

Shaping Success, Together

33rd Annual Women in Business Conference

Hosted by the Women's Student Association, a student club at Harvard Business School

Saturday, February 10th, 2024

Harvard Business School



women's student association



@hbswomen

AGENDA

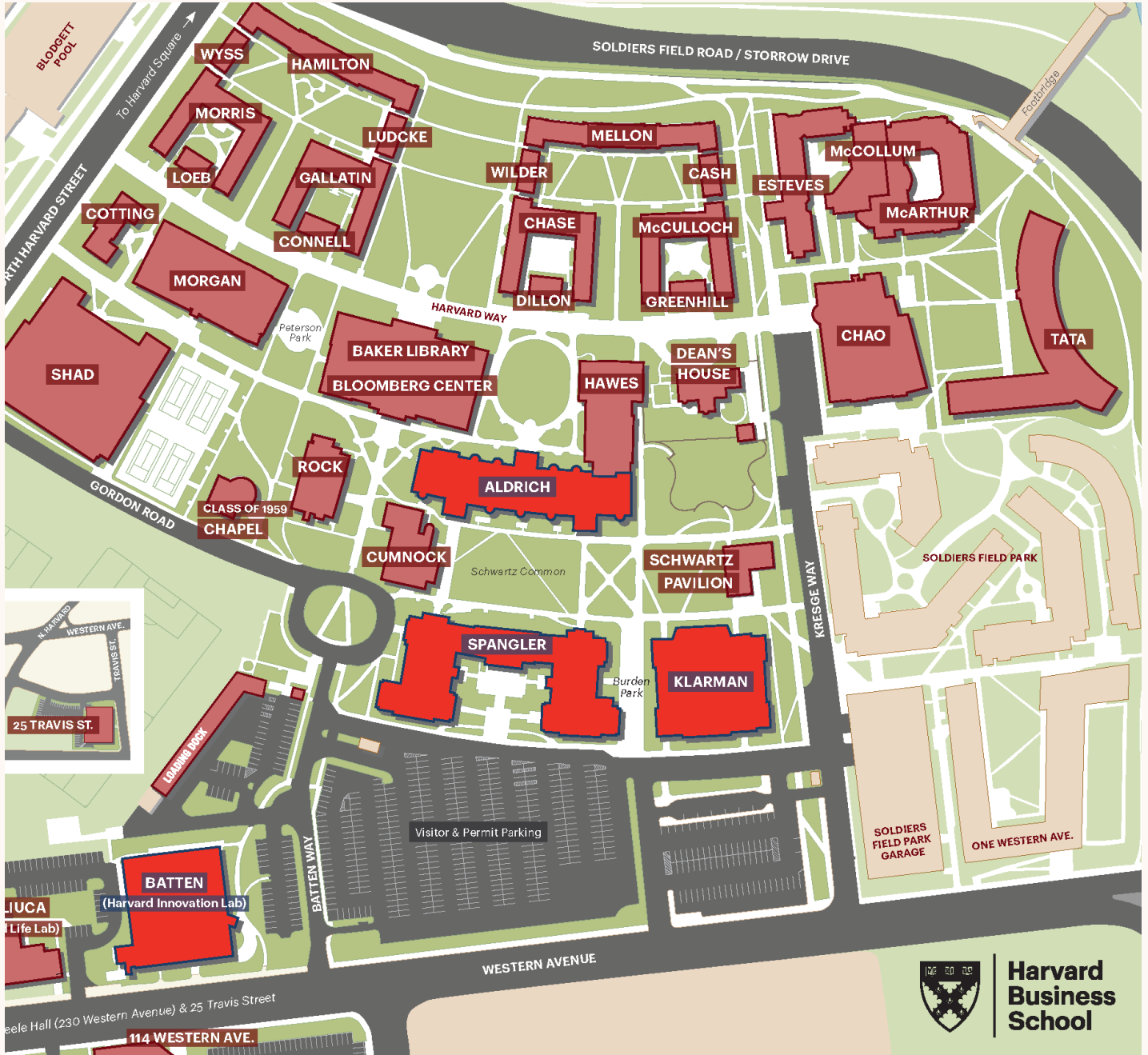
8:30 - 9:30AM	Registration Klarman Atrium Breakfast Spangler Williams Room
9:30 - 9:45AM	Welcome Remarks Klarman Auditorium
9:45 - 10:30AM	OPENING KEYNOTE Klarman Auditorium Ann Sarnoff , Former Chair & CEO, Warner Bros.
10:30 - 10:45AM	Coffee Break Klarman / Aldrich
10:45 - 11:35AM	PANEL SESSION 1 Beyond Labels: Changing the Narrative as Minority Women Leaders Klarman Auditorium Navigating the Modern Workplace: How to Face Unconscious Gender Bias? Aldrich 112 Female Founders: Opportunities and Challenges Aldrich 111
11:35 - 11:45AM	Coffee Break Klarman / Aldrich
11:45AM - 12:30PM	SECOND KEYNOTE Klarman Auditorium Stephanie Kramer , CHRO, L'Oréal USA
12:30 - 1:30PM	Lunch Batten Hall
1:45 - 2:35PM	PANEL SESSION 2 The Heart of Entrepreneurship: Female Founders on Passion, Resilience, and Balance Klarman Auditorium Unlocking Success: Navigating Networks and Mentorship Aldrich 112 Invisible No More: Breaking the Silence on Women's Invisible Load Aldrich 111
2:35 - 2:45PM	Coffee Break Klarman
2:45 - 3:45PM	FEMALE FOUNDERS PITCH COMPETITION Klarman Auditorium
3:45 - 4:00PM	Coffee Break Klarman
4:00 - 4:45PM	CLOSING KEYNOTE Klarman Auditorium Victoria A. Budson , Partner & Global Head of DEI, Bain Capital
4:45 - 5:00PM	Closing Remarks & Pitch Winner Announcement Klarman Auditorium
5:00 - 6:00PM	Networking Reception & Happy Hour Spangler Williams Room

