



OPENING DOORS FOR WOMEN®

DETROIT

---

24 October 2019

Lear Innovation Center  
119 State Street

# **POWER:** Opening Doors for Women®

**POWER: Opening Doors for Women®** is a 15-year organisation with programs on three continents. We convene economists, sociologists and corporate leaders—women and men—from across the globe to discuss the new business imperative, inclusivity. Global economic recovery depends on women entering and contributing to the workforce. Women and men working together will create inclusive environments that spur creativity, innovation and leadership.

**POWER** continues to provide engaging discourse on today's foremost career and leadership topics, and intimate gatherings with preeminent thought leaders and business leaders, as well as tomorrow's leaders. **POWER** is recognized, supported and sponsored by Fortune 500 companies, top law firms and leading civic organisations.

---

## The Future of the Global Workplace

### **Talent Development, Disruptive Technology, and Geopolitical Uncertainty**

Understanding the future of work is crucial to positioning yourself, and your organisation, for success. What jobs will become extinct or get created? What skills will be in demand? How will education address talent shortages? The future of work directly reflects our society in economic and social terms, making it a fascinating, thrilling and unsettling topic. We can't promise you a crystal ball!

## WOMEN NEWS

## EVENTS

## Networking taken to 'next level'

By Ytasha L. Womack  
Special to the Tribune

Twelve dinners, 24 hosts, 300 women and a bevy of trolleys to bring them together, that's Power.

Wanting to create a different kind of event that would showcase the strength of female collaboration, the Women's Networking Community held a large reception May 27 at the Cadillac Palace followed by a dozen smaller, simultaneous dinners at various locations around the city. The entire affair was called "POWER: Opening Doors for Women."

Conceived by Deirdre Joy Smith, who founded the WNC last fall, the event drew women from various disciplines, generations and educational backgrounds for the purpose of building relationships and increasing networking opportunities. The WNC, Smith said, is a non-profit organization that helps professional working women and aspiring young women overcome the traditional boundaries that keep them from connecting.

"Our mission is to help women transcend the traditional barriers in the workplace," Smith said. "You do that through connections."

In delivering the keynote speech, Jean Chatzky, financial editor of NBC's "Today" show, told the women that it is a mistake not to network.

"However, people are only willing to build relationships with you if you're willing to put forth the effort," she added.

After attending the reception and speech at the Cadillac Palace, the guests, who had paid \$125 to attend the evening's events, boarded trolleys and headed to their chosen dinner sites. Each dinner was built around a different discussion topic, with women's roles being the common theme: women in the arts and entertainment, women on the campaign trail, women on corporate boards, among others. Each dinner also featured a host and speakers who were experts in their fields.

The women attending—college students, professionals, entrepreneurs and corporate board members—found the sessions surprisingly intimate and refreshing, many said.

Hedy Ratner, co-president of the Women's Business Development Center, said, "I've been involved in women's issues for over 35 years, and this is definitely a new event. You



Photo courtesy of Minnette Bedway Studio  
Katie Verb, a senior at Loyola University, (left) Jean Chatzky, financial editor of NBC's "Today" show, and Deirdre Joy Smith, who founded the WNC.

have women who are in high levels of business, startups, white women, Hispanic women, black women, Asian women and they're interacting in a way that they haven't before."

### Missing opportunities

Smith credits her own success in part to effective networking. A onetime finance director for the Democratic National Committee's Midwest Region, she now heads a non-profit fundraising firm in Chicago whose list of clients includes City Treasurer Judy Rice and Pennsylvania Gov. Ed Rendell.

However, she realized that many young and established women are missing out on opportunities largely because they have inadequate networks.

"There are people out there who are equally as talented but don't have the connections," Smith said. Having worked on a similar event in Washington, D.C., she felt Chicago was ripe for a "next level" event for women. That next level turned out to be Power.

"It's important for women to network with one another," said Ertharin Cousin, CEO and executive vice president of America's Second Harvest, who hosted the Women on the Campaign Trail Dinner. "So often we spend time in our own arenas and don't get to meet women in other fields."

Brenda Sexton, managing director of the Illinois Film Office, hosted the Women in

Arts and Entertainment Dinner and was eager to share her story of a career change from real estate to the entertainment business, a switch she made as she approached her 50th birthday.

