasks before the interview like asking them to provide extensive writing samples or undergo testing. The ultimate goal is to make sure that the interviewee leaves feeling positive and optimistic.

- The interview process must be quick.

If the interviewer likes the candidate, they need to move the process along quickly. Also, use video for the initial round of interviews. This will help keep speed with a fast-moving market; it will save time and money.

- Understand your company's value and mission statements.

It will be important to be prepared to explain the company's culture, benefits, key distinctions, or things that stand out. It is the interviewee's job to sell their company.

- Ask the right questions and have them prepared in advance.



Innesa Burrola and
Leonel Burrola

Candidates are more sophisticated, better educated and more informed than they have ever been. They don't settle for just any job. They are looking for growth potential or a specific path and have a strong interest in seeing out beyond a current role. They have access to information about companies and want to feel connected and purposeful in their jobs.

In addition to assessing the skills required to complete the job, interview questions must also give foresight into how a candidate would fit into the company's culture. Here are some questions that will help dig a little deeper and find out about a candidate's qualifications, their work-style, personal preferences, likability, and more.

2. NICHE ROLES AND SPECIALTIES

A niche position is defined as someone with a specific skill-set, narrowed industry, unique degree, or that must be local to a non-populated area. The job market is constantly shifting

and the changes are coming faster and faster. Today is very different from prior generations and the market will change even faster as technology advances. Many companies have developed niche roles and responsibilities. A Retained Search vs. a Contingent search works well for these roles.

WHAT TO EXPECT WITH NICHE ROLE, SPECIALTIES, OR SPECIFIC LOCATION REQUIREMENTS

- A shift in expectations about the size of the pool of candidates; it may not be as large as it has been in the past.
- Be realistic. With niche roles one and

done is likely. If one candidate checks 8 out of 10 boxes, it's important to move forward with that candidate without asking to see more.

- 7/10 qualifications can be the bullseye.
- A 10/10 candidate (the true bullseye

technically, culturally, location-wise, systems-wise, degree and work history), most likely will not be possible in this market where there is a squeeze on the supply and demand of candidates.

3. COMPETITIVE PAY AND INCREASES

Being competitive means an offer is equal or beats the market. Get strategic and up to speed with the market rate. Reach out to us for our 2023 Salary Guide to ensure you are competitively positioned against the competition — as it relates to hiring great talent.

PAY PERSPECTIVE ON THE REPLACEMENT OF A LONG-TERM EMPLOYEE

If a seat has been filled in your company for many years, not only should you evaluate the market pay rate, but also consider the workload. Many employees who have filled a role for 10 or more years have most likely absorbed the job of more than two people over the years and they are grandfathered into a lower pay rate. In this case, reevaluating pay should be considered. Alternatively, getting creative and splitting up the job into two roles allows for a better likelihood of finding two great candidates instead of a needle in a haystack.

4. SPEED IN THE MARKET

We are seeing candidates move towards other opportunities when the hiring company has drawn-out decision-making processes or insist on going back and forth with multiple counteroffers. Delayed decisions can cost your company money and make employers vulnerable to competitors.

HOW CAN EMPLOYERS PRACTICE BETTER DECISION-MAKING HABITS WHEN HIRING?

- Create a list of five to six traits that are important to the role. As you interview candidates, give each a score on a scale of one to five on each trait.
- Take the emotion out of the process and know when to stop searching and commit to a candidate.
- If you choose not to move forward, it's important to provide honest thoughtful feedback to the recruiter so that they can fine-tune the candidate search and continue to bring you the best possible candidates.

Reduce the number of people it takes to make a decision. Long panel interviews may not be a good use of company time; trusting the front line hiring manager not only helps the hiring process and empowers management.

- Respond quickly. How quickly you respond after an interview is critical to a candidate's first impression of your company and their excitement in your interest in them as a potential employee. A delayed response sends a poor message to a candidate and poorly positions your company with a candidate who most likely has other offers.

Innesa Burrola is CEO & Founder of Boutique Recruiting. She can be reached via Innesa@btqrecruit.com or at (858) 800-4935. Learn more at btqrecruit.com.

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Woman Leadership Spotlight: Alice Juarez

A 32-year financial services veteran, Alice Juarez is Wells Fargo's Los Angeles Region Director overseeing the Los Angeles market. In this role, she leads approximately 700 Regional Banking employees across 82 branches in Los Angeles County.

During her tenure at Wells Fargo, Juarez has held several senior leadership banking positions, including Service Manager, Branch Manager, District Manager and Area President. She started as a teller in the Los Angeles Main Branch.

A proven Wells Fargo leader with expertise in working with multiple segments, including high-value customers, and in leading teams to higher performance, she has been the recipient of numerous awards such as Hispanic Lifestyle magazines "Latina of Influence," an honor it bestows annually to Latinas who are making a difference in their respective industries, and are living role models for the Hispanic/Latino community.

A strong DE&I advocate, Juarez was instrumental in the development and leadership of the Central California region's Diversity Council whose efforts embrace and promote diversity and inclusion in all aspects of business. An active member in her community, Juarez serves on the California Restaurant Association Foundation board of directors and the United Way of Greater Los Angeles board of directors.

What is your favorite part of your job?

My favorite part of my role is developing

leaders. Which in turn causes a ripple effect, as they end up helping others on the team and allows them to help our communities.

At my core, I am a learner. The ability to help others learn, whether it's my team, our customers, or community members gives me a feeling of satisfaction. Knowledge is power.

Why is diversity and inclusion in the workplace important for you?

This is important to me for various reasons. First and foremost, I wouldn't be here today if I didn't have an environment full of diverse leaders who made me feel I could grow in the organization. Having an environment that supports diversity, inclusion and representation allows us to learn from diversity of thought. This allows for our teams to feel included through our actions.

I have the honor of sitting on our Consumer and Small Business Banking DE&I Council. Having a seat at the table allows me to be a voice for branch banking employees and look at ways to enhance our employees experience through the various resources we have available or need to develop.

Who is your hero?

My parents. They demonstrated the importance of hard work and prioritizing family. My dad worked three jobs to care for us. While my mom worked part time as a teachers

aide. In the evenings, my mom would attend community college.

They both set a strong foundation for me in understanding the importance of education, being independent, and having a career. From their examples, I was able to be the first one in my family to graduate from college and climb the corporate ladder.

What challenge have you overcome that you're most proud of?

Being a single mom, raising two amazing children, and having a career came with many challenges personally and professionally. As a working mother, you feel the guilt of having to always juggle being a mother and your career. You feel the guilt from missing out on the little things due to traveling.

As a professional, you feel guilty if you are not able to give all your time. It wasn't until my children were in their early teens that I realized it wasn't about quantity but quality

time I spent when I was home with my kids.

It was my responsibility to be present every moment I was able to be home with them. That's one challenge I am happy to have overcome. My kids are 23 and 25 today. Both successful and enjoy still taking trips with mom.

What role does mentorship play in your life – either as a mentor or mentee?

Mentorship was fundamental in helping me achieve my goals. My mentors provided me feedback and insights where my direct leaders may have not. Mentors allowed me to have a sounding board and look at things from a different perspective. I continue to have friendships with many of them still today. I still leverage a couple as a sounding board for diverse perspectives.

Learn more about Wells Fargo at [wellsfargo.com](https://www.wellsfargo.com).

'At my core, I am a learner. The ability to help others learn, whether it's my team, our customers, or community members gives me a feeling of satisfaction. Knowledge is power.'

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LOS ANGELES BUSINESS JOURNAL

WOMEN'S LEADERSHIP SYMPOSIUM & AWARDS 2023



Women, Face the Wind

By DANONE SIMPSON

Adversity is what builds character and strong faith that can move mountains. It is this lesson I take to heart each and every time I face a challenge; be it a person, a storm in life, a teammate, a past boss, or a father saying, “Danonie, the boys need to go to college.”

The challenge I felt at that moment pushed me forward like Sheryl Sandberg shared in her book, “Lean In” and Sue Monk Kidd delivered in her masterpiece, “The Invention of Wings,” a story about Susan B. Anthony’s life and legacy woven in a book that reads as a great fiction based on life stories.

How could it possibly be true? A father telling his incredibly bright daughter that she cannot be a lawyer. Her brother would go to college to embark on that career, while all the while she was the one who devoured her father’s (the judge’s) library.

I had just been accepted to the Graziadio School of Business at Pepperdine University and Kidd’s book made me literally leap from my chair and face the wind until the day I felt such pride at receiving my Executive MBA degree at age 57. Oprah wrote about Kidd’s book, “It is impossible to read this book and not come away thinking differently about our status as women and about all the unsung heroines who played a role in getting us to where we are.”

Ah, passion pushes us forward due to this adversity, this wind. Meanwhile, women develop the character of being the wind beneath the wings of their families, of other women, and as mentors. The wind in life is often unseen in a woman’s face, except perhaps for the etches of the fine lines that develop over the years. We have been busy trying to soften them or hide them with creams or surgeries, while truly these lines are the absolute beauty of each perfect trace of a story, deep within each woman’s heart.