Shaping Success, Together
33rd Annual Women in Business Conference



**CAMPUS
MAP
ON
REVERSE**





**Harvard
Business
School**

KEYNOTE SPEAKERS

KLARMAN AUDITORIUM

Ann Sarnoff

Former Chair & CEO, Warner Bros.

9:45 - 10:30AM

Stephanie Kramer

CHRO, L'Oréal USA

11:45AM - 12:30PM

Victoria A. Budson

Partner & Global Head of DEI, Bain Capital

4:00 - 4:45PM



women's student association

FIRST KEYNOTE

Ann Sarnoff

9:45 – 10:30AM | KLARMAN HALL



Ann Sarnoff

Former Chair & CEO, Warner Bros.

Ann Sarnoff is a well-respected entertainment industry executive with over 30 years' experience in senior leadership positions at some of the world's most valuable and recognized media companies, including Warner Bros., the BBC, Viacom and Dow Jones.

Sarnoff was most recently Chair and CEO of the WarnerMedia Studios and Networks Group. In this role, she was responsible for guiding all of WarnerMedia's entertainment-focused teams as they worked individually and collaboratively to produce content across all genres and formats for wholly-owned and third-party platforms around the world. Under her purview were the Warner Bros. Pictures Group, HBO and HBO Max, the Warner Bros. Television Group, DC Comics, Cartoon Network, Adult Swim, WB Animation, Turner's entertainment networks, Harry Potter's Wizarding World and Consumer Products and Experiences.

Sarnoff became the first female Chair and CEO of a major studio when she joined Warner Bros. in 2019. Prior to joining Warner Bros., Sarnoff spent nine years at the BBC where she was President, BBC Studios Americas, led the creation of the streaming service BritBox, and oversaw the BBC Worldwide's Global Production Network. Sarnoff's previous positions include President of Dow Jones Ventures, COO of the Women's National Basketball Association, COO of VH1 and Country Music Television, and EVP of Nickelodeon.