"For me, career is one of the most important elements of life," Sexton said. "If I can be of any help or advise anyone who feels stuck, then that would give me the greatest thrill."

Jackie Taylor, executive director and founder of the Black Ensemble Theatre, agreed. "As a business owner, I have a responsibility to share whatever knowledge I have with other women."

The WNC is also aiming for Power to be a vehicle for younger women hoping to start careers.

Latonda Henderson, a consultant in her 20s, attended the arts and entertainment dinner.

"I was not expecting all of this," she said about the evening. "You can get business cards from any networking event. But I feel like the people here want to interact. There's a connection and we're united here for a very specific focus."

### 'We need mentors'

Smith also recruited a dozen or so college women to help plan the event and to encourage relationship building.

Brittany Fegans, a freshman at the University of Arts in Philadelphia, volunteered because she believes in the WNC mission. "I've been working with Deirdre because she empowers women," said Fegans, an aspiring dancer who has several mentors. "It's very easy to get lost and get caught up in the wrong thing. We need mentors."

As for what's next for WNC, Smith is organizing a group to assess the networking needs of women. While the next Power event is a whole year off, with a kickoff event planned for October, Smith wants to coordinate related events, that is, if women want them.

"I'm not looking to build a membership organization," Smith said. "I'm not looking to create a clone of another women's organization. It's about providing unique networking events so that women can meet other women."

For more information, visit [www.womensnetworkingcommunity.org](http://www.womensnetworkingcommunity.org)  
E-mail [ctc-woman@tribune.com](mailto:ctc-woman@tribune.com)

# POWER Anniversary Sponsors





Follow us on Twitter @POWER\_Women  
and tweet using #POWERinDetroit

CITY ORGANIZING TEAM	
<b>POWER Advisors</b>	Byna Elliott, Joanne Faycurry, Rashida Thomas, K.M. Zouhary
<b>Venue Sponsor</b>	Lear Innovation Center
<b>Transportation</b>	Travelers Transport LLC
<b>Creative</b>	Tanen Directed Advertising
<b>Print Sponsor</b>	KPMG Philadelphia and Chicago, Mary Smith and Leslie DeLuca

# RUN OF SHOW

12:30 PM

## REGISTRATION & NETWORKING

1:00 PM

### WELCOME

**Rashida Thomas,**  
Chief Diversity Officer  
& Director of Talent Management,  
Lear Corporation

1:05 PM

### OPENING REMARKS

**Byna Elliott,**  
Senior Vice President & Chief Community  
and Economic Development Officer,  
Fifth Third Bank

1:25 PM

### INTRODUCTION OF **POWER** AND KEYNOTE SPEAKER

**Deirdre Joy Smith,**  
Founder and CEO,  
**POWER:** Opening Doors for Women®

1:30 PM

### LEADERSHIP PANEL

#### MODERATOR

**K.M. Zouhary,**  
President,  
Cadenza Communications

#### PANELISTS

**Dr. Akosua Barthwell Evans,**  
Founder & Chief Executive Officer,  
The Barthwell Group

**Richard Haddad,**  
Senior Vice President & General Counsel,  
Palace Sports & Entertainment  
and Detroit Pistons

2:45 PM

## ENGAGEMENT SESSION

3:30 PM

## NETWORKING BREAK

4:00 PM

## FIRESIDE CHAT: VIEWS FROM THE C-SUITE

### MODERATOR

**Joanne Faycurry**,  
Partner, Schiff Hardin

### PANELISTS

**Marianne D'Elia**,  
Lead Merchant & Head of Planning,  
Shinola Detroit, LLC

**Ellen Hill Zeringue**,  
Vice President of Marketing,  
Detroit Tigers, Inc.

**Marla Drutz**,  
Vice President & General Manager,  
WDIV-TV (Detroit)

5:00 – 6:00 PM

## ANNIVERSARY RECEPTION



**Rashida Thomas**  
Chief Diversity Officer &  
Director of Talent Management  
Lear Corporation

Rashida Thomas was named Chief Diversity Officer & Director of Talent Management for Lear Corporation in 2018. Prior to joining Lear, Ms. Thomas served as Director of Workforce Development & Education at Focus: HOPE in Detroit, MI. Rashida joined Focus: HOPE in 2012 as Director of Quality & Special Projects and was elevated to lead Workforce Development & Education in 2013.

