Diversity, Inclusion, *and* Impact Symposium

September 17, 2020

#DCEODiversityandInclusion

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Agenda

7:45 AM:
Morning Meditation with Veleisa Patton Burrell from Mastermind Meditate

8 AM:
Welcome Remarks by Gillea Allison and Christine Perez

8:10 AM:
Opening Keynote - What Equity, Justice, and Belonging Needs from Each of Us by Lisa M. Ong

9 AM:
My Reality - How Her Life Experiences Shaped Her Mission Towards Advocating for Equality by Laura Ramirez

9:30 AM:
Networking Break

10 AM:
My Reality - I Choose to Be Bold and Authentic Without Apology by Beverley Wright

10:30 AM:
Panel - Data and Transparency: Setting Goals and Measuring Results

11:30 AM:
My Reality – Plan, Prepare, Pivot: The PPP of Leadership by Darren L. James

12 PM:
Lunch Breakout Session - Moving Toward Racial Equity and Racial Healing with Dallas Truth, Racial Healing and Transformation

1 PM:
Panel – Getting Comfortable with Uncomfortable Conversations

1:45 PM:
From Virtue Signaling to Real Change Inside/Out: A Marketing Fireside Chat with Marcus Graham Project

2:30 PM:
Networking Break

3:00 PM:
Panel - Shaping the Future: Calls to Action and Steps Toward Progress

3:45 PM:

Closing Keynote – Finding the Opportunity in Every Challenge by John Olajide

A Virtual Guide and Welcome

Dear Attendees,

We are thrilled to have you be a part of the second annual 2020 Diversity, Inclusion, and Impact Symposium, with the most robust speaker lineup we've had and several options to connect and engage, albeit virtually. We are thankful to our sponsors and attendees who help make this event possible. It's critical, now perhaps more than ever, that we continue to learn, seek out inspiration, and connect with community as we charter unknown territory and new opportunities—together.

Here's a quick FAQ regarding the event and virtual program:

Where will all the sessions be held and how will I access them?
All sessions, networking, and programming will be on the Hopin.to platform. If you are registered for a ticket (and paid), then you also have registered for the platform. The event URL is: https://hopin.to/events/inclusion2020

What if I miss a session or have a conflict?
We will be sending out recordings to all the presentations following the event, so if you're registered, you will receive a link the following week.

Will I be able to ask questions to the speakers?
Yes, our team will be moderating the "Chat" feature on the right of your screen for questions. There is reserved time after every panel for questions (new this year!).

I have additional questions that aren't addressed here.
Great! Email events@dmagazine.com and our team will direct you to the appropriate staff member to get your question answered ASAP!

2020 Diversity and Inclusion Symposium Hosts and Moderators

Gillea Allison
President, D Magazine Partners

Gillea Allison is currently the president of D Magazine Partners, responsible for advertising revenue, partnerships, and marketing for the D brands. She also oversees the People Newspapers division. She previously held roles as Director of Marketing for the company and Associate Publisher of *D Home*. Before moving back home in 2016, she managed and grew Blue State Digital's key nonprofit, advocacy, and brand accounts and technology suite partnerships in New York. She has also held roles in political campaigns and was a brand marketer for Method Soap. She's currently an Executive Board member of Dwell with Dignity and the Coalition for a New Dallas, and in the Dallas Regional Chamber's Leadership Dallas Class of 2020.

Christine Perez
Editor, *D CEO*

Christine Perez is the editor of *D CEO*, the business title of D Magazine Partners, named the country's best regional business publication for five of the last six years. She also oversees the magazine's online news site and its real estate and healthcare verticals, along with the *Dallas 500* and other ancillary publications. A national award-winning journalist, Christine has covered the North Texas market since 2000. She previously held editorial posts at mag-azines in Kansas City and Minneapolis and was a columnist for National Real Estate Investor. Christine serves on the board of the Alliance of Area Business Publishers, whose members reach 1.2 million professionals in the United States, Canada, and Australia.

Will Maddox
Managing Editor, *D CEO*

Will Maddox is managing editor at *D CEO* Magazine and editor of *D CEO* Healthcare, where he covers the business of healthcare in North Texas. He's written about healthcare fraud, Texas' slow march toward marijuana legalization, and the future of healthcare in North Texas. He previously was the editor of the East Dallas Advocate, a hyper-local news magazine. Before that, he was an English teacher and soccer coach for eight years. He lives in East Dallas with his wife and two sons.

