Innovation: An Essential Building Block for Organizational Prosperity and Survival

Friday, March 28, 2014
2 - 7:30 p.m.
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Session 1 - 3:15 - 4:45

Topic: Social Media in Service
Moderator: Janet Wagner

Alphonse MacDonald | The National Academies

Alphonse MacDonald is the Director of Marketing and Technology. In this role, he leads specialist and cross-matrix teams to successfully complete strategic communications, marketing, and technology initiatives. Alphonse began his career with Island Press, Center for Resource Economics, where he spent 8 years and was promoted to become the Director of New Media and Information Technology. He then joined Conservation International as the Senior Director in Digital Strategies. He subsequently joined the National Academies as the Director of Digital Operation and Internet Technologies. Alphonse holds a MBA degree from Carey School of Business at Johns Hopkins University. Currently, Alphonse is also an Associate Professor at Georgetown Washington University, where he teaches Electronic Publishing Theory & Practice.

http://goo.gl/OPYTSP (LinkedIn)

Lucia Stoller | Marriott International

Lucia Stoller is the Director of Social Marketing. Lucia is a digital marketing and social media professional who is experienced in managing teams to drive business results through integrated campaigns and partnerships. Lucia graduated from Middlebury College with a BA of Literary Studies. Upon graduation, she started her career as the Assistant Copywriter of Avon Products. Later she joined The Communication Group as the Social Media/Client Engagement manager. In 2008, she became the Marketing Director of
Honey magazine. She then worked for Attention as Associate Director and for Ann Taylor as Senior Manager, Social Media & Digital Marketing.

Reference: http://goo.gl/XDldsU (LinkedIn)

**Jason Siegel | Bluetext**

Jason Siegel is Partner and Creative Director. As principal, chief marketing officer, and head of the Bluetext creative and digital services group, Jason manages and directs development of a wide range of interactive services for Bluetext clients. He has an exceptional record for great client service with all facets of creative and digital services. Prior to founding Bluetext, Jason was a Partner at Qorvis for 8 year. He joined Qorvis after merging his digital agency with Qorvis. Siegel founded his own interactive agency, Internet Gravity, in 1998, and grew the company’s clientele exponentially. He has produced, designed, and built more than 500 websites for a variety of businesses and was selected by Yahoo as the nation’s best college web designer of 1998. Jason has won numerous awards, including 40 Under 40 Winner, App of the Week New York Times 2009 Obama Inauguration, and AdAge Top 10 Branded App of 2009, AAMMCO iGauge. Jason holds a master degree in Executive Leadership from the McDonough School of Business at Georgetown University.

Reference: http://goo.gl/qLUENj (LinkedIn)

**Jonathan Rick | The Jonathan Rick Group**

Jonathan Rick is the founder and president of the Jonathan Rick Group. In his role, he helps people to leverage the Web via a website, social network, blog, ad, or app. He identifies and implements e-strategies to build brand equity, create buzz, and drive public opinion. Jonathan graduated from Hamilton College with a BA in government. After graduation, he worked for Susan Davis International, Booz Allen Hamilton, and Rock Creek Strategic Marketing, and cut his teeth in “dead-tree” public relations and journalism for the Cato Institute, the American Conservative Union, and Time magazine. His writing has appeared in a plethora of publications, including Mashable, Fast Company, BuzzFeed, and Politico, as well as the book, What We Think: Young Voters Speak Out (2004). He is regularly quoted in the media, including the New York Times, ReadWriteWeb, and
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Computerworld, and has spoken before organizations such as the American Marketing Association, the Public Relations Society of America, and Georgetown University.

Reference: http://goo.gl/JGYkYI (LinkedIn)
Philip Altschuler has 20 years of human resources experience working in a variety of businesses with exposure to all levels of the organization. He is currently the Vice President of Human Resources at Gables Residential; a $3 billion privately held multi-family real estate investment trust with 1300 associates managing 35,000 apartments across the United States. In this capacity, Mr. Altschuler is responsible for all human resources and organizational development activities, including recruitment, executive development, succession planning, compensation, performance measurement and talent management, employee relations, and benefits administration.

Prior to joining Gables, Mr. Altschuler spent 9 years as the Vice President - Human Resources for Federal Realty, a $6 billion public retail real estate investment trust, managing 120 retail assets including shopping centers and mixed use developments. Prior to that he was the Corporate Director of Human Resources for Feld Entertainment, Inc. where he directed human resources for the company’s live shows including Ringling Bros. Barnum & Bailey Circus, Disney on Ice, and Seigfried & Roy in Las Vegas.