I am constantly amazed by the strength and success of women and I was in absolute awe

of those who showed up in the binders representing this day and each of you nominated for a Los Angeles Business Journal Women’s Leadership Award. I devoured your stories and felt a pride that was due to each and every one of you facing of the wind, the ball of one’s life and the constant dance with the men within it. The women who found the balance of the velvet – as in, when to brush with the grain or against it; and when to take the hand of the male and curtsy as we step up. The power is in our femininity. The way, women as leaders, know instinctively when you take that chance or opportunity, or not. It is felt deep within.

Appreciate those who have said to us, “you are just a woman,” as Mary Kay Ash’s manager told her once. She was the top salesperson, asked to teach the men how to sell “her way,” yet when she asked for a raise was told, “you’re just a woman.” She went on to forge a legacy, still today helping millions of women in their careers and became one of the first self-made female billionaires. Her books are worth a read, as her words turned my head and life choice at 40, the very age she began her career and launched her own cosmetics company. I left my 17-year acting career and began a new career in insurance, inspired by Ash’s great book, “You Can Have it All,” learning what I needed to know, which was to keep learning. Then I faced many great winds, and took the hands of advice of many male clients, stepping up as they insist-

ed that I begin my own company. This encouragement helped me find and move my furniture in my new tiny office, 17 years ago.

My CFO advisor, Gerry, said to me just this week, “Danone, there is not a male CEO in the world that would promote a pregnant woman to a manager, managing such an important project. However, being the woman you are, making that choice is the right one.”

He of course has worked with me for years. And there have been plenty of times I have taken his hand in advice and curtsied to him. I own a gorgeous building today because of his mentorship, and the advice of another advi-

bio on every page of the four-inch binder and a second two-inch binder. This is us. Each and every one of you have accomplished remarkable careers and mentored others. It is not just about you or me. It is about the future young women in the first category, rising stars, where each and every one is a winner. My daughter Breana and her business partner Tali belong here too as they own a gorgeous showroom, TAB Showroom selling young women’s fashion.

We have “leaned in,” are standing strong against the wind with babies and grandbabies in tow, books in our purses, laptops hanging on our shoulders, helping our world be a better place despite the odds against us. Our mothers and grandmothers before us, their life lessons teaching us. Daddies’ voices today are changing, too. They are no longer saying, “your brothers are the ones going to college.” They are saying, as my director of finance Galia was sharing with me, that her husband was asking their daughter Madison to make her decision of her law school and commit by silent contract. This young brilliant young woman’s mother proudly shared what Madison said to her parents, “I made a 156 on my LSAT, with a 3.95 GPA for my criminology bachelor’s degree – and with COVID and dealing with taking the tests online, I want to wait and take a study program, so I can take the test again in person. I need a 170 on my LSAT to earn a specific scholarship that will save greatly for my law degree. Then I will be accepted and offered a job at the best of firms.” Now that is brilliance. Great progress has been made and this young woman, along with her peers, each of you, and my own daughter, will push us forward and change the world for the better. That is facing the wind. That is not just a woman – it is a dynamic female adult human with the world at her door.

Danone Simpson, EMBA, is founder and CEO of Montage Insurance Solutions. She is also chairwoman and founder of Simplicity Insurance Solutions and founder and co-CEO of Bene App, Inc.

‘We have “leaned in,” are standing strong against the wind with babies and grandbabies in tow, books in our purses, laptops hanging on our shoulders, helping our world be a better place despite the odds against us.’

Congratulations to all the nominees in the

Los Angeles Business Journal Women Leadership Awards



Including CEO of the Year Nominee

Johnese Spisso, MPA

President, UCLA Health

CEO, UCLA Hospital System

Associate Vice Chancellor, UCLA Health Sciences

A New Era for Women in Accounting

By DENISE LEDUC FROEMMING, CPA, CAE, MBA

The accounting profession, like many industries, is evolving, and we must embrace and lean into these changes. Everything from technology to remote work is having an impact on the way the profession operates and how firms are run. And one area that's especially gained momentum is increasing the number of women in the profession—they have excelled in various roles, including auditing, taxation, financial analysis and management accounting. As they have risen through the ranks, they have shattered glass ceilings and achieved top leadership positions in prominent accounting firms, inspiring others to follow their footsteps.

As more women pursue careers in accounting, they are making remarkable strides and reshaping the industry's landscape. According to the American Institute of Certified Public Accountants, women make up nearly half of new graduates in accounting programs and are earning accounting degrees at higher rates than their male counterparts.

With this increase, research from Deloitte found that only 24 percent of leadership roles within financial services firms were occupied by women in 2021, up slightly from 22 percent in 2019. Seeing more women break through to

become partners, CFOs and managing directors reflects the efforts of organizations to promote diversity and inclusion initiatives, as well as the growing recognition of the value of diverse perspectives and have actively sought to recruit and retain talented women supporting them to pursue leadership positions.

While that's movement in the right direction to ensure the gender diversity of the general population is truly reflected in our profession, there's opportunity to grow—not just because it's the right thing to do, but because there is a strong business case for it.

Various studies show that companies achieve better business results—from staff retention to corporate profitability—when they have more diverse teams. And the increased representation of women in leadership roles brings unique perspectives and insights to decision-making, ultimately contributing to more well-rounded and effective outcomes.

Not to mention that in today's climate where a company's diversity matters to current and potential hires as much as—if not more—than salary and benefits, firms would be remiss in not addressing the issue.

The importance of women in accounting and finance is in their unique perspectives and skills, which help drive innovation, diversity and, ultimately, organizational success. Plus,

According to the American Institute of Certified Public Accountants, women make up nearly half of new graduates in accounting programs and are earning accounting degrees at higher rates than their male counterparts.

as women gain expertise in accounting and finance and move up the leadership ladder, they serve as role models for future generations, as well mentors to provide guidance, advice and career development opportunities for aspiring female accountants.

At CalCPA we recently had the honor of recognizing more than 30 women in accounting and finance who were nominated for our Women to Watch Awards. Ultimately, three women were chosen as our award winners—Elizabeth Houseman (Sensiba San Filippo

LLP), Irene Baba (PwC) and Monic Ramirez (Sensiba San Filippo LLP), in the CPA Emerging Leader, CPA Experienced Leader and CPA Trailblazer categories, respectively, showcasing the contributions that can be made to the profession at all career stages.

We also take this issue to heart at an organizational level as we've welcomed two women—Meredith Johnson and Andrea Cope—as chairs of CalCPA and CalCPA Education Foundation, respectively. This immediately follows a year where we had another woman, Tayiika Dennis, lead us as CalCPA Chair.

By embracing the evolving trends, continuing to advocate for gender equality, breaking down barriers, and nurturing talent through mentorship opportunities, the accounting profession can further enhance its diversity and thrive in an ever-evolving business landscape. We all stand to benefit from the wealth of talent and potential that women bring to the table.



Denise LeDuc Froemming, CPA, CAE, MBA, is president & CEO of CalCPA and CalCPA Education Foundation.

Thank you for giving
us a reason to applaud.

Citi is proud to support the Los Angeles Business Journal Women's Leadership Symposium and their commitment to inspiring their community.



We're helping to level the playing field.



According to the World Economic Forum's 2020 Global Gender Gap Report, it will still take another 257 years for women to catch up to men economically. That's why we're helping to empower women financial decision-makers in the Los Angeles community by joining the Angel City Football Club family as a founding partner and the Official Women's Business Champion. Together with our network of PNC-Certified Women's Business Advocates and Project 257®: Accelerating Women's Financial Equality initiative, we're working to help close the economic gender gap and provide more opportunities for women to succeed.

[VISIT PNC.COM/WOMEN >](https://pnc.com/women)

To learn how we can help you move forward financially, please connect with our Women's Business Advocates:

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PNC is Working to Achieve Women's Financial Equality

By TODD WILSON

Women in the United States make up nearly 50% of the workforce and 40% of business owners. But the women who will eventually achieve financial equality haven't even been born yet. In fact, they won't be born until 2255. According to the World Economic Forum's 2020 Global Gender Gap Report, at the current pace of progress, it will take another 257 years for women to catch up to men economically.

As a financial institution focused on moving all forward financially, we want to help close the economic gender gap, and we're working every day to accelerate progress toward that goal.

PNC's work to drive greater financial equality stretches back more than two decades and has contributed to meaningful change in the communities we serve across the country — including right here in Los Angeles. Unfortunately, the economic impact resulting from the COVID-19 pandemic widened rather than narrowed the gap. To formalize its commitment toward financial equality and help close the economic gender gap, PNC launched Project 257®: Accelerating Women's Financial Equality in 2021.