Morning Meditation
Featuring Veleisa Patton Burrell from Mastermind Meditate and owner of Narrative Evolution

Veleisa Patton Burrell
Master Mind Meditate and Owner, Narrative Evolution

Veleisa Patton Burrell is the owner of Narrative Evolution, a marketing communications firm that focuses on cultivating authentic messaging and helping clients refine their voice. She also facilitates mindful meditation sessions for corporations and small groups at Mastermind Meditate. From an early age, Veleisa has loved communication and a well-written story, which inspired her career path. Her experience and expertise include traditional media relations and writing as well as creating engaging content and campaigns. She dedicates her time to building strong communities within the public relations industry as the 2020 programming chair for PRSA Dallas and serves on the PRSA Dallas board. Veleisa brings her passion for wellness to life through teaching yoga and cardio classes.

Opening Keynote
What Equity, Justice, and Belonging Needs from Each of Us
Featuring Lisa M. Ong, President and Founder of Wishing Out Loud LLC

Where do we begin or focus when we wish to create environments of diversity, equity, inclusion, and belonging? Join Lisa M. Ong, Diversity and inclusion strategist, executive coach, and D CEO Dallas 500 honoree, as she shares five actions to increase our inclusive leadership and belonging skills. No matter where you and your organization are on the diversity, equity, and inclusion journey, you will gain ideas and resources to fuel you for this important journey.

Lisa M. Ong
President and Founder, Wishing Out Loud LLC

Lisa M. Ong is an executive coach, speaker, diversity, equity, and Inclusion (DEI) strategist and consultant. Prior to founding her own firm, Wishing Out Loud LLC, Lisa was a national diversity director in the Office of Diversity and Inclusion at PwC. She designs DEI strategies to attract, retain, develop, and advance diverse talent for your company. She focuses on minority retention and advancement efforts, as well as growing inclusive leaders at all levels of an organization to foster a culture of belonging. Lisa serves as 2020 Chair of the Texas Society of CPAs Diversity and Inclusion Committee and is past chair of the Dallas chapter. She is also a National Executive Advisor to Ascend Leadership.org and an executive coach with the LEAP.org's Exceed-Executive Leadership program. She was named to the *Dallas 500* in 2020 by *D CEO* as one of the top corporate diversity officers, awarded 2019 CPA of the Year Award by the Dallas chapter of the Texas Society of CPAs, and recognized by the *Dallas Business Journal* as a 2017 Minority Business Leader.

**Note: Wishing Out Loud is a registered trademark of Wishing Out Loud LLC*

My Reality: How Her Life Experiences Shaped Her Mission Toward Advocating for Equality

Featuring Laura Ramirez, Head of Diversity and Inclusion, Invitation Homes

Laura's personal and professional journey has led her toward finding her passion and purpose within Diversity & Inclusion. Like many people, she has experienced racism and inequalities. She will share how persevering through negative experiences has given her a greater sense of compassion and empathy for people. It has deepened her commitment and contributions toward D&I. And her mission is unwavering—to always do the right thing for the people and community she serves.

Laura Ramirez
Head of Diversity and Inclusion, Invitation Homes

Laura is responsible for Invitation Home's Diversity and Inclusion corporate strategy, leading all aspects of D&I. She is a passionate advocate for diversity & inclusion, her commitment drives innovation, engagement and growth for Invitation. She is a leader with proven results for driving change in corporate culture. Laura is a TEDx speaker. In 2019, Laura was recognized as one of *D CEO*'s *Dallas 500*, one of Dallas-Fort Worth's most influential leaders in business. In April 2019, she was featured in the Latina Style Magazine as "Latinas in STEM on a Mission to Empower the Future." She serves on the University of Texas at Dallas Diversity Advisory Council. She is a member of the Plano Culture and Inclusion Alliance and is D&I Advisor of Bryan's House. She is co-founder of DFW Alliance of Latino Leaders (ALL). She is a mentor in her free time, and she believes in the power of giving back to her community. She is a Guinness Book of World Records holder.

My Reality: I Choose to Be Bold and Authentic Without Apology

Featuring Beverley Wright, Founder and CEO, Wright Choice Group LLC

Bev shares highlights of her personal and professional journey in corporate America. How making intentional choices to be more authentic increased her success and may help you. Knowing your values and who you are is critical. Are you a good fit for the company values and culture? What are the unwritten rules and who can help you navigate them? These are a few of the insights that Bev gained and now shares with those she coaches and mentors.