Before running away to join the circus, Mr. Altschuler worked for Host Marriott Services where he served in many capacities including Senior Manager of Strategic Staffing, Manager of HRIS & Policy, and Regional Director of Human Resources responsible for operations in seven states. Mr. Altschuler received his MBA from the University of Maryland, Robert H. Smith School of Business and his Bachelor of Science from the University of Nevada, Las Vegas. He is certified as a Senior Professional in HR from the Society for Human Resource Managers and is an active member with several associations including NAREIT (National Association of Real Estate Investment Trusts), NMHC (National Multifamily Housing Council, and ULI (Urban Land Institute). Mr. Altschuler also serves on the Board of Directors for the DC/Metro Chapter of the Cystic Fibrosis Foundation and the Board of Trustees for Montgomery Hospice Caring.
Eric Barger, Ph.D.

Eric Barger is Vice President, Global Talent Management. He is responsible for Global Learning & Development, Talent Acquisition and Succession Planning for the organization. Dr. Barger joined McCormick in 2011 where he served in the Global Talent Management area within the Human Relations function.

Prior to joining McCormick, Dr. Barger served in roles of increasing responsibility for the Federal Government with the Departments of Defense and Treasury, Discovery Communications, Financial Industry Regulatory Authority and Constellation Energy. Dr. Barger earned his B.A. in Psychology with a Concentration in Industrial Relations from University of Maryland, Baltimore County. He also holds M.A. and Ph.D. degrees in Industrial/Organizational Psychology from George Mason University. He is an associate member of the U.S. Industrial Group Headquarters Multiple Management Board, and advisor to the Regional Americas and Global MMB, where he is a passionate supporter of leadership development within the organization. Dr. Barger previously served on the Board of Directors for Partnership for Animal Welfare and is active with both Komen Maryland and March of Dimes. He also provides pro-bono consultation to local non-profits and small businesses. Born in Washington, D.C., and raised in Maryland, he now resides in Howard County with his wife Renee.

Jennifer Cowley

Jennifer Cowley is a Senior Manager in Deloitte Consulting’s Federal Human Capital practice. She has almost twenty years of experience in consulting, spanning human capital, workforce analytics, organizational strategy, systems development, and process improvement. Jennifer has led teams providing consulting services across a variety public and private sector clients, including federal agencies within the Department of Defense and the Intelligence Community as well as in the financial services and telecommunications industries. Jennifer specializes in building workforce analytics capabilities for her clients; guiding organizations through their strategic and analytic journey to data-driven human capital decision-making, efficiencies, and investments.
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Jennifer graduated from Wake Forest University with a Bachelor of Science in Business. She leads Deloitte Consulting’s Federal Human Capital undergraduate recruiting efforts at Wake Forest as well as experienced hire recruiting for Workforce Analytics within the Federal practice.

Wil VandeWiel

Wil VandeWiel serves as the Area President for DORMA Americas (USA, Canada, Central America, & Latin America). Wil is an open-minded senior executive with strategic focus and verifiable year-after-year success achieving revenue, profit, and business growth objectives within highly dynamic, turnaround, and rapid-change environments. He has the ability to transform strategy into implementation, and has extensive experience with highly engineered systems, which require deep understanding of critical business drivers in multiple markets and industries; highly successful in building relationships with customers and business partners seizing control of critical problem areas, and delivering on customer commitments. Wil has successfully managed change-initiatives and company turnarounds founded on deep cultural understanding, building bridges between people, teams and organizations. Wil co-developed the company-wide turnaround plan named ‘DORMA-2020’. He has led and motivated teams in businesses comprised of more than 1,000 employees and managed P&L for businesses exceeding $300 million revenue.

Wil is a pragmatic, customer-focused and performance-driven leader with proven achievements in semiconductor, fiber optic, medical, and building/construction industries. He has extensive business background in international, multi-cultural environments, and has repeatedly produced sustained revenue and EBITA growth in dynamic and changing markets.