Sarnoff holds a BS from Georgetown University's McDonough School of Business and an MBA from Harvard Business School. She serves on the boards of PayPal Holdings, Inc., Cineworld Group plc, WTA Ventures (commercial arm of the Women's Tennis Association) and the Motion Picture & Television Fund. She also serves as Vice Chair of the boards of The Shed and Georgetown's McDonough School of Business.

FIRST KEYNOTE

Ann Sarnoff

9:45 – 10:30AM | KLARMAN HALL

MODERATOR



Elisabeth Paulson

Assistant Professor, Harvard Business School

Elisabeth is an Assistant Professor of Business Administration in the Technology and Operations Management Unit at Harvard Business School. She teaches the first year course on Technology and Operations Management in the required curriculum.

Elisabeth's research focuses on data-driven policy making and the design of interventions for social good. Drawing on tools from optimization, machine learning, mathematical modeling, and statistics, her work aims to develop new analytical methods that have impact in the public and non-profit sectors. Through her focus on intervention design, Elisabeth's research addresses broader topics related to fairness, personalization/targeting, and explainability.

Elisabeth's work to date is primarily in the domains of food and immigration policy. Her food policy work focuses on interventions for creating better access to, and consumption of, fresh food. Her work on immigration policy centers around the data-driven geographic assignment of refugees and asylum seekers. Elisabeth believes in partnership-oriented research, and much of her work to date is motivated by, and in collaboration with, NGOs and government entities.

Prior to joining HBS, Elisabeth was a Postdoctoral Fellow at the Immigration Policy Lab at Stanford University, where she remains a Faculty Affiliate. She received her PhD in Operations Research from MIT in 2021, supported by an NSF Graduate Research Fellowship. Elisabeth received her B.S. in Math, B.S. in Statistics, and M.A. in Math from the Pennsylvania State University.

SECOND KEYNOTE

Stephanie Kramer

11:45AM - 12:30PM | KLARMAN HALL



Stephanie Kramer CHRO, L'Oréal USA

Stephanie Kramer is the Chief Human Resources Officer (CHRO) of L'Oréal USA, author of *Carry Strong: An Empowered Approach to Navigating Pregnancy and Work* (Penguin Life, 2023), and the mother of two young sons.

As a tenured beauty industry executive with 20 years of experience on three continents, Stephanie brings dynamic leadership expertise with a dedicated people-first approach to the company's overall HR strategy in the U.S. including talent, learning, rewards, and people experience. She has served as an adjunct professor of management communication in the graduate business program at the Fashion Institute of Technology (FIT) where she is also a member of the program's Industry Advisory Board. Stephanie also serves as an advisor to MasterClass and Project Healthy Minds, and is a founding Chair for HR Innovators, an organization dedicated to connecting and activating HR leaders.

Stephanie has been a featured speaker at several institutions and leadership summits across the country including The Wharton School at the University of Pennsylvania, Harvard Business School, New York University, the Forbes Future of Work Summit and the Yale Ventures Health of Women Summit. Stephanie and her writing have been featured in Fast Company, Fortune, Forbes, Cosmopolitan, Marie Claire and the Wall Street Journal.

SECOND KEYNOTE

Stephanie Kramer

11:45AM - 12:30PM | KLARMAN HALL

MODERATOR



Christina Wallace

Senior Lecturer, Harvard Business School

A self-described “human Venn diagram” Christina Wallace has crafted a career at the intersection of business, technology, and the arts. She is a Senior Lecturer in the Entrepreneurial Management Unit at Harvard Business School where she is co-course head for The Entrepreneurial Manager, teaches Launching Tech Ventures, and leads the MBA Startup Bootcamp immersion program. Her latest book, The Portfolio Life, was published by Hachette in 2023.