Project 257 directly aligns with PNC's brand purpose. When we drive greater financial equality for women — including for our customers, our employees, and our communities — we are

leveraging the power of our resources to advance the greater good and help everyone move forward financially.

And greater financial equality benefits everyone. A Federal Reserve Bank of San Francisco study found that if women were participating equally in the workforce in 2019, it would have generated roughly 8 million additional jobs and added more than \$1 trillion in consumer spending.

INDIVIDUAL SOLUTIONS TO ADDRESS INDIVIDUAL NEEDS

Women financial decisionmakers face unique challenges everyday — whether at home, work or school. To be helpful to them, PNC is proud to have nearly 5,000 Women's Business Advocates (WBAs) across the country—including roughly 75 in the Los Angeles region. As part of their extra commitment to understanding and supporting the needs of women, WBAs must complete a rigorous training curriculum and apply for the WBA certification designation. In addition to delivering PNC's financial products and services, WBAs often play leadership roles in organizations that mentor or connect women—helping bring people together and create opportunities within the community and beyond.

In addition to our WBAs, as part of our relationship with the global nonprofit Coralus (formerly SheEO), PNC also supports designated

employee Coralus Activators across the country. To address women's unequal access to credit, one of the primary drivers of the 257-year economic gender gap, PNC has committed more than \$1 million over three years to Coralus, which provides support and zero-interest loans. We then pair each business owner with a WBA to help them achieve their business goals.

COMMUNITY IMPACT IN LOS ANGELES

PNC's work to accelerate financial equality is on full display here in Los Angeles.

The bank is a founding sponsor and now The Official Women's Business Champion of the Angel City Football Club. Together, PNC and Angel City are working to advance programs and initiatives that engage, support and inspire women financial decisionmakers, with an emphasis on those who lead businesses. One of these programs provides 10% of our sponsorship dollars in the form of grants and resources for retired professional women soccer players who aspire to be business owners. The platform, iFundWomen, provides women entrepreneurs with access to capital. We are proud to support local businesses through efforts like this, and we expect to make a significant impact in Greater Los Angeles through them.

I'm sure many parents will relate when I say that this effort is personal. I want my children

to grow up in an equitable environment — and that includes my soccer-playing daughter. She should be treated fairly on and off the pitch.

I'm grateful to lead a talented team of men and women who are as committed as I am to this work because, together, we can make a difference and do our part to help accelerate women's financial equality.



Todd Wilson is the PNC regional president for Greater Los Angeles. Wilson's experience includes 25 years in a variety of senior executive operating roles as well as private equity, leverage lending, and specialty finance. Wilson also served as managing director for the City of Los Angeles where he developed and led the city's strategy to support small and mid-sized businesses.

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Principal

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Inclusion and belonging matters at Prologis. Our people drive our success. That's why we've built a culture of personal and professional empowerment. In Los Angeles, our leaders are over 70% female and we are the better for it.



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Pictured above from left to right: Lisa Reddy, Erin Mergenthaler, Lauren Achtemeier and Analise Guttman

Breaking Down Barriers: The Challenges of Remote Work for Young Finance Professionals

By KELLY O'NEIL

For many white-collar professionals, remote work has been a game-changer, freeing office workers from the daily commute and allowing for better work-life flexibility. However, the topic has sparked intense debate lately, as more and more companies are ordering their employees to shuffle back to the office. While the productivity benefits of remote work have been well-documented, there is a growing concern that young professionals new to the workforce may be unfairly impacted by the arrangement, even if they find it convenient.

In finance, seasoned tax and accounting professionals may thrive in a remote-only environment with the experience and skills to effortlessly glide through an overflowing workload. However, their newly college-graduated counterparts—entering the field in a remote environment—face unique challenges and a potential lack of professional growth as they embark on their career.

THE REMOTE SETTING IMPACT

As a business professional, reflect on the moments that shaped your early career. For

many professionals, those moments took place just a few steps away from their desk, in the form of a quick chat with a coworker or a pop-in visit to a supervisor's office. These spontaneous interactions were essential for building relationships with colleagues and developing your professional social cues. They helped you understand the company's dynamics and your team's unique processes. The beauty of these interactions was in their ability to spur collaboration and innovative solutions as you brainstormed with colleagues and absorbed the wisdom of more experienced colleagues.

And while these experiences may be replicated in a virtual setting, it is more challenging for some emerging finance professionals who—while having the potential to succeed—may lack the confidence or certainty to quickly build those social and development skills behind a screen. In a recent Generation Lab poll, college students and recent graduates expressed fear about being left behind in a remote setting, with 40% citing they preferred to work in person.

In addition, without the structure and social cues of an office environment, a young professional may inadvertently pick up some bad habits, such as feeling compelled to answer work

emails off-hours or not gaining an appropriate work ethic.

HOW YOU CAN HELP

In any profession, mentorship and guidance are crucial for young professionals to develop the skills and acumen necessary to navigate challenges. But in a remote work environment, the lack of spontaneity can make it challenging for young professionals to learn quickly and effectively. Without the ability to pop into a supervisor's office or observe the tricks to handling a certain tool, the risk of falling behind looms large.

To combat this, one solution is to provide more deliberate and specific mentorship time for young professionals. This could involve frequent check-ins with their manager, introductions to experienced team members, and the creation of a network that encourages spontaneous questions and feedback.

Fostering an environment that promotes team collaboration is also crucial. Utilize tools and platforms that facilitate teamwork on projects and allow for the exchange of ideas among employees. Plus, it's beneficial to motivate young remote employees to seize professional development opportunities. This could include partici-

Fostering an environment that promotes team collaboration is crucial.

pating in online conferences or seminars, which can contribute significantly to their career growth and skill enhancement.

It's important to recognize that mentorship and guidance are not one-time events but an ongoing process. This means being proactive in identifying areas where young professionals may need extra support and continually working to provide opportunities for growth and development. By creating a culture of mentorship and collaboration, remote work can be just as effective as working in an office, and young professionals can thrive in their careers, regardless of their location.



Kelly O'Neil is Attest practice leader for CBIZ & MHM. Learn more at cbiz.com.

Intertrend is proud to congratulate

Julia Huang, Tanya Raukko, and Cassandra Leeman on their nominations at this year's LABJ Women's Leadership Awards. As CEO, Chief Investment Officer, and Executive Director, respectively, Julia, Tanya, and Cassandra are prime examples of why we succeed in growing our agency and our community. Thank you all for blazing the trail for the women who will walk in your footsteps.

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Woman Leadership Spotlight: Precious Mayes

As a healthcare leader and entrepreneur, Precious Mayes' journey has been filled with opportunities and experiences in a variety of industries.

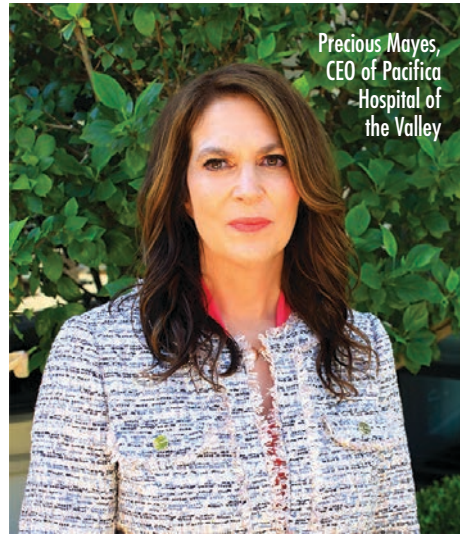
Mayes has been a leader in the healthcare industry for over 25 years and currently serves as president and CEO of Pacifica Hospital of the Valley. At the same time, she is in transaction of multiple acquisitions for additional hospitals in underserved communities. Mayes is passionate for providing comprehensive care to those communities that are challenged with access to care.

To meet the needs of the mental health population with number of individuals increasing over the years to present day, one of the specialty service lines that she has been instrumental in development, implementation and growth is services for the mental health population. There are multiple levels of behavioral health services at Pacifica Hospital including a locked acute behavioral health unit, acute medical/surg/psych for patients with or without COVID-19 and a crisis stabilization urgent care center (serving adolescents and adults) located in Sylmar. An additional service line in current development is a transition program for clients recently incarcerated who need acute medical/psych services with transition to a level of care in the community.

In addition to being a leader in the healthcare industry, Mayes is a voice for hospitals, especially safety net hospitals in California and nationally. She is highly involved on a legislative level with local city, county, state and federal officials. There have been many initiatives and bills on various legislative platforms that financially impact hospitals and with more significant impact on safety net hospitals.

Unfortunately, safety net hospitals that serve at least 80% Medi-Cal have been excluded from many of the federal and state funded grants and loans, which negatively impacts financially the heart of Pacifica Hospital where 87% are Medi-Cal patients. In 2022, Pacifica Hospital was listed as one of the top 10 hospitals nationwide with the highest percentage of state Medi-Cal funded patients served. As a result, it is a constant financial challenge for safety net hospitals such as Pacifica Hospital of the Valley with the lack of state and federal funding support. Every voice counts from the community to support safety net hospitals from closure due to lack of funding support from state and federal budgeting initiatives.