Prior to joining DORMA he worked with Bosch Security Systems for about 6 years (serving as Managing Director and Global Quality Director), and Philips Medical Systems for 14 years (where he was the Director of Engineering, among other roles). Wil received his Engineering Mechatronics degree from Fontys Hogescholen, and has participated in business programs at Massachusetts Institute of Technology - Sloan School of Management, and the IMD Business School.
Topic: Healthcare Analytics

Moderator: Bruce Golden

**Margret Bjarnadottir**
Assistant Professor of Management Science and Statistics
Robert H. Smith School of Business

Dr. Bjarnadóttir’s research focuses on data analytics and surveillance system design with applications in health care and finance. Her work includes healthcare cost prediction, drug surveillance, and drug pattern analysis. Dr. Bjarnadóttir has advised health care start-ups such as D2Hawkeye, 360Fresh and Benefit Science on cost predictions and risk evaluations as well as governmental agencies such as a central bank on data-driven fraud detection algorithms. Dr. Bjarnadóttir holds a B.Sc. degree in Mechanical and Industrial Engineering from the University of Iceland and a Ph.D. in Operations Research from the Massachusetts Institute of Technology.

**John Silberholz**
PhD student in the Operations Research Center (MIT)
MIT

John has researched the application of healthcare analytics in the design of chemotherapy regimens for advanced cancers and in the design of population screening strategies for prostate cancer. His research on designing chemotherapy regimens was recently awarded the William Pierskalla Award, the top award for a healthcare paper in operations research. Prior to coming to MIT, John was co-founder of Enertaq, a smartgrid startup company that used analytics techniques to provide electricity grid reliability services. He graduated summa cum laude with bachelor’s degrees in mathematics and computer science from the University of Maryland.
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Arnie Greenland
Distinguished Engineer
IBM

Arnie Greenland is an IBM Distinguished Engineer and Service Line Leader for Public Sector Advanced Analytics and Optimization. In this role, Arnie manages a group of 150 advanced analytics professionals who work in the areas of optimization, simulation, data and text mining, statistical analysis, actuarial analysis and econometric modeling. The practice supports government, healthcare and educational organization clients. Arnie has PhD in Mathematics from The University of Rochester. After graduation, he was an Assistant Professor in Mathematics at George Mason University in Fairfax, Virginia. In 1982, Arnie began a more than 30 year career in consulting. For the last 20 years he has been a senior analytics leader at the IBM Corporation and its predecessor firms (Price Waterhouse and PricewaterhouseCoopers). He was appointed to be an IBM Distinguished Engineer in 2005 and since that time has worked as a services solution innovator and technical leader within the corporation. In addition to Healthcare clients, he has also provided services for a number of government agencies including the IRS, Social Security Administration, Federal Aviation Administration, US Postal Service, and the Departments of Homeland Security, Transportation and Defense.

Suchi Saria
Assistant Professor
John Hopkins University

Suchi’s interests span machine learning, its applications to domains such as natural language and time series data, and health informatics. She is particularly interested in helping solve how can we fix our healthcare system. She works to develop novel ways to capture and analyze our interactions with the health care system to help make inferences about the health of an individual as well as the health system. Her goal is to identify opportunities and develop tools to improve the delivery of healthcare. Suchi was a visiting fellow at Harvard and has a PhD from Stanford.
Richard Brown
Chief Economist
FDIC

Richard A. Brown concurrently serves as the FDIC’s Chief Economist and as Associate Director for Regional Operations in the FDIC’s Division of Insurance and Research. As Chief Economist, he is responsible for developing and communicating the FDIC’s perspective on a wide range of economic and risk management issues. Brown speaks often on the economy before bankers and trade groups, and with the business media. Prior to coming to the FDIC in 1990, Brown held research positions at the Resolution Trust Corporation, the Federal Savings and Loan Insurance Corporation, and the Federal Home Loan Bank Board. Brown completed a Ph.D. in economics at The George Washington University and a B.A. in economics at the University of Cincinnati.

Al Ciafre
Managing Vice President and COO/CFO, Corporate Treasury
Capital One Financial Corporation

Al joined Capital One in 1999, and has since held several management and leadership positions within Corporate Treasury. Throughout this time, his most notable achievements center around building and leading teams and being a champion for change and transformation of critical areas. He is currently servicing as the COO of Corporate Treasury, responsible for all facets of treasury operations and compliance. Prior to assuming this role, Al served in several leadership positions overseeing Capital One’s Corporate Funding, Investments, Securitization, Market Risk Management and Funds Transfer Pricing. Prior to joining Capital One, Al spent six years financing projects aimed at promoting economic reforms in the former Soviet Union. He holds an M.B.A. from the University of Maryland, and a Master’s of Public and International Affairs and B.A. degrees from the University of Pittsburgh. Al lives in Northern Virginia with his wife and three children.
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**Louis Moore**  
Community Banking Group Executive; Executive Vice President  
BB&T  