Previously, Christina was vice president of growth at Bionic, an innovation consulting firm that builds startups inside large enterprises. Prior to joining Bionic, Christina founded BridgeUp: STEM, an edtech startup inside the American Museum of Natural History, was the founding director of Startup Institute New York, and the co-founder and CEO of venture-backed fashion company Quincy Apparel. She was also, very briefly, a management consultant with the Boston Consulting Group and began her career at the Metropolitan Opera.

Christina holds undergraduate degrees in mathematics and theater studies from Emory University and an MBA from Harvard Business School. She is an active angel investor in early-stage tech startups as well as commercial theater productions on Broadway. She regularly speaks, writes, and consults on a wide range of topics, ranging from failure and resilience to corporate innovation, from K12 computer science education to her viral TED talk detailing her successful approach to hacking online dating. Mashable called her one of “44 Female Founders to Know” and Refinery29 named her one of the “Most Powerful Women in NYC Tech.” She has been featured in the Wall Street Journal, the Financial Times, Forbes, Inc, Fast Company, Quartz, Elle, and Marie Claire among others.

CLOSING KEYNOTE

Victoria A. Budson

4:00 - 4:45PM | KLARMAN HALL



Victoria A. Budson

Partner & Global Head of DEI, Bain Capital

Experience

Ms. Budson joined Bain Capital in 2021. She is a Partner and Head of Diversity, Equity, and Inclusion (DEI). Ms. Budson leads Bain Capital's DEI strategy and execution as it relates to recruitment, development, culture, and community across the firm and in support of its portfolio companies.

Prior to joining Bain Capital Ms. Budson spent over 20 years at Harvard Kennedy School of Government where she was co-founder and Executive Director of the Women and Public Policy Program. Ms. Budson consulted on a range of diversity and inclusion matters to a wide variety of clients across sectors and global regions including many in the financial services industry.

Education

Ms. Budson received an MPA from The Harvard Kennedy School where she was a Littauer Scholar. She graduated magna cum laude with departmental honors receiving a BA from Wellesley College.

CLOSING KEYNOTE

Victoria A. Budson

4:00 - 4:45PM | KLARMAN HALL

MODERATOR



Amy Edmondson

Professor, Harvard Business School

Amy C. Edmondson is the Novartis Professor of Leadership and Management at the Harvard Business School, a chair established to support the study of human interactions that lead to the creation of successful enterprises that contribute to the betterment of society. Edmondson has been recognized by the biannual Thinkers50 global ranking of management thinkers since 2011, and most recently was ranked #1 in 2021 and 2023; she also received that organization's Breakthrough Idea Award in 2019, and Talent Award in 2017. She studies teaming, psychological safety, and organizational learning, and her articles have been published in numerous academic and management outlets, including *Administrative Science Quarterly*, *Academy of Management Journal*, *Harvard Business Review* and *California Management Review*.

Before her academic career, she was Director of Research at Pecos River Learning Centers, where she worked on transformational change in large companies. In the early 1980s, she worked as Chief Engineer for architect/inventor Buckminster Fuller, and her book *A Fuller Explanation: The Synergetic Geometry of R. Buckminster Fuller* (Birkhauser Boston, 1987) clarifies Fuller's mathematical contributions for a non-technical audience. Edmondson received her PhD in organizational behavior, AM in psychology, and AB in engineering and design from Harvard University.

MORNING PANEL SESSION

10:45 - 11:35AM

Beyond Labels: Changing the Narrative as Minority Women Leaders

Klarman Auditorium

Navigating the Modern Workplace: How to Face Unconscious Gender Bias?

Aldrich 112

Female Founders: Opportunities and Challenges

Aldrich 111



women's student association

Beyond Labels: Changing the Narrative as Minority Women Leaders

10:45 - 11:35AM | KLARMAN HALL

PANELIST



Diipa Khosla

Founder, Indē Wild, Post For Change

Diipa Khosla is a Global Indian of Creative influence through her endeavors across entrepreneurship and social impact. She has achieved this through the development and nurturing of an international community that spans over 2 million in number.

