



OWN IT

University of Southern California

January 12, 2019

behind USC Own It

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assistant community outreach director

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assistant finance director

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assistant logistics director

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assistant speakers director



welcome



This is your moment.

Are you ready to OWN IT?

summit agenda

7:30 AM – Registration and Breakfast

3607 Trousdale Pkwy, Los Angeles, CA 90089

8:30 AM – Welcome Address by Executive Directors

Bovard Auditorium

8:35 AM – Dean’s Address

with Willow Bay, Dean of Annenberg School
of Communications and Journalism

Bovard Auditorium

8:45 AM – Keynote Speaker

with Laverne Cox, Award-Winning Transgender Actress, Producer, and Equal Rights
Advocate

Bovard Auditorium

9:00 AM – Creative Founders of the 21st Century

with Maryellis Bunn, Founder and Creative Director of the Museum of Ice Cream, and
Tina Sharkey, Co-Founder and CEO of Brandless, and
Karissa Bodnar, Founder and CEO of Thrive Causemetics
moderated by Madeline Fraser, CMO and Co-Founder of Hutch

Bovard Auditorium

9:50 AM – The Power of Gratitude

with Janice Kaplan, Gratitude Expert and New York Times Bestselling Author

Bovard Auditorium

10:25 AM – Breakout Session 1

Various Locations

11:10 AM – Lunch Marketplace

Trousdale Parkway

12:45 PM – Breakout Session 2

Various Locations

1:45 PM – 21st Century Activism

with Amy Ziering, Executive Producer of *The Hunting Ground*,
Invisible War, and *The Bleeding Edge*

The Bovard Auditorium

2:10 PM – The Dynamic Duo

with Jessica Jackley, Social Entrepreneur and Author, and
Reza Aslan, Best-Selling Author, Commentator, Professor, and Producer

Bovard Auditorium

2:45 PM – Face it. Embrace it. Defy it. Conquer it.

with Victoria Arlen, ESPN On-Air Personality,
Model, Actor, Author, and Olympian

Bovard Auditorium

3:10 PM – Family and Feminism: Fireside Chat

with Erin Foster and Sara Foster, Heads of Creative at Bumble

Bovard Auditorium

3:40 PM – Closing Remarks + Raffle

with the OWN IT Team

Bovard Auditorium

welcome to...

the dean's address



Willow Bay
*Dean, USC Annenberg School
for Communication and Journalism*

our 2019 keynote speaker



Laverne Cox
*Award-Winning Transgender Actress,
Producer and Equal Rights Advocate*

the power of gratitude



Janice Kaplan
*Gratitude Expert and
New York Times Bestselling Author*

21st century activism



Amy Ziering
*Executive Producer of The Hunting Ground,
Invisible War, and The Bleeding Edge*

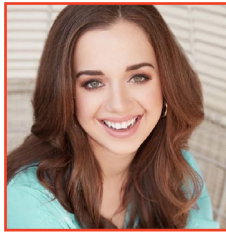
face it. embrace it. defy it. conquer it.



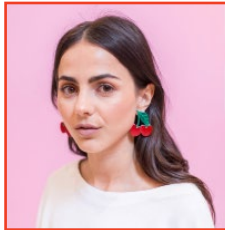
Victoria Arlen
*ESPN On-Air Personality, Model, Actor,
Author, and Olympian*

welcome to...

creative founders of the 21st century



Karissa Bodnar
Founder and CEO of Thrive Causemetics



Maryellis Bunn
*Founder and Creative Director of the
Museum of Ice Cream*



Tina Sharkey
Co-Founder and CEO of Brandless

the dynamic duo



Jessica Jackley
*Entrepreneur, investor, speaker,
and professor*

Reza Aslan
*Best-selling author, commentator,
professor, and TV Producer*

family + feminism



Erin Foster
Co-head of Creative at Bumble



Sara Foster
Co-head of Creative at Bumble

morning session

CSR: Better Business

Amy Smith | Chief Giving Officer, TOMS

Brit Moore Gilmore | President, The Giving Keys

Rene Jones | Partner, Global Head of Philanthropy, UTA

Moderator: Michelle Chow | Assoc. Director of Programs, USC MB Social Enterprise Lab

A Conversation with Amani Al-Khatahtbeh

Amani Al-Khatahtbeh | Brand Founder and Editor of MuslimGirl.com

Moderator: Alison Trope | Director, Undergraduate Studies USC Annenberg

Fashion: Building A Billion Dollar Brand

Raissa Gerona | Chief Brand Officer, Revolve

Moderator: Stephanie Sabo | USC Roski School of Art and Design Professor

Medicine: Finding a Cure

Leah Sibener | 3T Biosciences Co-Founder

Lorraine Kelley-Quon, MD | Assistant Professor of Surgery and Preventive Medicine

Taz Varkey, MD, F.A.C.O.G | Private Practice: Obstetrics, Gynecology, and Infertility

Renee Dua, MD | Chief Medical Officer at Heal, Inc.