As a serial entrepreneur, Mayes has also been highly successful in entertainment industry sectors such as television, movie and music



concert productions. Mayes is the owner of a radio station (Precious 95.7) based in Central California which is rare in the industry (to have a female owned radio station). She is also an executive producer of the 23-time Emmy award winning series "The Bay" that has received 56 nominations by the Academy. Mayes was recognized with a prestigious Chairman's Award by the National Academy

of Television Arts and Sciences during the 2021 Daytime Emmy Awards. This award was for Mayes' "distinguished leadership in seeking to assure the health and safety of the television industry colleagues during the COVID-19 pandemic." Additionally, Mayes is also an active actor in the television and film industry. She has played various roles in films and digital television series.

Mayes is a strong advocate for female owned businesses, which is why she started her own mentorship program under SheMogul. She has provided guidance and support to many women in various stages in their careers who have the desire for personal and professional growth.

Mayes has always defined the word success as "the opportunity to give back, whether that is through mentorship or creating opportunities for others."

Mayes will be one of the panelists for the Health and Wellness topic, "Having it All," at the LABJ Women's Leadership Symposium. The following quotes are part of Mayes' everyday mantra: "The impossible is possible;" "Every day is a gift. You are not guaranteed tomorrow;" and "Live life to the fullest and don't be afraid to live life."

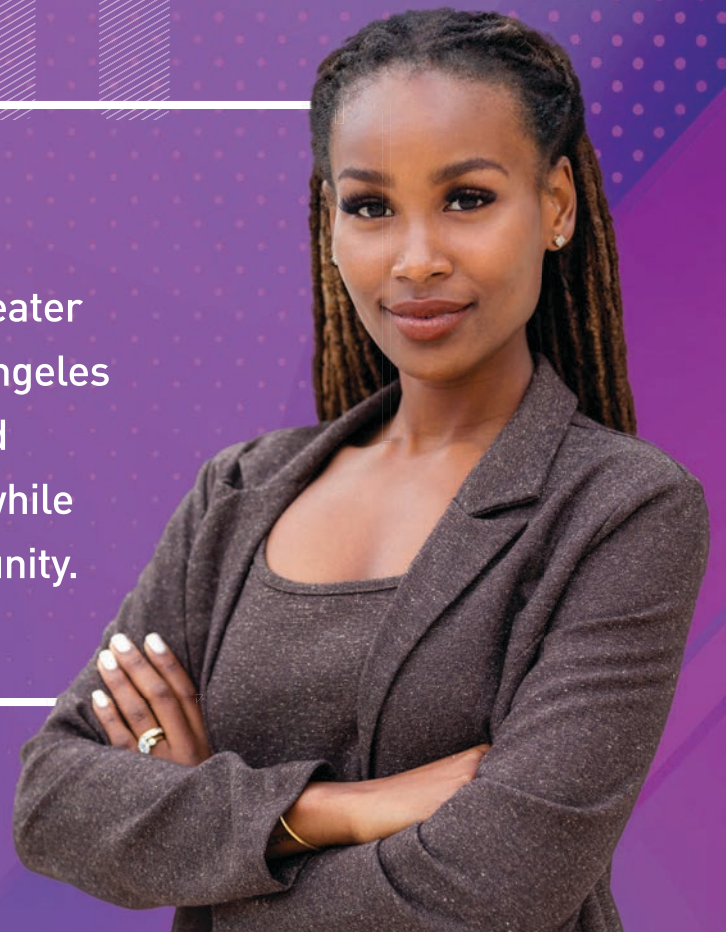
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Leading the Retail Revolution with Technology and Data-Driven Strategies

The retail industry is experiencing a dramatic shift towards digital transformation, driven by advanced technologies and data-driven strategies. At the forefront of this revolution is Curacao, the largest Hispanic-serving retailer on the West Coast. By paying attention to the stories of their customers and a commitment to serving underserved audiences, Curacao has adopted a unique business model centered around fostering a community-based brand purpose that has enabled them to hold a dominant position in the market for over four decades.

Based in Los Angeles, the company's recent data-driven initiatives have played a significant role in repositioning Curacao from a traditional retailer to a digital-forward brand. In an increasingly competitive retail landscape, Curacao's data-centric approach to understanding consumer behavior and crafting personalized experiences has been pivotal to its success.

At the helm of this transformation is Ariela Nerubay, the executive vice president and chief marketing officer at Curacao, who has been nominated for "Executive of the Year" at LABJ's 2023 Women's Leadership Symposium and Awards. Nerubay's nomination is recognition not only for her 20+ years of marketing experi-

ence in entertainment, startups, and retail, but also for her instrumental role in driving Curacao's business strategy, brand positioning, and online expansion. Nerubay's data-first approach has been an integral driver of Curacao's success in today's unpredictable, rapidly evolving, and challenging retail industry landscape.

By focusing on the individuality of diverse consumer groups and understanding the cultural nuances that influence their preferences, Nerubay has debunked myths about multicultural marketing and led Curacao to reach untapped markets with immense purchasing power. Her data-driven, customer-centric approach has not only enhanced customer loyalty but also driven a remarkable return on investment for Curacao because it allows Curacao to fully understand the authenticity of its target audiences.

Under her leadership, Curacao has harnessed cutting-edge technologies such as artificial intelligence and machine learning to provide personalized experiences for its customers. By building models that can predict consumer behaviors just as purchase intent, Nerubay and her team analyze first and second-party data, in addition to social media data and web browsing activity, to delve into a deeper understanding of what

Curacao has been a pioneer in providing access to products and services using proprietary credit, especially for customers who may not have traditional access to credit.

customers find relevant and timely.

Curacao has been a pioneer in providing access to products and services using proprietary credit, especially for customers who may not have traditional access to credit. Because 90% of their customers shop using a Curacao credit card, there is a significant amount of customer data about who Curacao's customers are, where they live, what they buy, when and how they shop, what methods of payment they prefer, and more.

By utilizing all these sources of data on customer behavior, preferences, and purchase history, Curacao crafts marketing campaigns and offers personalized product recommendations

that resonate with each individual shopper. This approach has enabled Curacao to offer personalized product recommendations, create tailored marketing campaigns, and even predict customer purchase intent – all resulting in customer retention and loyalty.

The significance of Nerubay's nomination for the 2023 Los Angeles Business Journal's Women's Leadership Awards as "Executive of the Year" is a testament to her innovative, data-driven leadership that has redefined the retail industry's playbook for success. Far from being afraid to embrace disruptive technologies, Nerubay instead embraces the potential of new technologies to improve digital advertising and create a more personal and direct connection with the people she wants to reach.

In an era where customer-centric, data-driven strategies are imperative for survival and growth in the retail industry, Nerubay's leadership and Curacao's pioneering efforts set an inspirational benchmark for other retail companies. With leaders like Nerubay at the helm, the future of retail promises to be even more dynamic and transformative.

Learn more at icuracao.com.



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O2EPCM, Inc. is humbled and honored by this nomination and wishes to thank our nominee, clients and well wishers for your continuing support.

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Empowering Education for All

By CRYSTAL BOUTIETTE

Education is the cornerstone of social and economic progress, and it is the responsibility of both governments and corporations to ensure equitable access to quality education for all. In this context, initiatives like Junior Achievement of Southern California's 3DE Schools play a crucial role in bridging educational gaps and empowering under-resourced communities. However, the burden of supporting these programs should not rest solely on the shoulders of educators and nonprofits – it's both imperative and mutually beneficial that corporations step up and embrace their financial responsibility in fostering equitable access to quality education.

THE IMPORTANCE OF EDUCATION

Quality education has the power to transform lives, uplift communities, and foster economic growth. It equips individuals with essential skills, empowers critical thinking, and opens doors to a world of opportunities. Yet, far too many students, particularly those from low-income and historically under-represented backgrounds, face barriers that hinder their access to quality education. It is these barriers that programs like Junior Achievement's 3DE Schools aim to address.

THE ROLE OF 3DE SCHOOLS

Junior Achievement's 3DE Schools are a prime example of a holistic and comprehensive model that reconstructs the traditional high school and provides students with the tools they need to succeed in the modern world. By incorporating a business and entrepreneurship curriculum into the traditional high school experience, this approach to education creates engaging learning environments that reflect the world in which we live and empowers students with the knowledge, skills and confidence to unlock greater economic opportunities.

3DE Schools authentically connect students to real-world business experiences, providing mentorship, internship opportunities, and meaningful exploration of local companies. By fostering partnerships between educators, businesses, and the community, 3DE is designed to bridge the gap between classroom learning and practical application, empowering students to become well-rounded, informed, and capable individuals.

The result is a high school experience that reflects the dynamic pace of activity and interconnectedness and prepares students for the demands of life beyond the classroom walls.