Diipa has made significant contributions to various fields, including founding the global beauty brand Indē Wild, establishing the NGO - Post For Change, and actively collaborating with organizations like the United Nations to support women worldwide. Her achievements include gracing the covers of renowned magazines such as Vogue, Elle, Grazia, Conde Nast Traveller, and being featured in esteemed publications like Forbes, Harper's Bazaar, Bloomberg, and the Financial Times.

PANELIST



Sue S. Chan

Founder, Care of Chan

A 15-year food industry veteran, Sue S. Chan is the founder of Care of Chan, a premiere event media agency. Sue has collaborated with some of the world's best culinary, film, fashion, art, and design brands. Prior to founding the agency in 2016, she was the Brand Director of Momofuku, where she opened restaurants in NYC, Sydney, and Toronto and oversaw the PR & Marketing for Chef David Chang as well as the entire international restaurant group. Sue was called the "Downtown New York Food Impresario" by Vogue, was named one of Marie Claire's "Fresh Faces in Food" and received a Young Alumna Award for "Outstanding Achievement in Her Field" from Barnard College of Columbia University. Sue is also a judge for the James Beard Foundation Leadership Awards, known as the Oscars of food. She was the Director of Programming for the last The New York Times Food Festival, which sold out in one week - a record for The Times' Events.

Beyond Labels: Changing the Narrative as Minority Women Leaders

10:45 - 11:35AM | KLARMAN HALL

PANELIST



Julisa Salas

VP, International Operations Toast

Julisa is a GTM and Operations executive, startup advisor, and angel investor. Julisa was an early employee at Toast, where she has held a variety of leadership positions. Julisa is currently the VP of International Operations. Prior to her current role, Julisa was the Chief of Staff to the CEO and worked with the Senior Leadership Team to prepare the company for its IPO in 2021.

During her tenure, Julisa has been awarded the 'Founder's Award' and recognized for her impact to the organization. Before Toast, Julisa worked at J.P. Morgan where she provided financial advice to ultra-high-net-worth individuals. Julisa majored in English Literature at Middlebury and holds an MBA from Harvard Business School. She resides in NYC with her daughter.

PANELIST



Carol Miu

Former CEO, PeopleFun

Carol Miu is former CEO and Head of Product at PeopleFun. She was the first employee on the product team at PeopleFun when she joined the studio in 2018 as Senior Director of Product Management, quickly advancing to Vice President of Product and Analytics and, subsequently, Chief Product and Analytics Officer before becoming CEO. Carol built and grew a team of product managers, data analysts, and user researchers, while tripling annual revenue from \$100 million in 2018 to over \$300 million in 2021.

Through taking the lead in developing product roadmaps and features, and training the now product owners of every one of PeopleFun's live game titles, Carol has been instrumental to the success of PeopleFun's hit games like Wordscapes, which has over 230 million players to date. In her retirement, Carol has been collecting Michelin Stars, studying astrophysics, and mentoring video game professionals from entry- to executive-level.

Beyond Labels: Changing the Narrative as Minority Women Leaders

10:45 – 11:35AM | KLARMAN HALL

PANELIST



Aleshia Davis-Perkins

Sr Manager, AI & Data, Deloitte

Aleshia stands at the forefront of Deloitte Consulting, LLP as a Senior Manager, dedicated to servicing the Government Professional Services Industry. Her sphere of influence extends to Defense clients, where she plays an integral role. She has carved out a remarkable career, primarily focused on overseeing the integration of systems and the introduction of emerging technologies.

A trailblazer in her field, Aleshia pioneered the implementation of the federal government's first Automation Intelligence bot. She also masterminded the strategy for security protocols for intelligence automation. Her contributions don't end there; she persistently supports clients in strategizing for long-term AI implementation. Additionally, she assists them in comprehending the essential operational structures needed to adapt to evolving technologies. Aleshia is not just a part of the present landscape of technology; she's shaping its future.