Moderator: Kristy Payne | OTD, OTR/L, Assistant Professor, USC Chan Division of Occupational Science

Founders in Business

Cortnie Purdy-Fausner | Co-Founder, Venue Report

Courtney Nichols Gould | Co-Founder, SmartyPants Vitamins

Karina Sulzer | Founder, Skin Gym

Jamela Acheampong | Founder, Kahmune

Moderator: Lauren Olson | Career Services Advisor, USC Marshall School of Business

Marketing Master Class

Andrea Murphy | VP U.S. Distribution and Ad Sales Marketing, Sony Pictures

Lauren Gallo | Global Head of Talent Marketing and Partnerships, Snapchat

Samantha Garry Rosenberg | VP Marketing Strategy, The Walt Disney Studios

Moderator: Heather Wilson | Managing Director, California SKDKnickerbocker

Founders in Media

Ailis Garcia | The Strong Movement Founder

Kitty Schur | This Girl Can Run the World Founder

Moderator: Karen North | Clinical Professor of Communication, USC Annenberg

Music for Life

Anna Bulbrook | Founder, Girlschool

Jen McDaniels | GM, Scooter Braun Projects
Marissa Morris | VP Artist Relations, iHeartMedia
Moderator: Perry Johnson | Popular Music Project, The Norman Lear Center

Journalism: Reporting the Facts

Christina Pascucci | International Correspondent, Reporter and Anchor, (KTLA)
Kristen Muller | KPCC, SCPR Chief Content Officer
Narda Zacchino | USC Annenberg, Senior Fellow, Previously Editor of LA Times
Moderator: Christina Bellantoni | Professor of Professional Practice, Director of the Annenberg Media Center

Law: Setting the Precedent

Betsy Tucci | Associate General Counsel at BCG Digital Ventures
Carol Sobel | ACLU, National Police Accountability Project
Elyn Saks | Professor, USC Gould School of Law
Moderator: Susan Estrich | Robert Kingsley Professor of Law and Political Science, USC Gould School of Law

Tech: The Tech Directs, presented by Ticketmaster

Beyza Aydar | Manger, IT Advisory Services, EY
Bindi Belanger | VP, Governance & Operational Planning, Ticketmaster
Kelli Townsend | VP, Oracle Corporation
Moderator: Michelle Flowers Talor | Ed.D, Founding Director of Institute of EC&CC

Space: To Infinity & Beyond

Angela Phillips | Raytheon Space Principal Engineering Fellow
Noelle Zietsman | Boeing Director, In-Space Vehicles Capabilities
Shonte Tucker | NASA JPL Senior Engineer
Moderator: Trina Gregory | Senior Lecturer of IT and Iovine and Young Academy, USC

Government and Politics: Who Runs the World? #GIRLS

Alejandra Campoverdi | First Five California Commissioner
Ana Guerrero | Chief of Staff for Eric Garcetti, Mayor of Los Angeles
Jan Perry | General Manager, LA Economic and Workforce Development Department
Moderator: Nina Rathbun | USC Dornsife IR Professor

XR: Impactful Storytelling

Cheryl Bayer | CEO & Founder, Living PopUps
Natascha French | Chief Marketing Officer, VNTANA
Moderator: Amara Aguilar | USC Annenburg Assoc. Professor of Professional Practice

Rise Up: Empowering Youth for a Better Tomorrow

Lida Jennings | Executive Director, Teach for America LA
Natalie Farrar Adams | Chief External Relations Officer, Girl Scouts LA
Theresa Gartland | Executive Director, Operations Progress
Moderator: Traci Gillig | USC Annenberg Doctoral Candidate

morning session, cont.