Mr. Moore has over 35 years of banking experience. He joined BB&T in 1983 has served in numerous leadership positions, some of which include serving as a Business Services Officer, Business Services Manager and City Executive in Greensboro, N.C. He was named the Triad Regional President in 1996 and in 2004 was promoted to Group President as well as being named the East Tennessee Regional President. In 2006 he was named the Charlotte Metro Regional President and Group President. In 2010 he was promoted to Group Executive with responsibilities for the Bank’s 8 Metropolitan Regions.

**August J. Chiasera**  
Senior Vice President  
M&T Bank Corporation  

August Chiasera is a Senior Vice President at M&T Bank Corporation and President of the Bank’s Greater Baltimore / Chesapeake regions. In this role, Augie is responsible for all commercial lending, non-credit sales and customer service activities for Middle Market and Large Corporate Banking customers. In addition, he is responsible for coordinating the efforts of all business lines in the Bank’s Greater Baltimore / Chesapeake communities. Prior to his current assignment, he was responsible for leading a multi-year strategic review of the bank’s lending / deposit business across M&T Bank. Augie joined M&T Bank as an Executive Associate in 1993 and has performed a number of senior line and staff positions throughout the organization. Since relocating to Baltimore in 2002 with M&T’s acquisition of First National Bank of Maryland (Allfirst), Augie has lead M&T’s Small Business Lending efforts throughout Maryland/DC/Northern VA and also managed the Middle Market / Large Corporate Banking divisions for the Baltimore region. Augie actively participates in a number of Baltimore community organization boards including: Center Stage Theater, the Economic Alliance of Greater Baltimore, Big Brothers Big Sisters of the Chesapeake, and the Greater Baltimore Committee Leadership Program. In 2005, he was identified by the Baltimore Business Journal as one of Greater Baltimore’s 40 under 40.
Augie earned his MBA, with honors, from the University of Chicago (1993) and his Bachelor of Science Degree, Magna cum Laude, from Boston University (1989).

He, his wife Melissa and daughters Gabriella and Sophia reside in Baltimore County, Maryland.
Stephen Craig is Managing Partner of enVista’s Transportation business units, Transportation Solutions and Freight Management, providing transportation consulting and transportation operations services including providing transportation invoice audit services for roughly $6B in freight spend. Stephen has more than 20 years of supply chain / transportation consulting experience primarily focusing on transportation technology, its evolution, and leveraging it to create value for shippers & logistics intermediaries by delivering transportation strategy, operations and systems improvements. Prior to joining enVista, he was the founder and president of CP Consulting and was in transportation consulting positions with A.T. Kearney and Deloitte Consulting. Stephen has a bachelor’s degree from Hendrix College in Arkansas and a master’s degree in business administration from Southern Methodist University in Dallas.

John Corso is President and CEO of Coastal Sunbelt Produce. In 2007, Mr. Corso joined Coastal after teaming up with the Company’s executive team and a group of investors to acquire the company from its founders. Under Mr. Corso’s leadership, Coastal Sunbelt has emerged as one of the leading foodservice suppliers of fresh produce and dairy in the Mid-Atlantic and has nearly tripled in size. Today, the company employs over 1000 team members, operates a fleet of 200 refrigerated trucks and distributes over 200 million pounds of product annually. Coastal serves the Mid-Atlantic’s leading restaurants, hospitality and foodservice providers and delivers daily to customers in 6 states and the District of Columbia. In recent years, the company’s processing unit, East Coast Fresh, has experienced tremendous growth and is now a
major regional supplier of fresh cut fruits, vegetables and salsa to the grocery industry. During Mr. Corso’s tenure, Coastal Sunbelt Produce has won many industry awards and certifications. In 2010 and in 2011, the company was named one of the 50 fastest growing companies in Baltimore and was chosen as one of the 100 Best Run Companies in Baltimore by Smart CEO Magazine in 2012.

Prior to joining Coastal, Mr. Corso served as President of Santana Products, an industry leading manufacturer of commercial bathroom partitions based in Scranton PA. At the age of 35, Mr. Corso joined Santana Products as President where he led an experienced team of executives in achieving significant revenue growth and operating efficiencies. In 2006, Mr. Corso departed Santana Products after managing the successful sale of the company to a competitor and doubling investor returns in less than 2 years.