Aleshia thrives in her role as the DEI (Diversity, Equity, and Inclusion) advisor for the Southern California region in the GPS sector. She is a catalyst for change, weaving sustainable models through the power of storytelling, education, training, and local community engagement. This isn't just a job for her; it's a mission.

In addition, Aleshia holds a vital role as a DEI strategic advisor for the GPS Strategy & Analytics practice. In this capacity, she offers valuable insights into strategic hiring, retention of diverse practitioners, and mentorship programs. Her work isn't about ticking boxes; it's about making a real, lasting impact on the culture and inclusivity of the organization. Aleshia is not just talking about diversity, equity, and inclusion; she's actively shaping it.

Beyond Labels: Changing the Narrative as Minority Women Leaders

10:45 – 11:35AM | KLARMAN HALL

MODERATOR



Anjali Bhatt

Assistant Professor, Harvard Business School

Anjali Bhatt is an Assistant Professor in the Organizational Behavior Unit at HBS and a Fellow at the Santa Fe Institute for the study of complex adaptive systems. She teaches the first year organizational behavior course in the MBA required curriculum.

Professor Bhatt completed her PhD in organizational behavior from Stanford GSB and her AB in physics and chemistry from Harvard College. Prior to graduate studies, she spent several years as a nonprofit consultant. Professor Bhatt's research investigates structural and cultural change in organizations, including the dynamics of hiring, M&A, and reorganizations. Her work employs a variety of computational methods, including simulations, natural language processing, and machine learning.

Navigating the Modern Workplace: How to Face Unconscious Gender Bias?

10:45 – 11:35AM | ALDRICH 112

PANELIST



Niamh Dawson

Partner & Director, BCG

Niamh is a Partner and Director with 30 years' experience at BCG. She is one of BCG's leading global experts on post-merger integration, communication, and culture.

For more than a decade Niamh led Women at BCG and spearheaded many of the groundbreaking policies that make BCG so highly sought after as an employer today. Niamh is also a guest lecturer at Harvard Business School, INSEAD, London Business School and University College London.

A recognized thought leader, she is frequently quoted in the Financial Times and other international business media and is co-author of BCG's PMI publications.

She is a C-suite executive Coach: holding qualifications from Meyler Campbell and Tavistock Institute of Human Relations

PANELIST



Behnaz Ghahramani

CMO, Old Navy

Behnaz is the Chief Marketing Officer at Old Navy, one of the most beloved and iconic American brands serving fun, fashion and value for the family. Prior to Old Navy, Behnaz was the CEO of Brother Vellies, a Black owned and female led luxury accessories brand founded by Aurora James the creator of the Fifteen Percent Pledge. She has also served as the Chief Marketing and Digital Officer at Stuart Weitzman and held several senior leadership positions at Ralph Lauren and Gucci. While at Gucci, she launched the Chime for Change global campaign founded by Gucci, Salma Hayek and Beyoncé to raise awareness and funds for women and girls around the world.

She sits on the Advisory Board of Glamour Women of the Year, Fashion Group International, and is also part of Fast Company's Impact Council. Behnaz is a frequent speaker at Harvard University, and has been a guest lecturer at NYU Law School, and Parsons School of Design. Behnaz has an MBA from INSEAD and a B.S. from GMU. She is a first generation Iranian American, and a mom of two young girls.

Navigating the Modern Workplace: How to Face Unconscious Gender Bias?

10:45 – 11:35AM | ALDRICH 112

PANELIST



Terri Burns

Investor Ex-Google Ventures

Terri Burns is an early-stage venture capital investor. She currently serves on the NYU [Board of Trustees](#). Most recently, she was a partner at Google Ventures (GV), the youngest partner in GV's history, focused on investing in digital consumer companies. She led deals in Locker Room (acquired by Spotify), HAGS (acquired by Snapchat), and Partiful, while also participating in board work with companies like Bloom Tech, Kitchen United, and others. She's a Co-Founder of TLC Investment Collective with portfolio companies including Stytch, SelectStar, TRM Labs, and many more. Between both investment vehicles, Burns completely returned her invested capital and maintains meaningful markups to date.