WHY CORPORATE RESPONSIBILITY

While it is commendable that organizations

like Junior Achievement of Southern California and educators are taking the initiative to explore and implement systemic transformation of education, they cannot bear the entire financial burden alone. Corporations have a moral and social responsibility to support equitable access to quality education. By investing in programs like 3DE Schools, businesses can contribute to the long-term well-being of society by creating a talented and capable workforce, fostering innovation, and promoting economic growth.

Moreover, by supporting education initiatives, corporations also enhance their own sustainability and competitiveness. They have a vested interest in nurturing a well-educated workforce that can meet the challenges of an ever-evolving global marketplace. By actively participating in education initiatives, businesses can help shape the curriculum, ensuring it aligns with the needs of the industry and fosters a pipeline of skilled employees.

PARTNERSHIPS

Education is not solely the responsibility of schools and educators; it is a shared responsibility. When corporations actively invest in education, they invest in the future of their communities. By supporting 3DE Schools by Junior Achievement, corporations can make a

tangible and lasting impact on the lives of students, their families, and the entire community.

3DE by Junior Achievement combines core competencies with school districts and the broader business community to initiate a transformation from the inside out. The school model leverages local business networks, resources, and expertise to create a cost-effective and scalable solution that maximizes the impact for all involved.

CONCLUSION

Quality education is a fundamental right that should not be determined by zip codes or socioeconomic status.

By investing in education, corporations contribute to a more equitable society and foster a sense of care and commitment to students who often feel overlooked and left behind by a society that has several starting lines. Sometimes, that type of care makes all the difference.

To get involved with the growth of 3DE Schools in the LA Unified and Compton Unified School Districts, or any of JASoCal's educational programs in financial literacy, work and career-readiness and entrepreneurship, visit jasocal.org.

Crystal Boutiette is director of marketing and communications at JASoCal. Learn more at jasocal.org.



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Accelerating the Progression of Women

The benefits of gender diversity - and diversity in general - are well documented: better organizational and financial performance, increased innovation, and more effective teams are measures of success that have been repeatedly confirmed by studies of companies with a mixed management team. However, it's clear that inequalities persist at all levels, with a low share of women on executive committees and boards as well as CEOs worldwide.

In fact, in the latest edition of the Mazars C-suite Barometer, Mazars found that 44% of C-suite leaders have over 30% women among their top strategic decision-makers, a figure virtually unchanged since it launched the survey two years ago.

MANAGING GENDER DIVERSITY: A LEADERSHIP SKILL

Inclusion and successful management of talent are skills that the leaders of today and tomorrow need to understand and master. Since managing diversity and inclusion has become an essential skill for managers, just like company strategy or P&L management, Mazars joined forces with the Observatory for Gender Balance (the Observatory), to develop a self-assessment tool for managers and organizational leaders. This concrete, educational and practical questionnaire allows users to quickly assess the rele-

More than half of degrees awarded worldwide are granted to women, yet, according to the Credit Suisse Gender 3000 report, women make up only five percent of CEOs globally.

vance of the actions implemented in their organization. It is available online on Mazars' website, Diversity and Inclusion - Mazars Group, as well as in the 'Green Book', the Observatory's guidance on gender equality.

LEVELING THE PLAYING FIELD

Today, more than half of degrees awarded worldwide are granted to women, yet, according to the Credit Suisse Gender 3000 report, women make up only five percent of CEOs globally. This gap is not attributed to a lack of capability or drive, but rather the added responsibilities that women often take on. The UN Women 'World survey on the role of women in development: Report of the Secretary-General', found that women perform three times more

unpaid work than men.

In addition, women face a number of barriers attributed to persistent gender-based myths, as analyzed in the recent study, Myths and barriers preventing the progression of women which Mazars wrote last year in partnership with the Observatory.

LEADING FROM THE TOP

On the journey towards greater gender diversity, a leader's attitude must be decisive. The tone must be set internally in a clear and unequivocal manner. Organizations must officially communicate their vision of gender inclusion and equality to all employees. This is the only way to position gender diversity at a strategic level and get all management teams on board.

At Mazars, the Group Executive Board is dedicated to embedding diversity and inclusion into everything the organization does. By shaping its culture and long-term strategy around inclusion, Mazars' leadership is committed to building a diverse global firm that recognizes and rewards differences. Mazars' approach is inspired by the "6 concrete measures to accelerate gender diversity in organizations," from the Observatory:

- present a strong commitment from the leader;

- make a sustainable change in corporate culture towards a culture of inclusion, through training and awareness-raising for all employees;
- take into account the difference between women's and men's career cycles;
- set precise and ambitious individual diversity objectives;
- share the dashboard of gender diversity indicators; and
- spread the use of inclusive language.

LOOKING AHEAD

Many companies implement multiple gender diversity measures, yet still fail to generate the change they want. Indeed, when it comes to gender diversity, more measures do not necessarily mean better results: companies today need to know if they are implementing the "right" actions - those which have been proven to deliver results and drive progress.

In a world where talent is becoming a scarce resource, not being able to capture over half of the talent pool puts a company at a disadvantage. The companies that will win the talent war are the ones that offer equal opportunities to all talent, including those who may not fit into traditional categories and leadership models.

Information for this article was provided by Mazars. For more information, visit mazars.us.

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Creating Inclusive Work Cultures: Celebrating Diversity and Fostering Connection

By SARAH CANNON-FOSTER

In today's rapidly evolving world, the significance of inclusive work cultures cannot be overstated. It goes beyond ticking diversity boxes; it's about creating environments where everyone feels a sense of purpose and belonging. As leaders, it's our duty to understand the power of connection, recognize that diversity makes us stronger, and empower everyone within our organization to contribute to an inclusive work culture.

One of the most valuable assets to an organization that promotes inclusivity is affinity groups, or as we call them at Dine Brands – Team Member Resource Groups (TMRG). At our organization, these groups serve as platforms for our corporate team members who support our three brands – Applebee's, IHOP, and Fuzzy's Taco Shop – to authentically express themselves. We've found that TMRG calls and events are not only attended with great interest at all levels but also serve a greater purpose within our company.

While unconscious bias training programs, like Appreciating Differences – which all corporate team members go through at Dine Brands – serve as critical tools in cultivating an inclusive

workplace, the true value lies in providing venues where individuals can connect with others who share their experiences, challenges, and aspirations. By fostering such connections, we build trust, which is fundamental to an inclusive culture.

Through company-organized trainings and conversations led by the team members themselves – you can raise awareness on important issues and equip leaders with the necessary lens to examine their own decisions and behaviors. Leadership plays a pivotal role in shaping the work environment. Strong leaders understand that inclusivity starts with their own engagement and vulnerability. I've seen first-hand how sharing personal stories with team members can help build connective tissue, strengthening the bonds within the organization. Through these connections, trust is established, creating an environment where every team member feels heard and valued.

It's important to note that inclusivity starts within the recruitment and hiring process – before a new team member even walks through the door. Taking a holistic approach to diversity and inclusion includes diversifying candidate pools as well as interviewers, ensuring a wider spectrum of talent. It is equally essential to fos-

ter a mindset among leaders that diversity is an asset. By valuing diverse perspectives and experiences, we can unlock the full potential of our teams and drive innovation.

Equal opportunities for growth, development, and advancement are key to nurturing an inclusive work culture. At Dine Brands, we align on what it means to grow talent and recognize the leadership imperative to do so. We invest in the personal and professional development of our corporate team members at all levels, particularly during the early stages of their careers. With our brands being nearly 100% franchised, our focus as the franchisor is on developing our teams at the corporate level and providing our franchisees with a tried-and-tested model as a reference for their own restaurant teams. By providing a clear career roadmap and pathways through education, experience, and exposure, you can empower individuals to thrive and contribute to your organization's success.

And while it's great for organizations to create programs and initiatives that drive diversity and belonging, feedback is crucial in assessing the effectiveness of inclusivity efforts. We actively utilize survey results from Great

Place to Work and third-party pulse surveys to spark meaningful conversations with our teams. Surveys should not gather dust on the shelf; they should serve as tools to open the door for dialogue and improvement.

To achieve the ultimate state of inclusion – where someone walks through the door and immediately feels welcomed and seen for who they are as a person – it requires a commitment from every individual and leader within an organization. Diversity demands genuine connections, empathy, and an appreciation for the value that different perspectives bring. By celebrating diversity, fostering connection, and continuously learning and growing, you can build inclusive work cultures that empower individuals, drive innovation, and achieve collective success. We all have the power to create a space where everyone feels they truly belong.



Sarah Cannon-Foster is the chief people officer of Dine Brands. Learn more at dinebrands.com.

curacao

Congratulations
 to our own Chief Marketing Officer,
 Ariela Nerubay, on her well-deserved
 nomination for the Los Angeles
 Business Journal Women's Leadership Award!