Mr. Corso’s other professional experience encompasses roles in investment banking, strategic consulting and general management. His career includes positions with CIBC Wood Gundy in Toronto, the Boston Consulting Group in Chicago and New York, and Hunt Corporation in Philadelphia - a then NYSE listed manufacturing company. At Hunt, Mr. Corso served as Vice President and General Manager of one of the company’s 2 divisions. He had P&L responsibilities for the US and Europe and at 29, was the youngest member ever to be appointed to the company’s Executive Committee.

John Corso is a native of Canada where he completed his formative education in French. He holds an Honors Degree in Business Administration from the University of Western Ontario and an MBA from Harvard Business School where he graduated as a Baker Scholar. Looking back, John is perhaps most fond of his 8 summers working in the theme park industry. There he led an operations staff of 110 and gained significant front line management experience; experience he feels continues to serve him well to this day.

Mr. Corso is an active member of Young Presidents Organization. He serves on the Board of Directors of Coastal Sunbelt Inc., the Restaurant Association of Maryland, and was recently appointed to the Wholesale Distributor Board of the United Fresh Produce Association. He is married with 2 sons, John (9) and Michael (6). His interests include travel and sports and he lives in Arlington Virginia.
Dr. Matthew Stephen Anthony Feely
Adjunct Assistant Professor of Management and Leadership
Columbia Business School
30 years military experience as a U.S. Navy Supply Corps officer culminating in an assignment as Commanding Officer, Fleet Logistics Center, Yokosuka, Japan, providing logistics services to U.S. Military and non-military entities as well as international organizations operating within the Western Pacific and Indian Ocean regions.
Specialties: leadership, change management, decision-making under conditions of uncertainty, risk management, catastrophe operations, operations and information management, corporate strategy development and implementation, performance measurement, citizen involvement in complex decision-making (citizen governance).
University Teaching: economic theory and applied economics (including environmental economics and behavioral economics), risk management and decision-making, leadership, and industrial organization to undergraduate, graduate and executive-level students.
Session 2 - 5 - 6:30 p.m.

Topic: Gamification
Moderator: Oliver Schlake

Barry Tanner
Senior Associate/ Commanding Officer
Booz Allen Hamilton/ Naval Reserve Navy Cyber Forces

Barry Tanner is a Senior Associate in Booz Allen’s Strategic Innovation Group with over 15 years of experience in information sharing, knowledge management, social and mobile technology consulting, helping organizations combine cutting edge technology with process change and engagement techniques to deliver innovative solutions. He is currently leading efforts with both government and commercial clients to improve the impact and adoption of digital technologies through the use of game techniques, social connection and deep analytics. Over his career he has successfully implemented solutions for companies such as Framatome Nuclear Technologies, GE Capital and Biersdorf Jobst, as well as multiple government organizations including the Joint Staff, Defense Information Services Agency, and US Africa Command. He holds a bachelor of science from the United States Naval Academy, an MBA from Brenau University, and is a 23 year Navy Veteran (Active and Reserve).

Porter Stowell
Gamification Strategist
IBM

Porter believes that games are naturally the medium that one thinks of when considering cross-cultural, gender, age engaged entertainment. For the past 5 years, Porter has motivated clients to innovate their business models through game mechanics and design. The range of aspects of games can start at the lower end with "Gamification", ramping up to a more explicit "Serious Game". Supporting new ventures in interesting, yet challenging industries such as education, sustainability,
healthcare, and financial services, Porter has discovered a profound thrill working with visionary organizations that are committed to changing paradigms through great game design.

Steve Lunceford
Specialist Leader
Deloitte

20+ years’ experience in marketing, branding, media relations and strategic communications, working for clients such as Choice Hotels, Coca Cola, Fox Studios, the Jones Group, NASCAR, Nike, the NFL, Paramount, RadioShack, Sprint, and more. Steve’s current focus is around expanding the use of digital marketing and social media throughout large enterprises.
Steve brings broad-based experience, knowledge and skills in corporate positioning and raising awareness for brands and consumer products and services to Fortune 500 clients. Steve is also a specialist in crisis communications planning and execution, having managed issues from stock delisting, to bankruptcies, to hostage situations.
With over 16 years of managing award-winning digital marketing programs, Steve created a social networking tool for government, which was featured in Mashable, USA Today, eWeek and other publications before being acquired by GovLoop, the number one social site for government.
Panelist Bios