Burns is recognized as a [Forbes 30 Under 30](#) 2021 awardee for Venture Capital. She is a practiced host and speaker, having served as a three-time co-chair of Fortune Magazine's annual Brainstorm Tech Conference. She has given talks and keynote speeches at the likes of Stanford GSB, Harvard Business School, Teen Vogue, and more. She's been featured in [Vogue](#), [Fortune Magazine](#), [TechCrunch](#), [Business Insider](#), [CNBC](#), the Power Law book on venture capital, and a plethora of additional publications. She holds advisory roles at a number of startups and investment funds.

Burns was previously an associate product manager at Twitter (see coverage in [Fast Company](#)) building features for the core product: the home timeline. She also served as a board member at Brave Initiatives, a non-profit dedicated to educating young girls with computer science skills. She is a graduate of Phillips Exeter Academy and holds a computer science bachelor's from the NYU Courant Institute of Mathematical Sciences.

tcburning.com | linkedin.com/in/tcburning

Navigating the Modern Workplace: How to Face Unconscious Gender Bias?

10:45 – 11:35AM | ALDRICH 112

PANELIST



Christina Qi CEO, Databento

Christina Qi is the CEO of Databento, an on-demand market data platform. She formerly founded Domeyard LP, a hedge fund focused on high frequency trading (HFT) that traded up to \$7.1 billion USD per day. Failing to earn a job offer after a Wall Street internship, Christina started Domeyard from her dorm room with \$1000 in savings, in 2012. Her fund was a tiny minnow amongst the tigers of the hedge fund world, but after Michael Lewis's Flash Boys came out in 2014 and HFT firms hid from the spotlight, Domeyard accidentally found itself in the center of the ring. Over the next decade, her company's story was featured on the front page of Forbes and Nikkei, and quoted in the Wall Street Journal, Bloomberg, CNN, NBC, and the Financial Times as a result of the controversy and fascination with HFT. By a series of accidents, Christina became a voice in her industry, contributing to the World Economic Forum's research on AI in finance, guest lecturing at dozens of universities, and teaching Domeyard's case study at Harvard Business School. She is grateful to be able to open up about her mistakes, and to help people turn failures into opportunities. After a decade, Domeyard winded down gracefully after facing increased headwinds to its strategies, scalability, and operational resources.

No amount of therapy has quashed Christina's impostor syndrome, but she will always be proud of her non-profit volunteer work. Christina is a member of the MIT Corporation Development Committee, a standing committee of the MIT Corporation (the board of trustees), charged with raising critical financial resources to uphold the Institute's academic rigor, promote student life, and advance global initiatives. From 2018 to 2023, she co-chaired the Development Committee and eventually became Co-Chair of the Board of Invest in Girls, bringing financial literacy education to underserved populations across the US. Christina also sits on the Board of Directors of The Financial Executives Alliance (FEA) Hedge Fund Group, drove entrepreneurship efforts at the MIT Sloan Boston Alumni Association (MIT SBAA), and served on the U.S. Non-Profit Boards Committee of 100 Women in Finance. Although "X Under X" lists are a gimmick, she'll admit that Forbes 30 Under 30 made a positive impact on her life by giving her a community - friends who dragged her out of bed during the lowest days of her life. Christina holds a Bachelor of Science in Management Science from MIT and is a CAIA Charterholder.

Navigating the Modern Workplace: How to Face Unconscious Gender Bias?

10:45 – 11:35AM | ALDRICH 112

MODERATOR



Natalia Garbiras-Daz

Assistant Professor in the Business, Government and the International Economy (BGIE), Harvard Business School

Natalia is an Assistant Professor in the Business, Government and the International Economy (BGIE) unit at Harvard Business School. She received her Ph.D. in Political Science in 2021 from the University of California, Berkeley, where she is currently a Research Associate at the Center on the Politics of Development. Prior to joining Harvard Business School, she was a Max Weber Fellow at the European University Institute in Italy.