Addressing a Shameful Failure in Healthcare: Black Maternal Mortality

By SHAVONDA WEBBER-CHRISTMAS

Pregnancy-related mortality rates among Black women are more than three times higher than the rate for White women. The National Institutes of Health has called this alarming and persistent disparity one of the greatest public health inequities in the United States. It's a shame that the wealthiest nation in the world, with the most advanced healthcare capabilities, has been unable to close this heart-breaking gap in outcomes.

There are multiple reasons for the disparities. While chronic health conditions and access barriers can heighten pregnancy related death among Black women, growing evidence points to a single, yet complex, underlying reason that health and social disparities persist even among more affluent Black women.

The core reason for high Black maternal mortality rates is structural racism. The CDC points to research showing centuries of racism has had a negative impact on communities of color. It effects where people live, learn, work and play, creating inequities in access to social and economic benefits, which in turn results in health inequities in communities of color

putting the population at a greater risk of poor health outcomes. In addition, historical medical abuses and neglect of the Black community has led to widespread mistrust. People who do not trust health care professionals are less likely to take medical advice, including keeping medical appointments. The key to preventing maternal mortality and related morbidity rests, in part, in reducing exposure to and developing coping strategies to counter discriminatory circumstances that result from systemic racism.

The health care industry must face the history head on and make changes. This includes recruiting and retaining more health care professionals of color in communities serving this population.

L.A. Care Health Plan, the largest publicly operated health plan in the country, awards millions of dollars in grants each year to organizations working to advance health equity in Los Angeles County. This includes Elevating the Safety Net, a \$155 million initiative to train, recruit, and retain new primary care physicians for the Los Angeles County safety net, and the majority who have benefited from the initiative have come from communities of color.

Several of the projects L.A. Care supports are directly involved in improving Black mater-

nal mortality rates. Just this month, L.A. Care awarded \$1.1 million to nine community-based organizations, policy research agencies, and clinical providers working to address the disturbing Black maternal mortality rates. It is the second year of the health plan's Generating African American Infant and Nurturers' Survival Initiative (GAAINS). The initiative premiered in 2022 with a \$1 million commitment for eight organizations. GAAINS also seeks to improve poor mortality rates for infants born to Black women. They are more than twice as likely to die compared to those born to White women.

"L.A. Care's grants are our way of joining the village of nurturers, supporting mothers, fathers and extended families," said John Baackes, L.A. Care CEO. "The grants will help ensure that Black birthing families are provided unbiased, culturally appropriate care and access to resources that help infants survive their first year and beyond."

The grantees, including Maternal Mental Health Now, appreciate the support.

"We are so grateful to L.A. Care for their recognition of the role that perinatal health plays in the disparities in birth outcomes experienced by Black birthing people," said Kelly O'Connor Kay, executive director of Maternal

Mental Health Now. "The investment in equitable programs and policies will help reverse those disparities."

The funds will also ensure access to resources that help infants survive their first year and beyond. One of the funded projects at the California Coalition for Black Birth Justice will convene roundtables to determine what hospitals and clinicians need to advance Black birth equity.

"The Coalition will work to expand the literature and collective knowledge base that drives Black birth equity work," said Asaiah Harville, birth equity manager of the organization. "Additionally, we will assess the needs and readiness of health systems looking to improve their quality of care delivered to Black birthing families in Los Angeles and beyond."

It is clear that it is going to take a multi-faceted effort to address the historic disparities that have led to the deaths of far too many Black mothers and infants. L.A. Care is proud to make a long-term commitment to eliminating these birth disparities.

Shavonda Webber-Christmas is director of community benefits at L.A. Care Health Plan. Learn more at lacare.org.



Junior Achievement of SoCal proudly congratulates
Kat Delgado Kirkwood
 Senior Vice President of Programs, JASoCal
 for the Los Angeles Business Journal's Women in Leadership -
 Executive of the Year Award

Kat's decades-long commitment to nonprofit leadership at Junior Achievement demonstrates her passion and purpose in providing opportunities for the economic success of young people. Her efforts to re-engineer public education by leading the efforts to bring 3DE Schools by Junior Achievement to Southern California will undoubtedly provide increased potential for success to thousands of under-resourced students over the coming years.

Congratulations to Kat and all her fellow nominees!



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By ISOBEL LINCOLN

One of the most rewarding parts of working in HR is seeing employees thrive and discover the ways they can elevate their careers and organizational success. Employees increasingly want to feel valued and seen for being a full person – not a number. My vision is to give employees ways to grow their skills and careers beyond what they could have imagined.

Unibail-Rodamco-Westfield (URW) owns, develops, and operates sustainable, high-quality real estate assets in the most dynamic cities in Europe and the United States. We have a dynamic outlook on the future of our business, and that necessitates building the workforce of the future. But after enduring the COVID crisis, and like many businesses, reorganizing our workforce, we had to think differently. We embraced this challenge with innovation and the payoff has surpassed our expectations with higher retention, increased team morale, and widespread skill growth across the company.

Creatively leveraging our internal talent is not only working, but we are thriving! In fact, we had our highest-performing year, yet. We have transformed in ways we could not have predicted, and we hope it inspires other organizations to do the same.

Our employees consistently say their top

Our approach to internal mobility has also preserved and expanded our diverse employee culture as we have seen women organically secure more than half of our internal moves.

reason for working at URW is the caliber of colleagues, and we actively look for opportunities to elevate our people. We prioritize filling any open role with internal talent (when possible), and this has led us to a creative and resourceful mindset around internal mobility. Beyond promoting existing talent into open roles, we've analyzed skill sets to supplement teams in new ways. We started with a modest goal and quickly saw it flourish. Since 2020, we've exceeded our annual goal for cross-functional moves to the point that nearly 10% of our entire employee population has moved functions during their tenure with us. These include moving people from Marketing to IT, Finance to Center Operations, Marketing to

Sales, Shopping Center Operations to Airport Operations, and Legal to People, among many others. These internally mobile employees are motivated and enthusiastic and we're seeing a notably higher retention rate with these employees. This is emblematic of our shift to encourage an entrepreneurial mindset and one that fosters ingenuity, agility, and constant learning.

This openness to internal mobility has impacted individuals, who are able to bring with them fresh perspectives and new ideas, and also how entire operational functions view career development opportunities. Our Accounts Receivable (AR) team was long seen as a stable but a bit isolated team. COVID changed that with a business crisis and an urgent need to re-think how that team operated. Through extensive skills training and business knowledge, the team now has an impressive array of opportunities to move within the business. To date, we have had highly successful moves from AR into Shopping Center Management, Operating Management, Accounting and Controlling, and more. This would have been improbable to our business a few years ago.

These dynamic growth-driven opportunities make a personal impact on our business one would be hard-pressed to find when pursuing a

new job or even at another company.

From a macro level, the advantages are evident from a personnel and company standpoint. It breaks down silos, leverages cross-functional relationships, and gives employees a chance to expand their career trajectory. Our approach to internal mobility has also preserved and expanded our diverse employee culture as we have seen women organically secure more than half of our internal moves.

The job market continues to be competitive. Yet, our retention rate is tracking to be our best in half a decade. Every day, I have motivating conversations with employees, managers, and our HR team about internal moves and with departments eager to look at job roles through a new lens. I'm proud to be part of a company whose culture invests holistically in our employees. We're seeing a clear payoff of employees wanting to grow their careers with us to co-create our vision of success for the future.



Isobel Lincoln is senior vice president of human resources for URW. For more information, visit URW.com.

girl scouts
greater los angeles

Congratulations

to the nominees from Girl Scouts of Greater Los Angeles!



CEO of the Year

Theresa Edy Kiene
Chief Executive Officer



Mentor of the Year

Hon. Sandra Klein
U.S. Bankruptcy Judge for the Central District of California



Community Impact Advocate

Tania Van Herle
Co-CEO of HED;
Vice Chair, GSGLA Board of Directors



Executive of the Year

Brenda Zamzow
Chief Financial and Administrative Officer

Filling the Leadership Pipeline with Future Women Leaders

There are a lot of misconceptions about Girl Scouts. The truth is, this iconic organization has provided a time-tested, stereotype-bashing, glass-ceiling-smashing leadership program since 1912, and here in Los Angeles since 1922.

Girl Scout alumnae include some of the most influential leaders in history, including prolific labor leader and civil rights activist, Dolores Huerta; the first woman to sit on the Supreme Court, Associate Justice Sandra Day O'Connor; the first female Secretary of State, Madeleine Albright; and the first Black woman to travel to space, Mae Jemison. Venus Williams, Taylor Swift, Michelle Obama, and Martha Stewart were also Girl Scouts. Further, the 50 million alumnae worldwide combined with current Girl Scouts have an estimated \$1 billion in purchasing power.

Solving today's complex challenges demands collaborative leadership and innovative perspectives—investing in girls' leadership development will yield enormous returns in economic, social, and public health progress.