Beverley Wright
Founder and CEO, Wright Choice Group LLC

Bev Wright, Professional Certified Coach, founder, and CEO of Wright Choice Group, Leadership Coaching, and Consulting, assists clients from entry-level managers to C-Suite executives to become leaders of choice. In partnership with Bev, they increase their effectiveness by being more intentional in the ways they lead others and in choosing to continuously grow their leadership and management skills. Through a coaching partnership with her clients, they can leverage ROP (Return on People) to increase their return on investment while achieving challenging professional and personal objectives. Bev's personal and professional experience imbues her with an uncommon view and understanding of her client's needs and their work environments. She has been both an "intrapreneur" who built teams and internal businesses inside a Fortune 50 Technology services company and an entrepreneur who knows what it takes to build a successful company in a competitive and increasingly global marketplace. She is an insightful executive and business coach, a successful business leader, a dynamic public speaker, and a community advocate. Beverley's over 30 years of experience working for IBM in diverse business areas provides a rich background for coaching business professionals. Bev developed a reputation for creating new business units from start-up to steady-state and engineered turnarounds for internal organizations that were under-performing. Bev's coaching services include corporate, entrepreneurial, individual, and group coaching. She is passionate about helping her clients become successful as they define it and now shares her coaching expertise in many companies, organizations and industries.Bev was recognized as 1 of 6 coaches to receive the inaugural ICF Global Circle of Distinction Award and the Leadership Dallas Alumni of the Year in 2018.

Panel - Data and Transparency: Setting Goals and Measuring Results

Featuring Michelle Bogan, Founder and CEO, Equity for Women
Hattie Hill, President and CEO, T.D. Jakes Foundation
Mandy Price, Co-Founder and CEO, Kanarys Inc.

Moderated by Will Maddox, Managing Editor, *D CEO*

In addition to education of the issues, many Diversity & Inclusion executives emphasize the importance of setting goals and targets for accountability, setting up systems to support those efforts, and then committing oneself to a culture of transparency, both internally and externally. This panel will feature leaders who both help companies make strategic, data-driven decisions to improve representation knowing that it will positively impact the bottom line, and executives who have paved the way within their own firms.

Michelle Bogan
Founder and CEO, Equity for Women

Michelle's mission is to help companies create equitable workplaces, achieving better business results through inclusion, diversity and workplace equity. A graduate of the University of California at Berkeley, Michelle is the founder and CEO of Equity for Women, where she uses an analytics-based approach to help her clients identify where inequities exist, what they cost, and how to fix them. Through this she helps clients understand the intersectionality of gender, race, and sexual orientation in the workplace.
Michelle is on the Advisory Board of Theatro and previously worked at Accenture, Kurt Salmon, Macy's, and The Walt Disney Company. She has consulted with several Fortune 500 companies. Promoted to be the youngest partner at Kurt Salmon, Michelle went on to hold VP and managing director positions at Macy's and Accenture. She was the only female managing director on Accenture's North America Retail Strategy leadership team and led most of that business. A sought-after advisor, Michelle has been featured in the Dallas Morning News, Chicago Tribune, WWD, Thrive Global, and Entrepreneur.

Hattie Hill
President and CEO, T.D. Jakes Foundation

Hattie Hill is a senior executive and transformational leader with more than 30 years of experience in Diversity and Inclusion strategy, board governance, profit and loss management, and risk mitigation for multinational industries. Currently, Hattie Hill serves as the president and CEO of the T.D. Jakes Foundation. Launched in January 2020, the foundation provides the skills, education, and training to lift communities, increase Diversity and Inclusion and gender equity, and power the modern global economy through science, technology, engineering, arts, and mathematics (STEAM) jobs. Hattie is leading those efforts through a $100 million fundraising campaign, while utilizing her experience as a connector of people and opportunity to focus the foundation's strategy on bridging the gap between human potential and companies seeking talent. Previously, Hattie served as a strategy growth and development consultant for many of the world's largest multinational companies such as IBM, McDonald's and Southwest Airlines, among others. Her influential work spanned more than 70 countries worldwide. Hattie is a celebrated author and highly sought-after speaker who is often quoted in top-tier media outlets such as Oprah, USA Today and the Wall Street Journal. In addition, Hattie has received numerous awards and honors, including being named to Forbes' Top Texas Women in Business, selected as EY's Inclusiveness Champion of the Year, and featured on National Restaurant News' 2018 Power List, as well as receiving Dallas Business Journal's Minority Business Leader Award, the Dallas Women's Foundation's Maura Award and Working Woman's Working Woman Entrepreneurial Excellence Award.