Prior to joining Focus: HOPE, Ms. Thomas was the manager of People Engagement for Bright Automotive, a plug-in hybrid electric vehicle company. In addition, Ms. Thomas was with Chrysler LLC for over 10 years and held positions at increasing levels of responsibility, including: Brake Engineer, Engineering Technical Planner, Sr. Specialist for Feature Innovation & Advanced Technology, and External Affairs & Public Policy Executive Manager.

Rashida earned a Bachelor of Science degree in Electrical Engineering from Michigan State University, a Master of Mechanical Engineering from Oakland University, and a Master of Business Administration with a concentration in Organizational Development from Wayne State University.



# Opening Remarks



## Byna Elliott

### Senior Vice President & Chief Community and Economic Development Officer Fifth Third Bank

Byna Elliott is Senior Vice President and Chief Community and Economic Development Officer at Fifth Third Bank, which includes oversight of the Bank's charitable giving, economic development for under-served communities, and lending in urban and rural markets. That includes the Bank's \$32 billion, five-year Community Commitment announced in 2016.

Byna is a community reinvestment professional with over 20 years of experience, including five years administering all aspects of consumer compliance programs and Community Reinvestment Act initiatives. Byna began her career at the Office of the Comptroller of the Currency in 1993 and moved into the financial services industry in 1998.

Byna earned a bachelor's degree in business administration from Eastern Michigan University, as well as Boston College Certification for Corporate Citizenship.

Byna serves as chairperson for the Greater Works Foundation. She is a board member for City Connect, Association Enterprise Opportunity, State of Michigan Habitat for Humanity, Wayne County Development Entity, and Chair of the Woodstock Institute (Chicago). She also is a task force member for the Detroit Neighborhood Forum. Byna is a member of Delta Sigma Theta Sorority, Links Incorporated, and The Executive Leadership Council. She is trustee emeritus for St. Joseph Mercy Oakland and Eastern Michigan University Foundation.



**K.M. Zouhary**

President

Cadenza Communications

K.M. Zouhary believes in the transformational power of female leadership.

She founded Cadenza Communications to help business professionals connect with their audiences by drawing on improvisational comedy principles. K.M. collaborates with her clients to create one-of-a-kind workshops and presentations with interactive exercises and public speaking practice.

Recent engagements include work with the Estee Lauder Companies, Proskauer Rose LLP, the NYU School of Law's Birnbaum Women's Leadership Network, and the University of Michigan Law School Communications Department. In addition, K.M. is a Professor in Northwestern University School of Law's MSL program where she teaches Public Persuasion. K.M.'s students nominated her for the 2018 Outstanding Adjunct Professor Award.

Since 2017, K.M. has led programs with **POWER** on topics ranging from women in the C-suite to imposter syndrome to showing resilience while ascending the corporate ladder (and remembering to enjoy the climb).

As a labor and employment attorney at Proskauer Rose and Schiff Hardin LLP, K.M. represented clients in a variety of matters in court and in mediation; she also provided day-to-day counseling to managers on a range of employment matters. Prior to her legal career, K.M. served as Chief of Staff of the National Endowment for the Arts, Associate Producer of HAIRSPRAY (Broadway), and as an analyst for Accenture's Global Marketing Team. She graduated from The Second City Chicago's Conservatory, studied improvisation at the Magnet Theatre and The PIT, and performed at St. Ann's Warehouse and Ars Nova.

K.M. received her JD (magna cum laude and Order of the Coif) from Northwestern University School of Law and her BA (cum laude) from Yale. She lives in Ann Arbor and is Board Secretary of the Michigan Prison Doula Initiative.



## Richard Haddad

Senior Vice President & General Counsel  
Palace Sports & Entertainment  
and Detroit Pistons

Richard Haddad is Senior Vice President & General Counsel at Palace Sports & Entertainment and the Detroit Pistons. He oversees corporate and real estate development, human resources, and legal, business and government affairs for PSE, the Detroit Pistons, and related properties and companies, including Pistons Performance, the Palace of Auburn Hills, Pistons GT and the Detroit Pistons Foundation. He also counsels and supports 313 Presents and its venues and properties, including Little Caesar's Arena, the Fox Theatre, DTE Energy Music Theatre, Freedom Hill Amphitheatre, and Meadow Brook Amphitheatre.