LEVELING THE PLAYING FIELD IN GENDER EQUITY

For girls, the door to confident leadership

starts to close early. By age six, they believe boys are smarter, and by age 10, a girl's self-esteem plummets. The same years – ages 8 to 14 – are prime years for Girl Scouting, which has outcomes proven to improve a girl's sense of self. Girl Scouts is leveling the playing field in gender equity and removing obstacles to success that face women and girls, fueling the female leadership pipeline. In fact, 80 percent of women tech leaders, 50 percent of women business leaders, and 76 percent women U.S. senators were Girl Scouts. Nearly all alumnae hold leadership roles and the large majority vote.

Research shows Girl Scouts are less likely to engage in high-risk behaviors, and more likely to finish high school and aspire to high earning careers than their non-Girl Scout peers.

THE POWER OF 50,000 GIRL SCOUTS THROUGHOUT GREATER LOS ANGELES

At Girl Scouts of Greater Los Angeles (GSGLA), 33,000 girls in grades K-12 are inspired and prepared to realize their full potential through the Girl Scout Leadership Experience, supported by 17,000 trained adult volunteers. They follow a research-backed, one-of-a-kind skill-building and leadership develop-

ment program focused on four key areas (entrepreneurship, STEAM, outdoors, and life skills) and rooted in three core ways of learning: girl-led, cooperative, and learning by doing.

Girl Scouts practice leadership throughout their journey – even Daisy Girl Scouts as young as five are encouraged to participate in community service projects—culminating in the Girl Scout Gold Award, the highest and most prestigious honor in Girl Scouting. Girl Scouts in grades 10-12 engage in a rigorous process that calls for leadership at the highest level, and tackle passion projects. Each spends 80-plus hours identifying an issue, working with local leaders to creatively address it, and taking action that leads to measurable change. In 2023, 212 GSGLA Girl Scouts earned the Gold Award, the largest class of 111 councils in the country for the 12th year in a row. Projects focused on reducing carbon footprints, introducing underrepresented groups to technology, raising fentanyl awareness among teens, and managing mental and physical health.

MAKING GIRL SCOUTS ACCESSIBLE TO ALL GIRLS, EVERYWHERE

GSGLA's vision is to prepare every girl for a lifetime of leadership—whatever leadership

means to her and no matter her family's zip code, background, or socioeconomic status. Currently, one-third of GSGLA Girl Scouts live in low-income communities and, through its community partnership program, GSGLA works with trusted youth-serving organizations in Title I school districts to provide its programs at no cost.

In 2022, GSGLA opened the Inglewood Innovation Center, an inspiring space offering hands-on opportunities for experiential learning and workshops during after-school, evening, and weekend hours. Providing robust STEAM enrichment to the surrounding areas of high need, GSGLA is building the next generation of female community leaders, who are poised to affect sustainable change.

Courage, confidence and character are key tenets of the Girl Scouts mission. Each Girl Scout makes a commitment to a value system recited in the Girl Scout Promise. These are the guardrails for behaviors that are expected of them not just when participating in Girl Scout activities but always, instilling values that will guide them well through their lives, careers, education, and relationships.

To learn more, visit girlscoutsla.org.



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CONGRATULATES OUR 2023

Los Angeles Business Journal Women In Leadership Nominees

THIELLY FERREIRA



Senior Vice President, Design
 LABJ WOMAN TO WATCH NOMINEE

ISOBEL LINCOLN



Senior Vice President, Human Resources
 LABJ EXECUTIVE OF THE YEAR NOMINEE

Women's Representation in Staffing Leadership Grew in 2022

More than 42% of CEO/owners in staffing are women vs. 8.8% in Fortune 500 companies

The percentage of women who serve as chief executive officers and owners in the staffing industry showed moderate improvement 2020 to 2022 despite setbacks that occurred during the COVID pandemic, according to a recent survey released by the Women Business Collaborative with support from the American Staffing Association, National Association of Personnel Services, Staffing Industry Analysts, and TechServe Alliance.

The number of women chief executive officers and owners in the staffing industry reached 45% in 2022, up only slightly from 44% in 2020. This is compared to the national average of 21%, as reported by the US Census Bureau in 2019.

Notable findings include:

- Women comprise 66% of staffing's internal workforce but only 37% of board seats.
- 53% of CEO and owner roles at small agencies are filled by women, compared with

18% at large firms.

- Salary review and equalization jumped from the fourth most common activity to advance women in leadership in 2020 to the most common in 2022.

"Women's voices continue to grow in the staffing industry and we still have work to do to reach full gender parity," said Threase Baker, chair of the American Staffing Association.

"I am so proud of the WBC and the four supporting organizations and research firms that helped us with this historic second benchmark survey on gender equity in the staffing industry," noted Kip Wright, board member with the WBC. "While the survey provides encouraging insight into the progress our industry has made around this critical topic, there is much we can learn from our participants to help further guide us along this journey toward true and lasting gender equity."

This is the second benchmark survey issued in conjunction with the Women Business Collaborative and the four major associations and research firms in the staffing industry – American Staffing Association, National Association of Personnel Services, Staffing Industry



Analysts, and TechServe Alliance. The survey, which was distributed widely to senior executives across the staffing sector, included over 600 separate responses.

Survey questions ranged from the composition of board, CEO, and executive roles, to the underlying gender-related demographics of the business. It was developed to facilitate the publication of the survey in a dynamic dashboard that would allow readers to view differ-

ing dimensions of each answer based on those underlying demographics. The resulting survey results are both rich in content and revealing in their results.

To learn more about ASA diversity, equity, and inclusion initiatives, visit americanstaffing.net/diversity.

To learn more about the WBC, visit wbcollaborative.org.

LEADERSHIP IN COMMERCIAL REAL ESTATE

Kennedy Wilson Property Services supports greater representation by women in the commercial real estate industry.

Over 60% of our senior leadership team is comprised of women, and we are proud to recognize Christine Deschaine and Suzy Foster for their 10 years of service to our company. Their ongoing pursuit of excellence on behalf of our clients is unparalleled.



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 SENIOR VICE PRESIDENT, BROKERAGE



SUZY FOSTER
 MANAGING DIR.
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Women Occupy Increasing Number of Tech C-Suite Positions

Late last year, the Women Business Collaborative (WBC) released its first Women Corporate Tech Executives in America Report with lead sponsor Deloitte and 12 other companies to examine the role of women tech leaders in the C-suite across industries. Women hold 24% of tech C-suite positions and represent 8.7% of tech CEOs in the Fortune 500. The position held with the highest percentage of women is chief information officer (CIO), where women occupy 27% of the roles.

WBC analyzed executive leadership at over 5,000 companies, specifically aggregating data on twelve C-suite positions whose roles focus on technology. These positions include chief information officer; chief security officer; chief information security officer; chief technology officer; chief data scientist; chief data officer; chief data analytics officer; chief analytics officer; chief data science officer; chief digital officer; chief digital information officer, and CEOs of tech companies.

The numbers of women in these positions are highest in the Fortune 500, S&P 500, and Russell 3000. The promotion of women in private companies lags as women only make up 11.4% of tech C-suite positions in private com-

panies with over \$1 billion in revenue.

It is critical for companies to have tech leadership and diverse leaders in the C-suite and to create pathways that help ensure equity in tech leadership.

"This report is important as it is the first time the information on the roles and 12 positions across industries has been analyzed to determine who is leading these critical leadership position and what are the pathways to leadership," stated Edie Fraser, CEO, WBC. "We are thrilled to collaborate with key corporate sponsors, organizations focused on ensuring diverse leadership in technology and leading academic institutions preparing the next generation of leaders."

"To advance equity, you need to disaggregate and drill into data to truly understand where the gaps are and get to the root causes – the systemic causes creating inequities," said Janet Fouty, executive chair of the board, Deloitte US. "Despite modest progress, there are still too few women in influential technology leadership roles, let alone thriving in leadership roles. This WBC report surfaces important data needed to get to the heart of the matter – where the opportunity and gaps are for women

'To advance equity, you need to disaggregate and drill into data to truly understand where the gaps are and get to the root causes – the systemic causes creating inequities. Despite modest progress, there are still too few women in influential technology leadership roles, let alone thriving in leadership roles.'

JANET FOUTY, DELOITTE US

to attain and thrive in technology leadership roles."

Deloitte was the lead sponsor of the report. Twelve additional companies contributed to this report, including: ASGN, Bank of America, Capital One, Cigna, Cielo Staffing, Diligent, Diversified Search Group, IBM, NetApp, Sanofi, Verizon, and Wells Fargo. As well, WBC worked with Digital Directors Network, Stanford Women in Data Science and more than ten Partner Organizations in the Women in Technology Action initiative,

including groups like Executive Leadership Council, and the WIT Network.

The report covers companies in the Fortune 500, S&P 500, Russell 3000, and Private Companies over \$1 billion in revenue. The report showcases insights from companies leading the way in promoting diverse tech talent and features interviews with women occupying these positions today.