Mandy Price
Co-Founder and CEO, Kanarys Inc.

Mandy Price (she/her/hers) is an advocate for diversity, equity, and inclusion (DEI) as the CEO and co-founder of Kanarys Inc. Kanarys is an online platform for individual contributors to anonymously rate, review, and submit surveys on Diversity and Inclusion at their current and past employers. Data from submissions is analyzed through artificial intelligence and natural language processing, allowing partner companies to better understand the challenges and opportunities facing them to build a more inclusive workplace culture. Kanarys has been covered by Forbes, AfroTech, Business Insider and HR.com. Mandy's interest in DEI began early in her career when she helped create the division of diversity and community engagement at the University of Texas as an undergrad. She then held the role of outreach editor of the Harvard Civil Rights-Civil Liberties Law Review. In her previous legal career, she served on the Women's Task Force at Barnes & Thornburg and the board of directors of the Texas Civil Rights Project and as a member of the Diversity Committee at Weil, Gotshal & Manges and as the former president of the J.L. Turner Legal Association, the African-American Bar Association of Dallas. In 2017, Mandy received the "40 Under 40 Nation's Best Advocates" award from the National Bar Association and was selected as a "Best Lawyer in Dallas" by *D Magazine*. Mandy earned her juris doctorate from Harvard Law School and a bachelor of business administration from the University of Texas at Austin. She resides in Dallas, Texas, with her husband and two children.

My Reality: Plan, Prepare, Pivot: The PPP of Leadership

Featuring Darren L. James, President and Chairman of the Board, Dallas Black Chamber of Commerce

2020 has by all measures been an exceptional year. As 2019 transitioned to 2020; hope, promise, excitement, and economic prosperity were all on the horizon. Business leaders were prepared to continue riding the economic expansion that was right in front of us. However, with the best laid plans, obstacles are always present, visible occasionally or often hidden in plain sight. COVID-19 hit our shores in early 2020 and created an unexpected disruption to our country's health and, subsequently, our economic vitality and, in some cases, viability. Leadership is not a spectator sport;, this discussion will touch on entrepreneurship, intentionality, and navigating the new and evolving paradigm of a COVID and Post-COVID world as a BIPOC Business with transferrable business principles.

Darren L. James
President and Chairman of the Board, Dallas Black Chamber of Commerce

Darren L. James is president of KAI Enterprises, a national design and construction services firm with seven offices. In this role, Darren is responsible for enterprise marketing/sales and Dallas-Fort Worth market leadership. After spending three years as architect and assistant director of construction for Texas Woman's University, Darren rejoined KAI in 2005. Since his return,

Darren has led KAI's statewide growth and expansion. Darren serves as president of Fair Park First, the nonprofit tasked with managing historic Fair Park for inclusive and equitable community daily use. He has also been elected Chair of the Dallas Black Chamber of Commerce for five consecutive terms and serves on the Board of Directors for the Dallas Citizen's Council, The Real Estate Council, Lone Star Investment Advisors, and Trinity Park Conservancy. He has previously served on the Boards of the Dallas Center for Architecture Foundation, Dallas Regional Chamber, Big Brothers Big Sisters Lone Star Texas, and the University of Kansas School of Architecture Advisory Board.

Lunch Breakout Session: Moving Toward Racial Equity and Racial Healing

Presented by Stephanie Drenka, Communications Director, Dallas Truth Healing and Reconciliation
Jerry Hawkins, Executive Director, Dallas Truth Healing and Reconciliation

In order to achieve racial equity and healing, there must be full and accurate knowledge of the role racism has played in the evolution of Dallas and Dallas County. During this presentation, Jerry Hawkins and Stephanie Drenka will discuss the historic attitudes, policies, and practices that shaped our communities and what is needed to fulfill a shared vision of Dallas without racism.