Before joining PSE in 2012, Richard practiced law at Proskauer Rose LLP in New York, where he represented a broad base of corporate and individual clients in sports, finance, media, entertainment, aviation, real estate and other sectors and industries; and served as a law clerk to Judge Barbara S. Jones of the United States District Court for the Southern District of New York.

Richard grew up in Adrian, Michigan and graduated from the University of Michigan and Columbia Law School.



**Dr. Akosua Barthwell Evans**  
Founder & Chief Executive Officer  
The Barthwell Group


Akosua Barthwell Evans is a strategic organizational innovator whose career spans leadership in management consulting, asset management and securities/corporate law.

She brings to the corporate boardroom a three-decade track record helping leaders of Fortune 500 companies, the military and major universities look to the future as she guides them in tackling new market opportunities and enhancing their organizations' competitive advantages in changing global environments.

She has served on board finance, investment and marketing committees in the nonprofit sector, and offers corporate board-level legal expertise in financial transactions including public and debt financing, mergers and private equity/limited partnership deal making – for both U.S. and international organizations. She is a certified Governance Fellow of the National Association of Corporate Directors (NACD).

As CEO of The Barthwell Group, the Detroit-based strategic management consulting firm she founded in 2005, she has built and effectively served a client portfolio of Fortune 500 companies (McKesson, Lockheed Martin, TIAA-CREF, State Street), higher education institutions and the military, including the U.S. Air Force Research Laboratory and Marine Corps.

With her core team of 11, and 14 virtual market sector expert consultants, she has helped companies assess and devise business plans for new market opportunities. She has guided clients through assessments, culture changes and organizational redesign planning to enhance innovation, operational efficiency and productivity. She has developed creative talent acquisition initiatives to meet sustainable leadership, STEM, veterans, and diversity goals. She also



has helped businesses and universities develop and implement market-building strategic partnerships.

In 2014, she was appointed to the U.S. President's Advisory Commission on Educational Excellence for African Americans.

As a Managing Director at JPMorgan Chase (2000-2005), Dr. Evans planned, launched and led two new national businesses, profitably diversifying and broadening JPMorgan's market reach. While there, she attained five securities licenses.

In JP Morgan's Asset Management division, she built a new Endowments and Foundations Group providing asset allocation and investment management strategy for large universities, hospitals, museums and foundations – growing the business to \$1.5 billion in assets.

For JPMorgan's Private Bank, she launched and headed a new national Diversified Client Services Group focused on high net worth African American individuals and organizations, including Historically Black Colleges and Universities (HBCU) and the National Football League Management Council.

Previously Dr. Evan led numerous financial transactions as a securities Associate at leading international law firms, as well as at Coopers & Lybrand's Management Consulting Services Group.

Dr. Evans earned her J.D. degree at Yale Law School, where she was the Co-Marshall of her class and won the Edward D. Robbins award for her writing; a Ph.D. and M. Phil (both in Political Science) from Columbia University; and her A.B. (Government) from Barnard College.



### Joanne Faycurry

Partner  
Schiff Hardin

Joanne B. Faycurry is a partner at Schiff Hardin LLP, a full-service national law firm. She focuses her practice on a wide range of state and local taxation matters including tax controversy and litigation work, as well as state tax planning. Joanne advises clients ranging from small business owners to Fortune 500 companies.

Joanne served as Schiff Hardin's Diversity Gender Subcommittee Chair and head of the Women's Networking Group, which provides educational and networking opportunities for women lawyers through career advancement and mentoring programs and a wide range of business development initiatives. During her tenure, Schiff Hardin was named a "Best Law Firm for Women" by *Working Mother* magazine for the sixth consecutive year.