Topic: Startup Accelerators

Moderator: Brent Goldfarb
Student Lead: Shivani Mayini

John Bullard
Lead Staff Engineer
Distil Networks

John Bullard heads Sales Engineering and User Support at Distil Networks. His group works closely with the Enterprise Sales unit to service many Fortune 500 companies and Alexa Top 1,000 web properties throughout the sales cycle. Previously John was Cofounder and CTO of Flomio, a venture backed TechStars company focused on bridging the digital and physical world through Near Field Communication (NFC). There he led product development and the accompanying Kickstarter campaign for the FloJack; the world’s first NFC reader for iOS. Prior to becoming a born again entrepreneur John was a Technical Program Manager at the Microsoft where he focused on implementing security and scalability features for the Office 365 suite of products.

Aaron Epstein
Co-Founder, Chief Product Officer
Creative Market

Aaron Epstein is the co-founder and Chief Product Officer of Creative Market, a marketplace for graphic design content like fonts, icons, website themes, and more. He graduated from the University of Maryland with a degree in Business in 2003, and spent the next 6 years running a software company that began in his dorm room. After going through Y Combinator in 2010, he went on to raise more than $3M to launch Creative Market, which was just acquired by Autodesk last month, less than 16 months after launching.
Jonathon Perrelli
Co-Creator / Co-Producer / Executive Producer
Startupland
Managing Director, Fortify Ventures

Jonathon is an entrepreneur, an early-stage technology investor, and most recently he became a filmmaker. As an advisor and board member to a select number of startups and accelerators, Jonathon provides support and guidance for founders and emerging tech companies. Jonathon is also an advisor to 1776dc, mentor and judge for several Startup Weekend(s) and Lean Startup Machine events, he served as a mentor aboard the inaugural Millennial Trains Project, and many more. He is a frequent speaker on topics related to entrepreneurship, fundraising, accelerators, startup ecosystems, and building emerging technology companies.

Deborah Tillett
President and Executive Director
ETC (Emerging Technology Centers)

Ms. Tillett is responsible for management and oversight of the City of Baltimore’s Technology and innovation center. In that role she provides the guidance, leadership and resources necessary for entrepreneurs to start, grow and succeed with their businesses. Prior to joining ETC, Ms. Tillett served as president and co-founder of Immersive 3D, LLC, a technology start-up in the Educational Technology space. From June 2009 to April 2010, Ms. Tillett was President and consultant for Kalypso Media USA, Inc., a subsidiary of a German-based computer game company, where she provided start-up guidance and strategic direction for its U.S. operation. Additionally, she ran her own business, Deborah Tillett Consulting, LLC, providing management, marketing, and media consulting for technology start-ups and growth-stage companies interested in global strategies. Ms. Tillett also worked as president and executive vice president from 2001-2008 for BreakAway Ltd., a gaming -technology software company, where she was responsible for the growth and oversight of its entertainment division. Ms. Tillett received a B.S. degree from Towson University in 1976 and a M.B.A. from Loyola Sellinger School in 2000. Ms Tillett is currently on the Advisory Board of the Innovation Centre @ Bayview Yards, City of
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Ottawa/Ville d’Ottawa. She is the Emeritus Chair, Board of Advisors for College of Business and Economics at Towson University and a board member for the Julie Center (a non-profit S.E. Baltimore community organization). Ms. Tillett was named the 2004 Innovator of the Year by The Daily Record received the 2005 Bravo Award, Smart Woman Magazine and was a 2006 Dean’s Recognition Award Distinguished Alumni, Towson University. She was named one of the 100 Most Influential Women in Gaming in 2006.
 Topic: Creating Shared Value

**Moderator: Melissa Carrier**

**Student Lead: Zerina Borhan**

**Alison Taylor**
Vice President, Sustainability- Americas
Siemens Corporation

Alison Taylor is Vice President, Sustainability-Americas. In this position, she is responsible for driving the sustainability program for the Americas and acting as a resource for sustainability initiatives across Siemens’ business sectors. As Siemens expands its sustainability initiatives and strives to improve consistent global implementation of environmental goals, Alison will also be creating and participating in sustainability initiatives to advance knowledge, skills, tools and capabilities company-wide.

Prior to joining Siemens, Ms. Taylor was Chief Counsel to the U.S. Senate Committee on Environment and Public Works for five years, and counsel to the U.S. House Committee on Energy and Commerce for six years.