Stephanie Drenka
Communications Director, Dallas Truth Healing and Reconciliation

Stephanie Drenka is the communications director for Dallas, Truth, Racial Healing and Transformation. She received her bachelor of arts in communication from DePaul University, with minors in Asian American Studies and Women's Studies. Stephanie's photography and writing have been featured in Washington Post, Huffington Post, USA Today, and ABC News. She was previously the senior communications manager of Big Thought and serves on the board of Union. Drawing from her experience as a Dallas Public Voices Fellow with The OpEd Project, she launched VISIBLE Magazine, an online publication committed to making storytelling more accessible and inclusive.

Jerry Hawkins
Executive Director, Dallas Truth Healing and Reconciliation

Jerry Hawkins is the executive director of Dallas Truth, Racial Healing and Transformation, part of a national 14-place initiative by The W.K. Kellogg Foundation. Jerry is also co-founder of The Imagining Freedom Institute, a co-principle of Young Leaders Strong City and co-creator of the Race 2 Equity DFW training series. Jerry was formerly the project director of Bachman Lake Together, an early childhood collective impact initiative in Dallas with the Zero to Five Funders Collaborative and The Dallas Foundation, and director of children's services at the Wilkinson Center in southeast Dallas. He is a current Presidential Leadership Scholars Fellow, recent Leadership Arts Institute graduate with the Business

Council for the Arts, a trustee-appointed member of Dallas ISD's Racial Equity Advisory Council, and Dallas County Historical Commission member. While living in Chicago, Jerry previously worked for the Chicago Urban League and Chicago Public Schools.

Panel - Getting Comfortable with Uncomfortable Conversations

Featuring Dr. Maria Dixon, Chief Diversity Officer, Southern Methodist University
Guwan Jones, Chief Diversity Officer, Baylor Scott & White Health
Jonathan Kirkland, Head of BLK, BLK
Wendy Lopez, Senior Vice President, Texas Executive, AECOM

Moderated by Christine Perez, Editor, *D CEO*

If the past few months have taught us anything, it's that we all need to be able to share our fears and experiences in a trusting environment in order to make progress. We also need to do a much better job of listening. In this panel, we will feature Diversity and Inclusion executives and leaders who will share practical programs and systems they've created to facilitate 'real' conversations and opportunities for understanding, with the goal of giving executives more tools to do the same.

Dr. Maria Dixon Hall
Chief Diversity Officer, Southern Methodist University

A graduate of the Culverhouse School of Business at the University of Alabama, Marial began her career in sales and market research as a Pulp and Paper Market Specialist for Dow Chemical USA in Atlanta, Georgia. Maria completed a masters of divinity and theology from Emory University, as well as a Ph.D. in organizational communication and religion from the University of Missouri-Columbia. Her research and professional consulting interests are focused on strategic communication, Diversity and Inclusion, and identity in corporate, nonprofit, and religious organizations. Named SMU's inaugural chief diversity officer in August 2020, Maria will serve as a senior-level resource and a strategic partner who collaborates with SMU faculty, students, administrators, and staff—both initiating and reporting the outcome of diversity initiatives, policies and programs.

Guwan Jones
Chief Diversity Officer, Baylor Scott & White Health

Guwan Jones is the chief diversity officer of Baylor Scott & White Health, the largest not-for-profit health system in Texas. The integrated delivery network includes 47,000 employees, 50 hospitals, 7,500 affiliated physicians, more than 1,000 access points, Scott & White Health Plan, Baylor Scott & White Research Institute and one of the nation's largest accountable care organizations, Baylor Scott & White Quality Alliance. Continuing a career dedicated to advocacy for the vulnerable and underserved, Guwan leads efforts to shape the workforce of the future so that it better mirrors communities served. She is an impassioned advocate, addressing racial and ethnic care disparities in health care. Additionally, she serves as one of 30 members in an executive council of the American Leadership Council for Diversity in Healthcare, an executive support team for the American Hospital Association's Institute for Diversity in Healthcare Management. The executive council's focus is on guiding efforts to improve representation and care for underserved/underrepresented populations. Guwan holds a master of public health from the University of North Texas Health Science Center and a bachelor's of science in health science from the University of Arkansas. She is the recipient of multiple honors, including the Dallas Business Journal's 2019 Minority Business Leader Awards.