Outside of the firm, Joanne is an active member of her community. She has served on the board of trustees for the Children's Hospital of Michigan, as co-president of the Michigan chapter of Seeds of Peace and as chairperson for Women of Tomorrow's Michigan Chapter Advisory Board. Joanne has served as a Women of Tomorrow Mentor since 2011. In 2018, she received the Mentor of the Year award. Joanne is currently an advisory board council member for Girl Scouts of Southeastern Michigan. Joanne has been repeatedly recognized for her legal and business prowess. She was recently named to the 2018 Top Lawyers List by *dbusiness* magazine. She has been named to Thomson Reuters' *Michigan Super Lawyers* list since 2010, and, in 2011-2012 and again in 2017 was named to the Top 50: Women *Michigan Super Lawyers*. In 2017 she was listed in the Top 25: Women Business *Michigan Super Lawyers* lists. She has been listed in Best Lawyers in America, *U.S. News & World Report* every year since 2010.



## Marianne D'Elia

### Lead Merchant and Head of Planning Shinola Detroit, LLC

Marianne D'Elia is Lead Merchant and Head of Planning for Shinola Detroit, LLC. Marianne works with Shinola's design and product teams to ensure the product assortment and line architecture aligns to consumer demands and the financial goals of Shinola.

Before Shinola, Marianne spent 16 years at Ralph Lauren in New York and London, as a Merchant and Retail Buyer for the US, and later the European, retail divisions. At Ralph Lauren, she developed merchandise strategies to support the full price retail business, opening their first standalone women's global flagship on Madison Avenue and re-launching the women's Polo brand at retail. In Europe, Marianne partnered with US design and merchandising to develop product assortments for the outlet division.

Marianne earned a B.A. in Organizational Studies from the University of Michigan, Ann Arbor. She enjoys spending time with her husband and young daughter, Tatum, watching Michigan Football and crime shows.



**Ellen Hill Zeringue**  
Vice President of Marketing  
Detroit Tigers, Inc.

Ellen Hill Zeringue is the Vice President of Marketing for the Detroit Tigers, the first woman and African American to serve in this capacity. Ellen, who is in her 19th season with the club, oversees the club's marketing and promotional efforts, including all aspects of print, broadcast and digital advertising. Ellen also leads the club's integrated brand initiatives which include social media, multicultural marketing and special events. She is responsible for the launch of the successful "Who's Your Tiger?" campaign which served as the club's marketing slogan from 2003 until 2017.

Ellen's tenure with the Detroit Tigers includes four seasons with over three million tickets sold, including a franchise record-setting 3.2 million tickets during the 2008 season. In addition, she serves as one of the principal founders of the club's Negro Leagues Weekend, ¡Fiesta Tigres! celebrations and Pink Out the Park, the club's annual breast health awareness initiative which has generated over \$100,000 for breast cancer research over the past seven seasons. In 2017, Ellen was nominated by the club to participate in Major League Baseball's Katharine Feeney Leadership Symposium, a unique forum for women executives in baseball. The symposium was conducted by representatives from the Stanford Graduate School of Business and Executive Education. Ellen also served as a Director for the 2005 Major League Baseball All-Star Game, overseeing Major League Baseball's FanFest which welcomed over 90,000 fans to Detroit's Cobo Arena.

A strong advocate for connecting young people to the game of baseball, one of Ellen's favorite promotions is Sunday Kids Days where children can get their faces painted, enjoy free rides on the carousel and Ferris wheel, and run the bases after the game. Prior to every Sunday Kids Day, youth baseball and softball teams are invited to participate in pregame skills clinics to enhance understanding and execution of the game.

Ellen has worked to create and promote several ticket packages to make it affordable for families to enjoy Tigers games. During the 2019 season, Ellen spearheaded the marketing strategy for three major ticket sales initiatives that



sold over 50,000 tickets bolstering attendance at Comerica Park during a challenging season.

Ellen joined the Tigers in 2000 after a brief career in radio serving as the Director of Marketing for MIX 92.3 (WMXD-FM). While at Mix 92.3 Ellen launched many exciting promotions including the Mix 92.3 Travel Club, the annual “Sistas Movin’ Up” expo and the Mix 92.3 Book Club (considered at the time to be one of the first of its kind in urban radio). The goal of each of these promotions was to provide quality entertainment options for the station’s listeners while generating incremental revenue for the company.