Prior to her service on Capitol Hill, Ms. Taylor was an equity partner in the Denver-based law firm Davis, Graham and Stubbs, LLC.

Ms. Taylor graduated from Duke University with an undergraduate degree in biology, and the University of Denver with a juris doctorate degree.

**Angela Peluso**
Director, Office of Corporate Citizenship
Verizon

Angela Peluso serves as the director of corporate citizenship for Verizon and is responsible for marketing and communications of Verizon’s corporate responsibility and philanthropic initiatives. Verizon’s vision is to use its advanced network technology to develop powerful answers to some of the world’s most pressing challenges. Creating business and community value is what we call “shared success” – our approach to corporate responsibility and long-term growth for our shareholders.
Previously, Peluso was a director in the company’s Corporate Employee Communications organization. During her tenure, she developed a series of communications programs that branded Verizon’s external initiatives internally with employees to improve engagement and launched the first-ever companywide intranet.

Prior to this role, Peluso has held a number of product development and marketing roles throughout the company and has expertise in transforming next-generation product concepts into growth businesses and bringing new sources of revenue to the company.

Peluso began her career at GTE in 1998. A graduate of Purdue University, she has served on the Board of the International Association of Business Communicators DC Metro Chapter and is an active volunteer with the Junior League of Washington. She currently resides in Washington D.C.

**John D. Trybus, APR**
Senior Account Executive, Social Innovation
Waggener Edstrom Communications

John Trybus, APR is a communications and marketing strategist focused on driving social impact by advising a number of nonprofits, foundations and responsible businesses as a member of Waggener Edstrom Communications’ social innovation practice. He has deep expertise in shared value partnerships, cause marketing and strategic nonprofit messaging.

John also serves as a research fellow at the Center for Social Impact Communication where he created the award-winning multimedia series The Social Strategist project, a year-long exploration that aims to create a dialogue on effective cause-based communication with 60 of the most innovative thinkers and doers - from organizations like Special Olympics, Share Our Strength, Southwest Airlines and Chipotle - who frequently work in non-traditional ways to invoke social impact.

Prior to Waggener Edstrom, John served as the personal public relations aide to chimpanzee expert and United Nations Messenger of Peace Dr. Jane Goodall and the Jane Goodall Institute where he was responsible for the strategic planning and implementation of her perpetual 300-day-per-year global speaking tour. During his tenure, John traveled with the environmental rock
star to 40 U.S. states (many more than once) on a world tour that annually reached more than 130,000 people in person and raised nearly $1 million.

John has a master’s degree in public relations and corporate communications from Georgetown University, where he graduated magna cum laude and currently serves as an alumni instructor in the program’s signature Cause Consulting course, and an undergraduate degree in political science and communications from George Washington University.

He was named to PRNews' 15-to-Watch list and has also been honored with awards from the Arthur W. Page Society, Georgetown University, the Public Relations Society of America and the International Association of Business Communicators.

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**Gavin Cepelak**

Director, International Corporate Volunteerism  
PYXERA Global

Gavin Cepelak is the Director of International Corporate Volunteerism (ICV) at PYXERA Global where he leads teams in developing and overseeing the proper implementation of multiple corporate ICV programs throughout the world. Gavin has experience in team leadership, client management and implementing corporate leadership, CSR, and business development programs in Asia, Sub-Saharan and North Africa. He has worked at PYXERA Global since 2009 on program design, management, business development, and plays a lead role in building the International Corporate Volunteerism practice. Gavin also manages and facilitates the ICV Leadership Council, which is a global community of 18+ corporations that are implementing ICV programs, also known as Global Pro Bono. The goal of the council is to promote the expanding field of ICV and highlight its impact on participants, corporations, and global challenges.

Prior to working at PYXERA Global, he was a United States Peace Corps volunteer assisting small businesses in Morocco, and a Business Development Manager and World Bank Liaison at the Australian Trade Commission where he assisted Australian firms win development contracts and establish partnerships with US based prime contractors. Gavin has worked or lived extensively in a number of countries including Australia, Philippines, Thailand, Singapore, Morocco, South Africa, Kenya, Sri Lanka, China, and India. Gavin graduated from Sacred Heart
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University with a BA in International Business in 2003 and is a graduate of the Princeton Alumnicorps’ Emerging Leaders professional development program.
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Topic: BIGDATA

Moderator: Louiqa Rashid

Student Lead: Lily Matusiak

Michael Atkin
Managing Director
Enterprise Data Management Council

Mike is a professional facilitator and has been a financial information industry advocate for over 25 years. He is currently the Managing Director for the Enterprise Data Management Council. Mike is an active participant in industry initiatives, provides consultation to global market authorities on the data implications of financial regulatory reform and is recognized as an expert in reference data strategy, governance, data quality and standards.