Jonathan Kirkland
Head of BLK, BLK

With more than 14 years of experience developing successful marketing strategies for renowned lifestyle brands, Jonathan Kirkland is the head of marketing and brand at BLK, a subsidiary of Match Group and the leading dating and lifestyle app for Black singles. As the brand marketing director, he formulates the BLK brand vision and ensures its reflected across all marketing touchpoints, including content strategy, digital marketing, brand positioning, influencer engagement, partnerships, and publicity. Prior to joining BLK in April 2020, Jonathan served as the global marketing director for Chappy, a former subsidiary of Bumble, where he executed go-to-market strategies to localize the Chappy brand across the U.S. and international markets. Before Chappy, he managed brand partnerships for GrindR as a global entertainment lead, where he led the growth of the company's entertainment vertical across the mobile app, lifestyle content site (intomore.com), and events via compelling, large-scale brand partner initiatives. Previous roles span multiple marketing disciplines and include tenures at Viacom, A+E Networks, and iHeartMedia. Jonathan is a graduate of North Carolina Agricultural and Technical State University; a Historically Black College & University (HBCU) and a member of Kappa Alpha Psi Fraternity, Inc. Having learned the power of building community early on, he encourages a collaborative experience within working culture every day.

Wendy Lopez
Senior Vice President, Texas Executive, AECOM

Wendy provides leadership, strategy, and growth across all business lines for AECOM in Texas. AECOM has 1,300 staff in transportation, water, buildings and places, project and program management, and environment divisions in Texas. In addition to her work responsibilities at AECOM, Wendy volunteers in areas that are consistent with AECOM's values. She currently serves as a director on the board of the Dallas Regional Chamber, where she leads the Infrastructure Policy Task Force. She also serves on the boards of Dallas Medical Resources, AT&T Performing Arts Center, Texas State Fair, and chairs the International Women's Forum Dallas board of directors. Wendy has been honored locally and nationally for her commitment to entrepreneurialism, math and science education, and community service. She has been a registered professional engineer since 1984 and was elected to the prestigious American Society of Civil Engineers Grade of Fellow (FASCE) in 2016, a distinction held by fewer than 3.5% of ASCE members. Wendy received a master's degree in engineering and bachelor's degree in civil engineering from the University of Louisiana at Lafayette. She serves on the ULL Civil Engineering Advisory Board.

From Virtue Signaling to Real Change Inside/Out: A Marketing Fireside Chat

Featuring James Fripp, Chief Diversity and Inclusion Officer, Yum! Brands
Cherice J. Williams, Senior Brand Manager, Makers Mark, Beam Suntory

Moderated by Lincoln Stephens, Co-Founder and Chairman; and Larry Yarrell, Co-Founder and COO, Marcus Graham Project

In a candid conversation between leading marketing executives, facilitated by the Marcus Graham Project, this conversation will cover what brands are getting it right, what companies need to consider as they translate their equity work from internal to external messaging, why it matters which marketing and PR firms you hire to do the work, and more. We know that top leaders are looking for guidance, and desirable audience are holding brands accountable to their public statements, so where do we go from here?

James Fripp
Chief Diversity and Inclusion Officer, Yum! Brands

James Fripp is chief diversity and inclusion officer for Yum! Brands (NYSE: YUM), one of the world's leading restaurant companies with more than 50,000 KFC, Pizza Hut, Taco Bell, and The Habit Burger Grill restaurants with over 1.5 million employees in more than 150 countries and territories. James is responsible for leading Yum! Brands' Diversity and Inclusion strategies for community relations, corporate culture, workforce, minority and women's business development and the multicultural marketplace. He works with the company's businesses around the globe to leverage diversity initiatives in order to strengthen the recruitment and retention of top talent and expand franchise and supplier opportunities. His position reinforces Yum!'s commitment to create a workplace culture that actively seeks diversity in others to expand the company's thinking and reflect the changing demographics of customers worldwide.

Cherice J. Williams
Senior Brand Manager, Makers Mark, Beam Suntory

Cherice J. Williams is a strategic, consumer-centric marketing leader, and people-grower with award-winning expertise increasing consumer engagement and building brand relevance across various industries and Fortune 500 corporations, including Target, Pizza Hut, P&G, and BOTOX Cosmetic. Cherice works at Beam Suntory as a senior brand manager on Maker's Mark. Cherice holds a bachelor's of science in political science from University of Michigan and an MBA in marketing and general management from University of Miami's Herbert School of Business. Cherice is currently serving her second term as the president of the National Black MBA Association's Dallas Fort Worth Chapter, where she champions the professional growth opportunity of DFW Black professionals and D&I efforts of local Fortune 500 companies. She also spends time serving on business panels and coaching women entrepreneurs on pivoting their passions into purpose-driven business. She resides in Dallas with her husband and 3-and-half-year-old daughter.