Prior to joining Mix 92.3, Ellen worked as the Sr. Account Executive at Vaughn Marketing Consultants in Detroit. Fresh out of college, Ellen embraced the position with great enthusiasm. Her clients at Vaughn Marketing included the city of Detroit’s Shop Your Block campaign, the Motown Museum, Thorn Apple Valley, Miller Brewing Company and many more.

A native Detroiter, Ellen is a graduate of Spelman College in Atlanta, Georgia. Her board memberships and community involvement include: Women of Tomorrow Mentor and Scholarship Program (Chair), The Detroit Symphony Orchestra’s Board of Trustees, Member of the Michigan Opera Theatre’s Board of Trustees and The International Women’s Forum. Ellen is a past co-chair of the DSO’s annual Classical Roots Celebration (2014-2016) and a past fundraising co-chair of the Greater Wayne County Chapter of The Links “Pink Ballet,” which worked in partnership with The Michigan Opera Theatre to celebrate the performance of American Ballet Theatre’s Principal Dancer, Misty Copeland in “Sleeping Beauty.” She is also the immediate past President of the Sorosis Literary and Art Club, which began over 90 years ago and is recognized as the second oldest African American woman’s club in Detroit dedicated to art and literature.

Ellen is a member of Plymouth United Church of Christ in Detroit where she chairs the church’s annual week-long Rotating Shelter Program for members of the Detroit community currently living without permanent shelter.

Ellen loves Detroit and loves to take advantage of any opportunity to help other young women advance in the field of sports and corporate America.



## Marla Drutz


### Vice President and General Manager of WDIV-TV (Detroit)

Marla Drutz is Vice President and General Manager of WDIV-TV (Detroit). She has held this position since July 2008. Under her leadership, WDIV Local 4 has been dominant both on-air and online. The station has the top-rated/most-watched newscasts in the market. On the digital side, ClickOnDetroit is consistently Metro Detroit's No. 1 TV news website. Drutz has also bolstered a strong commitment to outstanding community service.

In addition, the Local 4 News team has been presented with eight prestigious Edward R. Murrow Awards from the RTDNA for news coverage since her tenure, and WDIV has been named Station of the Year three times by the Michigan Association of Broadcasters. ClickOnDetroit, received the Local Media Association's Digital Innovation Award for Best Overall Local News Strategy and Best Social Media Strategy. Drutz is most proud of WDIV's second Service to America Award (2017 and 2011). The prestigious national honor presented by the National Association of Broadcasters recognizes the station's commitment to outstanding community service.

Prior to joining WDIV, Drutz worked at the E.W. Scripps Company and WXYZ-TV (Detroit) as the Director of Programming. Earlier in her career, she was the Marketing Director at WJBK-TV (Detroit). Drutz began her career as a research analyst at WJW in Cleveland.

Throughout her career in broadcasting, Drutz has received numerous professional awards including the 2017 Broadcasting & Cable General Manager of the Year Award, 2017 Lifetime Achievement Award from the Michigan Association of Broadcasters and numerous Emmy Awards. She has been honored as a member of the NATAS Silver Circle and has been selected by *Corp!* Magazine as one of Michigan's Top Businesswomen.



A graduate of Leadership Detroit, Drutz is currently the secretary of the NBC Television Affiliate Board of Directors. She is on the executive board of the Michigan Association of Broadcasters Education Foundation, Detroit Metro Convention and Visitors Bureau (Vice Chair), an executive board member of New Detroit and is also a member of Michigan Roundtable for Diversity and Inclusion.

She is a leading participant in many industry organizations, and is a member of the National Association of Broadcasters and The Adcraft Club of Detroit. Drutz is also actively involved in many local literacy campaigns including Bookstock, Metro Detroit's largest used book sale, which supports and raises funds for local teachers and education projects.

Drutz is a frequent speaker at industry events and conferences. A native of Louisville, KY, Drutz holds a bachelor's degree from Ohio University in communication.




**Deirdre Joy Smith**  
Founder and Chief Executive Officer  
**POWER: Opening Doors for Women®**

Deirdre Joy Smith is the founder, CEO and visionary behind **POWER: Opening Doors for Women®**, a global organization that promotes and develops executive talent through unique interactions with thought leaders, industry experts and their peers. Deirdre is adept at creating success in a wide range of situations, with a focus on global marketing, strategic planning, execution and sponsorship through community partnerships.