Female Mentorship Workshop presented by CLOROX

CLOROX representatives

afternoon session

Biotech: Creating a Healthy Future

Alyssa Master | Head of Operations, Nucleus Biologics

Christine Marion | Research Scientific Director, Merck & Co

Julie Fishman | Digital Health Strategic Adviser, Nex Cubed (Nex³)

Moderator: Christa Bancroft | Assistant Professor of Biological Sciences, USC Dornsife

Criminal Justice: Reform and Redemption

Alicia Cass | Author & former gang member/incarcerated woman

Alissa Bjerkhoe | Litigation Coordinator, California Innocence Project

Amber Goodwin | Community Justice Reform Coalition Founder

Moderator: Anna Faircloth Feingold | supervising attorney, USC Gould School of Law's Post-Conviction Justice Project

Creating Meaningful Content

Diana Dotter | Co-Founder & Chief Creative Officer, Seattle Media Ventures

Hannah Wiser | Co-Founder, Womaze

Moderator: Lisa Pecot-Hébert | Associate Professor of Professional Practice, Director, Journalism (M.S.)

A Conversation with Sharon Waxman

Sharon Waxman | CEO & Editor in Chief, The Wrap

Moderator: Allissa Richardson | Assistant Professor of Journalism, USC Annenberg

EntertainHER

Aimee Roth | OITNB Co-Producer

Kira Snyder | Writer (Co-Executive Producer) at "The Handmaid's Tale," Hulu

Moderator: Miki Turner | Assistant Professor of Professional Practice, USC Annenberg

Finance: Paying it Forward

Aarthi Sowrirajan | Director at Turner Impact Capital

Chiao Cheng | Director of Finance at Tala

Kathryn Cicoletti | Head of Marketing and Business, Denali Advisors

Moderator: Iva Bozovic | Assistant Professor of Teaching in the School of International Relations, USC Dornsife

Founders in Non Profits

Chelsea VonChaz | Founder, #HappyPeriod

Jenny Gaither | Founder, Movemeant

Pamela Hawley | Founder & CEO, Universal Giving

*Moderator: Laura Fox | USC Marshall School of Business Professor,
Social Entrepreneurship*

Founders in Tech

Loren Rochelle | Director of Project Delivery at Vista Entertainment Solutions

Mona DeFrawi | CEO at CogneXa

Patricia Lopez | Director, Cloud Services at Salesforce

*Moderator: Laura Davis | Assistant Professor of Professional Practice; Digital News
Director of the Annenberg Media Center*

Immigration

Mary Whitehill | Founder, Miry's List

Patricia Ortiz | Director, Esperanza Immigrant Rights Project

Sanaa Abrar | Advocacy Director, United We Dream

*Moderator: Emily Ryo | Associate Professor of Law and Sociology, USC Gould School of
Law*

Public Health: Prevention

Karen Smith, MD MPH | CA Dept. of Public Health Director, State Public Health Officer

Nicolle Perras, MPH, MA, LMFT | Health Program Analyst, LA County of Public Health

Moderator: Paula Woodley | USC Keck and Annenberg School Lecturer

Environment & Sustainability

Aleksandra Strub | Imperfect Product Chief Marketing Officer

Janet Coit | RI DEM Director

Julie Andersen | Plastic Oceans Foundation Executive Global Director

*Moderator: Karla Heidelberg | Professor (Teaching) of Biological Sciences and Environ-
mental Studies, USC Dornsife*

Wellness & Womanhood

Jessie De Lowe | Co-founder, How You Glow

Katie Bressack | Corporate Wellness Expert

Stacie Aamon Yeldell | Board Certified Music Therapist

*Moderator: Kim Eggleston | USC Chan Division of Occupational Science and Occupa-
tional Therapy Professor*

Personal Finance Workshop

Berna Anat | Personal Finance Expert and Influencer, @heyberna

Confidence Workshop

Stacy Nadeau | Dove Real Beauty Model & Ambassador for Women's Empowerment

A Conversation with Kimberly Bryant and her Daughter

Kimberly Bryant | Founder, Black Girls Code

Kai Morton | Program Assistant, Black Girls Code

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our mission -

To bridge the gap between female leaders and the millennials who admire them.
We're shaking up the women's leadership arena by producing events accessible to college-aged women of all demographics.



**“ It took me quite a long time to develop
a voice, and now that I have it, I am not
going to be silent.”**

Madeline Albright



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