Lincoln Stephens
Co-Founder and Chairman, Marcus Graham Project

Lincoln Stephens is a former advertising account executive (TracyLocke, Martin Retail, Carol H Williams Advertising, TPN, and Moroch) turned education advocate and social entrepreneur. In his professional career, Stephens has worked with top brands such as Frito Lay, Quaker, Pepsi, Cadillac, Hummer, Chevrolet, Western Union, Coca-Cola, McDonald's, Lexus, and Moet Hennessy USA. Born in Dallas, Lincoln is a graduate of the University of Missouri-Columbia where he received a bachelor's in journalism with a focus in strategic communications. He recently completed his master's degree in entertainment business at Full Sail University. He also has a passion for community organizing and fundraising. In that capacity, he has served as the Chicago & Dallas Street Team Leader for Rock The Vote, as well as an active volunteer in a variety of organizations such as African American Leaders of Tomorrow, American Cancer Society-Relay for Life, Dallas Urban League Young Professionals, YMCA, Kappa Alpha Psi Fraternity, Inc. and is the current chair of the South Blvd Park Row Neighborhood Association. In November 2008, he decided to quit his job to pursue his passion for mentorship and co-founded a nonprofit organization called the Marcus Graham Project. The organization, which is focused on bringing more diversity to the advertising industry through mentorship, exposure, and career development, has been featured in Ad Age, Black Enterprise Magazine, Savoy, and on CNN and NBC. Additionally, Lincoln has been acclaimed as one of the top 40 marketing leaders under 40 by *Ad Age*, *Ebony* Magazine's top entrepreneurs under 34, the *Dallas Business Journal*'s Minority Business Leader Award, AT&T Game Changer, Adweek Rising Star Brand, and honored with the University of Missouri School of Journalism's Honor Medal for Distinguished Service in the media industry.

Larry Yarrell
Co-Founder and COO, Marcus Graham Project

Dallas native Larry Yarrell is a graduate of Morehouse College. Having worked and studied in cities around the globe, including Atlanta, New York and London, he attributes his success in the marketing and advertising industry to his experience and love for travel and the exploration of culture. Larry has worked with brands such as Jose Cuervo, Crown Royal, Motions Proline, E! Entertainment UK, Verizon Telecom, and Frontier Communications, establishing him as an industry leader. In 2008 he and business partner, Lincoln Stephens, established the Marcus Graham Project, a nonprofit determined to identify, train, and cultivate minority leadership in media, marketing, and advertising. Larry's leadership has been vital to driving partnerships for MGP with major agencies, corporations, and brands like Wieden & Kennedy, Apple, Facebook, Pepsi, Beats By Dre, and Fossil Inc. Larry and the Marcus Graham Project have been featured in numerous publications such as *AdAge*, *Black Enterprise*, *Ebony*, *Forbes* and *D Magazine*.

Panel - Shaping the Future: Calls to Action and Steps Toward Progress

Featuring Emiel Hill, Senior Vice President and Director of Treasury Client Implementation, Bank of Texas
Jennifer Reddien, Director of Diversity and Inclusion, Haynes and Boone
Sandra Phillips Rogers, Chief Diversity Officer and Chief Legal Officer, Toyota North America

We believe that the best way to create change in the business community is by collaborating, sharing, and supporting one another as we face unprecedented times. The goal of this panel is to provide practical, tangible, and impactful recommendations to aid your diversity, inclusion, and equity efforts, as a summation of the Symposium's themes. C-level executives have expressed a need for more guidance now than ever, and this panel aims to provide just that.

Emiel Hill
Senior Vice President and Director of Treasury Client Implementation, Bank of Texas

Emiel Hill is senior vice president and director of treasury client implementation for BOK Financial and its subsidiaries. Emiel is responsible for the successful client onboarding efforts of the treasury payments and liquidity solutions across an eight-state region. Joining Bank of Texas in 2012, Emiel was the 2014 Treasury Hero Award recipient and received recognition as a top partner for the 2016 Commercial Club. He was committee chairman on the Treasury Thought Leadership Council and recently joined BOK Financials Diversity & Inclusion Council in 2019, led by BOK Financial CEO, Steve Bradshaw. While serving on the D&I Council, Hill has been able to initiative employee engagement across the BOKF footprint and began partnering with other senior leaders on the importance of having those difficult conversations. Actively involved in the community, Emiel volunteers with the Alzheimer's Association, Ronald McDonald House of Dallas, National Kidney Foundation and is a mentor for Big Brothers Big Sisters.He earned a bachelor's of science degree from Ohio State University and is also Green Belt Certified in Six Sigma.