While creating the vision, starting up and running **POWER**, over the span of fifteen years, Deirdre has garnered support and ongoing sponsorships from Fortune 500 companies, global law firms and civic organizations. She has developed the program content that has engaged over 9,000 women and men in Europe, Asia and the U.S.

Deirdre's leadership and contribution has been acknowledged by numerous organizations. She has received the Chicago Foundation for Women Impact Award; the "Women on the Rise" award; and the "Women Making History" award. She has been featured in *Who's Who in Black Chicago* and in *Today's Chicago Woman* magazine. Deirdre has also appeared on *Comcast Newsmakers* which airs on CNN. Deirdre and her **POWER: Opening Doors for Women®** program have been featured in *Reuters* and *The Chicago Tribune*.

Prior to founding **POWER**, Deirdre was the Midwest Finance Director for the Democratic National Committee. She subsequently became principal of DJS Consulting LLC, a political and nonprofit fundraising firm. Her career has included domestic and international trade experience at the U.S. Department of Commerce and at Women in International Security, a nonprofit organization at the University of Maryland's Center for International and Security Affairs. A global citizen, Deirdre has worked at economic development companies in the Netherlands and Turkey.



Dedicated to community service, Deirdre's current and previous boards and memberships include Trustee for WTTW, Chicago's PBS television station; Thirty Percent Coalition, a national organization committed to the goal of women holding 30% of board seats across public companies; Visionary Delegate for Vision 2020, a national initiative developed by the Institute for Women's Health and Leadership at Drexel University to advance women's economic and social equality; the Chicago Council on Global Affairs; and Executive Club of Chicago.

She is a former board and executive committee member for the Chicago Foundation for Women, Working in the Schools and Athena International.

Deirdre is a graduate of KPMG's Executive Leadership Institute for Women for senior-level executives. She received a Bachelor of Science from Purdue University and studied at the London School of Economics and Obirin University in Machida, Japan.

# Audience Engagement Questions

- 1 Disruptive technology and your career.** According to Fed chairman Jerome Powell, 500,000 capable people are unemployed because of two of the greatest risks – globalization and technology, causing US companies to look for tech workers abroad. How is disruptive technology affecting the workforce at your company? How are you and/or your organization preparing your current workforce? What's your strategy to close your technology knowledge and skills gap?
- 2 Intersectionality of race and gender.** We are all born with most of our intersectional factors. How have you been affected by your race and gender? How have you seen how one's race and gender affect them? What actions can you take to ensure one's race and gender do not negatively exclude them?
- 3 Leadership and trust.** For the first time in 19 years, Edelman's Trust Barometer shows that employees have greater trust in their employers than in institutions because they have a sense of control. What are some concrete ways leaders build trust in your organization? What are the results of these actions? Driven by technology as the workplace continues to evolve, what attributes will be needed to be an effective leader?









# POWER

OPENING DOORS FOR WOMEN®

19 NOVEMBER

DALLAS/FORT WORTH

KEYNOTE SPEAKER



**J. VERONICA  
BIGGINS**

**Managing Partner,  
Diversified Search**

**Corporate Director,  
Southwest Airlines**

**Board Member:**

Southwest Airlines,  
Metro Atlanta Chamber,  
Woodruff Arts Center,  
Savannah College of  
Art & Design

# Southwest Airlines® is dedicated to your community.

Our mission is to make the connections that empower communities to thrive. Through our meaningful relationships, we proudly support your efforts in the many communities we call home. Whether in the air or the ground, we believe community is more than a place – it's at the Heart of what brings us together.

**Southwest Airlines is the proud official airline of  
POWER: Opening Doors for Women.**



©2019 Southwest Airlines Co.



# *Inspiring purpose*

---

At Lear, we don't put limitations on what we can accomplish. We strive to consistently push boundaries, thinking beyond convention. Propelled to find new ways to look at old problems, we know the importance of challenging ourselves, creating solutions and initiating transformation that can change everything.

Where *Passion Drives Possibilities*



[WWW.LEAR.COM](http://WWW.LEAR.COM)