Nitish Sinha
Economist
Board of Governors of the Federal Reserve System

Nitish Ranjan Sinha is an economist who studies how prices incorporate. He is also interested in quantifying textual information. He received PhD in finance from University of Maryland. Prior to working at the board, he worked at University of Illinois at Chicago as an assistant professor of finance. He is an economist at the Federal Reserve Board. His current research topics includes text Analysis, Market Efficiency, Informed Trading, and Value Premium.

Shawn Mankad
Assistant Prof of Business Analytics
Robert H. Smith School of Business

Shawn Mankad is an Assistant Professor in the Department of Decision, Operations and Information Technologies. He received a B.S. in Mathematics from Carnegie Mellon University and a PhD in Statistics from the University of Michigan in 2013. His research develops new methodology for visualization and pattern
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extraction within vast quantities of data. The motivation and application areas for his research arise from network analysis, and financial and health care analytics. Dr. Mankad actively collaborates with Economists at the Federal Reserve Board, where he worked during the 2012 summer, to explore the roles of networks and machine learning tools in the study of financial markets.

Bill Nichols
Senior Advisor
US Department of the Treasury
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Topic: Dodd-Frank and JOBS Act

Moderator: Kathleen Hanley

Student Lead: Chavuanne Wills

Scott W. Bauguess
Deputy Director and Deputy Chief Economist, Division of Economic and Risk Analysis
U.S. Securities and Exchange Commission

Scott W. Bauguess joined the SEC in July 2007 as a Visiting Academic Scholar from Texas Tech University, and gave up his academic position in 2009 to assume full-time responsibilities at the Commission. Dr. Bauguess received his Ph.D. in Finance from Arizona State University in 2004 and prior to that spent six years working as an electrical engineer in the semiconductor industry. His research centers on issues related to corporate finance, accounting, and governance, and his work has been accepted for publication in the Journal of Accounting and Economics, Journal of Corporate Finance, Journal of Applied Corporate Finance, and Journal of Banking and Finance.

Dr. Jennifer Marietta-Westberg
Deputy Director and Deputy Chief Economist, Division of Economic and Risk Analysis
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Dr. Jennifer Marietta-Westberg is a Deputy Director and Deputy Chief Economist of the Division of Economic and Risk Analysis (DERA) at the U.S. Securities and Exchange Commission. She oversees the policy and rulemaking support offices of the division in the areas of investment management, financial intermediaries, and market structure. She also oversees DERA’s litigation support activities. Dr. Marietta-Westberg joined the Commission in 2006 as a Visiting Scholar, and she became an Assistant Director in 2010. Prior to joining the Commission, Dr. Marietta-Westberg was an Assistant Professor at Michigan State University. She graduated from the University of Iowa with a Ph.D. in Finance in 2000. Her research interests include initial public offerings, universal banking, and investments.
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**Jonathan S. Sokobin**

Chief Economist and Senior Vice President  
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Jonathan S. Sokobin, Chief Economist and Senior Vice President, oversees FINRA's Office of the Chief Economist. In this role, he works closely with the Office of General Counsel and other departments in developing new rules, analyzes the regulatory impact, including costs and benefits, of existing and potential rulemakings, and gathers and analyzes data on securities firms and markets.

Previously, Mr. Sokobin was Acting Deputy Director, Research and Analysis in the Office of Financial Research at the U.S. Treasury Department. He joined the U.S Treasury Department in 2011 as Chief of Analytical Strategy in the Office of Financial Research. Prior to joining the Treasury Department, Mr. Sokobin was Acting Director of the SEC’s Division of Risk, Strategy, and Financial Innovation. He joined the SEC staff in 2000 and held various positions, including Deputy Chief Economist and Director of the former Office of Risk Assessment. From 1998 to 2000, he was a Senior Research Fellow at the SEC.

Mr. Sokobin began his career as a member of the faculty of the Cox School of Business at Southern Methodist University. He received his Ph.D. and MBA in finance from the Graduate School of Business at the University of Chicago, and his bachelor's degree from Ohio State University.