Jennifer Reddien
Director of Diversity and Inclusion, Haynes and Boone

Jennifer Reddien has spent much of her career pursing Diversity and Inclusion efforts. In addition to her background and personal experiences, Jennifer's passion for equity makes her an effective and invaluable leader as the director of Diversity and Inclusion at Haynes and Boone. Jennifer's charge is to build upon the firm's current award-winning diversity initiatives by strategizing, elevating, implementing, and executing the firm's diversity plan. She closely monitors progress and holds the firm accountable for results. She also focuses on education by training the firm's attorneys on implicit bias and similar topics, as well as by speaking and serving on panels outside of the firm. Prior to joining the firm, Jennifer was the executive director of The Chicago Committee on Minorities in Large Law Firms, a nonprofit organization that promotes racial and ethnic diversity in the legal profession. Before that, Jennifer spent many years as a litigation lawyer and served as co-chair of the Diversity Task Force at her previous law firm. Jennifer is an active member of the Association of Law Firm Diversity Professionals. She was listed among Profiles in Diversity Journal's list of Women Worth Watching for 2019. During her legal career, she was named an Illinois Rising Star by Super Lawyers, Thomson Reuters, from 2009-2014. Jennifer received her bachelor of arts from Duke University, a juris doctor from the University of Michigan Law School, and a master of business administration from the University of Notre Dame.

Sandra Phillips Rogers
Chief Diversity officer and Chief Legal Officer,
Toyota North America

Sandra Phillips Rogers is group vice president, chief legal officer, general counsel and corporate secretary of Toyota Motor North America. In this role, she oversees the legal services function for Toyota's North American operations, Toyota Legal One ("TL1"), and the representation of the company and its affiliates. Sandra directs the strategy to help Toyota navigate significant business and legal challenges while supporting its expansion as a global mobility company, one that is an industry leader in autonomous, connected, and sustainable vehicle technologies. She also provides strategic guidance in areas such as global transactions, cybersecurity, privacy, government and regulatory investigations, complex litigation, labor and employment, and intellectual property. She serves as an advisor to the TMNA Executive Committee and is a member of the company's global leadership team. In December of 2018, Phillips Rogers added the role of chief diversity officer. Prior to joining Toyota in June 2012, Rogers was a partner at Morgan, Lewis & Bockius, where she focused on complex litigation management and strategy, including crisis management. She also served as senior vice president, associate general counsel, and chief litigation counsel at Pfizer Inc., where she was responsible for the company's global product litigation and environmental litigation strategies. Previously, she was managing partner of the Houston office of Shook, Hardy & Bacon.

Closing Keynote

Finding the Opportunity in Every Challenge

Featuring John Olajide, President and CEO of Axxess

As the founder and CEO of Axxess, the country's leading home healthcare technology company and Chair of the Dallas Regional Chamber, John Olajide joined leaders across

North Texas to combat the challenges brought by the onset of the coronavirus pandemic. Healthcare systems and businesses large and small were strained. But 2020 would bring another challenge with the urgent call for social justice in the wake of George Floyd. On a personal level, it was one John Olajide could not ignore. He's answered the call to leadership at every turn and is committed to create a place of equality and opportunity for all.

John Olajide
President and CEO of Axxess

John Olajide is founder and CEO of Axxess, the leading home healthcare technology company in North America. In this role, he leads the strategic vision and direction of the company and oversees more than 300 employees at Axxess' headquarters in Dallas and other locations throughout the country. John is passionate about improving the quality of healthcare services delivered to patients in their homes by empowering healthcare organizations with state-of-the-art software solutions. In 2015, John became the youngest person ever honored as a distinguished alumnus by the University of Texas at Dallas, and in 2018 was named to the school's executive board. In addition to other civic and community boards, John is the 2020 chair of the Dallas Regional Chamber's board of directors and executive committee and has chaired its innovation and capital task force. He also sits on the board of the Dallas Entrepreneurial Center.

D CEO

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