For more information and to download a copy of the report, visit wbcollaborative.org.

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Unique Challenges for Women Small Business Owners

Office Depot's recently released Second Annual Women's Small Business Survey revealed that 2022 was a stressful year for female entrepreneurs. In the new survey of 1,000 female small business owners, over half (63%) of those who opened their business prior to 2022 said the past year has been the most challenging for their business for a myriad of reasons including fatigue, finding employees, funding, marketing and more. However, despite those challenges, they also said they enjoy being their own boss (70%) and nearly three quarters say their work-life balance has improved since opening their own business.

More than half (55%) of women surveyed also reported that they run their businesses primarily from home. This means substantial investments in building a dedicated at-home workspace. In fact, one in five claim they've invested more than \$5,000 of their own money in at-home equipment and tools to help run their business. This includes purchases like laptops (36%), printers (35%) and software programs (24%).

"The last few years have demonstrated that it's possible to start, run and grow a successful business from home with the right products, services and solutions," said Kevin Moffitt, executive vice president of The ODP Corporation and president of Office Depot. "We're

committed to helping these entrepreneurs get everything they need to succeed, while also providing quick and convenient pickup and delivery options, plus ways to save."

According to the survey, success can be measured in several ways. Over the next year, respondents are aiming to grow their profit (59%), gain more customers (53%), expand their business (28%) and more.

"We're dedicated to finding new, innovative solutions to help our customers achieve their unique visions of success," said Wesley Brinkhurst, vice president of marketing for Office Depot. "This survey is an important way for us to better understand their needs and learn what motivates them, so we can continue to find new ways to support them."

Office Depot also recently launched a new brand platform, Imagine Success, with every element specially designed to help fuel customers' passions, power their potential and help them achieve their goals. From new curated shopping experiences for small business, home office, and education solutions to informative articles, customer success stories, inspirational videos and more, Imagine Success will come to life online at officedepot.com, across digital platforms, in Office Depot and OfficeMax stores and more.

For more information, visit officedepot.com.



ERVIN COHEN & JESSUP LLP

**Congratulations to our Partners
 Vanja Habekovic & Joan Velazquez
 2023 Women's Leadership Symposium & Awards**



**Woman
 to Watch**

**Mentor of
 the Year**



U.S. Small Business Administration Awards New Regional Grants to Spur Innovation

Administrator Isabella Casillas Guzman, head of the U.S. Small Business Administration (SBA) and the voice for America's 33.2 million small businesses in President Biden's Cabinet, announced additional grants designed to create or sustain innovation initiatives and high-quality jobs through consortiums of regional businesses known as regional innovation clusters. The new grants, totaling \$319,000 and \$240,800, will go to two new small business innovation clusters in Oregon and Mississippi, respectively, adding to the portfolio of communities, including Los Angeles, that the agency supports through its Regional Innovation Clusters (RIC) initiative.

"America is home to the world's best innovators, and these new grants to support technology advancements in shipbuilding in Mississippi and agriculture in Oregon will accelerate the creation of new ventures and jobs," said Administrator Guzman. "I am proud to expand SBA's Regional Innovation Clusters as they deliver significant and positive economic outcomes in local, and especially underserved communities."

"NVision looks forward to growing the Unmanned Coast cluster in the central Gulf of Mexico Region," said NVision Solutions Inc.,

president and CEO Socorro Harvey. "The SBA Regional Innovative Cluster initiative will be an incredible catalyst for the rapidly growing autonomous sea systems sector in the Gulf South that combines our legacy of shipbuilding with cutting-edge engineering driven by the local U.S. Navy, NASA, and NOAA presence to serve an \$11.3 billion U.S. market."

"We are thrilled at being selected as the newest RIC," said Alex Paraskevas of rural innovation catalyst, AgLaunch in Oregon. "It allows us to expand our existing work based on the AgLaunch model, which places farmers at the center of innovation and economic development. It helps us build on the strengths of other AgLaunch regional clusters and to expand the Farmer Network in Oregon. Most importantly, it helps us leverage Willamette Valley's preeminence in specialty crop production and infrastructure to create, refine, and deploy better tools for farmers and agribusinesses."

The addition of these two new clusters raises the total number of SBA-supported clusters to 14.

One of the existing clusters is Larta, Inc, based in Los Angeles, with a focus on bioscience and healthcare.

The clusters exist to help small businesses

'America is home to the world's best innovators, and these new grants to support technology advancements in shipbuilding in Mississippi and agriculture in Oregon will accelerate the creation of new ventures and jobs. I am proud to expand SBA's Regional Innovation Clusters as they deliver significant and positive economic outcomes in local, and especially underserved communities.'

ISABELLA CASILLAS GUZMAN, SBA

thrive through purposeful, strategic, and focused economic development. Working together as networking hubs to maximize their resources, RICs enable small businesses to compete on a larger scale. These new clusters will attract, create, and grow new business startups throughout several regions, expanding the connectivity of technology and promoting business formation while fostering innovation, commercialization, business acceleration, mentorship, and sustainability.

The U.S. Small Business Administration

helps power the American dream of business ownership. As the only go-to resource and voice for small businesses backed by the strength of the federal government, the SBA empowers entrepreneurs and small business owners with the resources and support they need to start, grow, expand their businesses, or recover from a declared disaster. It delivers services through an extensive network of SBA field offices and partnerships with public and private organizations.

To learn more, visit sba.gov.

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Congratulations to **Jenna Knudsen** on being named one of *Los Angeles Business Journal's* 500 Most Influential Individuals in Los Angeles and a Women Leadership Awards honoree. We applaud all of this issue's nominees.

Jenna Knudsen, AIA
 Managing Principal, CO Architects

NOMINATE TODAY



LOS ANGELES BUSINESS JOURNAL

**WOMEN OF INFLUENCE:
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The *Los Angeles Business Journal's* 2023 Women of Influence: Manufacturing custom content is coming up.... A dedicated section in the **October 9** issue will recognize your outstanding professionals in the industry. Nominees will be selected based on their professional achievements, community leadership, milestones, and notable accomplishments during the past 12-18 months.

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Survey Reveals Key Opportunities and Challenges for Women Business Owners

According to NAWBO's most recent survey, nearly 92% of women-owned businesses are microbusinesses, businesses with fewer than 25 employees

Last month, the National Association of Women Business Owners (NAWBO) and ADP released the results of a survey of women business owners. Nearly 92% of women-owned businesses are microbusinesses, businesses with fewer than 25 employees. While the businesses may be small, they provide the lion's share of the family income, with 63% of the business owners providing 50-100% of the household income. By giving these businesses the resources to grow, we will see an opportunity to increase wealth in our most underserved populations.

"Women business owners are the drivers of our nation's economy and the leaders in our communities," said Karen Bennetts, NAWBO National Board chair. "By supporting women business owners and providing them with

the necessary resources, we are building the bridge to wealth creation, allowing them to grow and scale their businesses. We appreciate the support of great companies like ADP who recognize this vital section of the American economy."

"ADP is proud of our partnership and of supporting women-owned businesses and organizations, like NAWBO, that help propel women entrepreneurs into economic, social and political spheres of power worldwide. Women-owned businesses create a huge impact on our economy and we recognize the importance of supporting and partnering with organizations like NAWBO so that we can help further their opportunities for success," said Laci Buzzelli, senior vice president of sales for ADP Small Business Services.

According to the 2021 Annual Business Survey (ABS), which covers the reference year 2020, women-owned 1.24 million or 21.4% of employer firms in the US. Women-owned businesses account for \$1.9 trillion in receipts, 10.9 million employees, and \$432.1 billion in annual payroll.

One of the challenging pain points described in the survey results is hiring. While hiring has been challenging in many industries,

survey results show that 41 percent of NAWBO members report hiring is more difficult than ever before. Many reported losing an applicant to a competitor. Forty-three percent had no staff, so losing out on an applicant could mean the difference between missing or making an order fulfillment deadline.

The good news is that there are strategies to help ease the stress of hiring. Smaller businesses may even have an advantage in making themselves more appealing to applicants, said Kiran Contractor, director of talent acquisition at ADP. "As a small organization, you can take a personalized approach." She encourages small

business owners to do their best to determine what applicants value and incorporate that into the offer.

Founded in 1975, NAWBO is the unified voice of America's more than 12 million women-owned businesses representing the fastest-growing segment of the economy. NAWBO is the only dues-based organization representing the interests of all women entrepreneurs across all industries. NAWBO develops programs that help navigate women entrepreneurs across all industries.

Learn more at NAWBO.org.

'Women business owners are the drivers of our nation's economy and the leaders in our communities. By supporting women business owners and providing them with the necessary resources, we are building the bridge to wealth creation, allowing them to grow and scale their businesses.'

KAREN BENNETTS, NAWBO

Willkie congratulates partner **Misty Sanford**



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