Her primary research interests are in comparative politics and the political economy of development, with a focus on corruption, public goods provision, and accountability in Latin America. She also studies the formation of citizens' and ex-combatants' attitudes towards peace agreements and their role in stabilizing peace in post-conflict settings. She holds an M.A. in Economics from the University of Los Andes (Colombia). Before her Ph.D., she worked at the World Bank, the Democracy Observatory, and the Colombian National Planning Department.

Female Founders: Opportunities and Challenges

10:45 - 11:35AM | ALDRICH 111

PANELIST



Suneera Madhani

Founder, Stax Payments; Founder & CEO, CEO School

Suneera Madhani is a trailblazing entrepreneur and founder of Stax Payments, one of America's top 10 fastest-growing fintech companies, which she successfully exited north of \$1 Billion. The first female CEO to lead a unicorn out of Florida and the first person in her family to attend college, Suneera has been recognized for her achievements by Fortune's 40 Under 40, EY's Entrepreneur of the Year, Entrepreneur Magazine's 100 Most Influential Women, and Inc.'s 100 Female Founders. She is a member of the Inc. Female Founders Advisory Board and holds seats on the Advisory Board for both Ahimsa and Pete.

Suneera is the founder and CEO of CEO School, a company empowering women to scale their businesses, is a highly sought after speaker, role model for balancing work and life, a top 25 podcast host with over 1 Million downloads, angel investor in more than 40 companies and an advocate for destroying the gender wage gap while changing the narrative for women in business.

PANELIST



Deb Dutta

Founder & CEO Criya

Deb Dutta is the CEO of Criya - an AI tech startup backed by the prestigious Y Combinator and top tier VCs. Deb, is a female immigrant founder with 13+ years of experience as a successful Product Executive at PayPal, Microsoft, Hitachi. Deb holds a Masters degree from Carnegie Mellon in computer science.

Featured on Forbes, TechCrunch, New York Times, CBS and Y Combinator, Deb is an established keynote speaker, Forbes contributor and leads the Women in Product chapter. Aside from that, Deb actively mentors women to develop their skills in product management, entrepreneurship and fundraising.

Currently as the CEO of Criya, Deb empowers business leaders to build their Professional Brand with AI in 1-click. Deb's vision is to build technology where leading experts can scale their impact by launching a professional website in 20 seconds. Deb also runs her own annual summit for industry experts.

Female Founders: Opportunities and Challenges

10:45 – 11:35AM | ALDRICH 111

PANELIST



Katie Palencsar Partner Anthemis Group

Katie Palencsar is an investor and thought leader in early-stage company building/investing, venture studios, and the female founder investment ecosystem. Currently she is a Partner at Anthemis Group, where she also serves as Head of Venture Studio and leads the Female Innovators Lab Fund, investing in early-stage female founders in fintech. Since launching the fund at the end of 2019, Katie has led its global expansion and AUM growth with backing by Barclays, Aviva, Visa and BMO and now investing across North America, UK and Europe.

Previously, she founded and led data SaaS company, Unbound Concepts from ideation to exit. The company's data services were used by global distributors as well as privately owned and publicly traded publishers in addition to providing free software tools to over 40,000+ educators. Upon acquisition by Certica Solutions, she served on the executive team leading Solutioning, collaborating with key clients on both enhanced product integrations and new product offerings. Certica Solutions was acquired by Instructure, one of the largest global Learning Management Systems.

Katie was named American Banker's Most Influential Women in Fintech in 2023 and is the recipient of the 99u General Electric Emerging Innovators Award, Drexel University Alumni Educator of the Year Award, SmartCEO's Voltage Award, Women in Fintech Powerlist and a USPTO patent for Performing Dynamic Textual Complexity Using Machine Learning Artificial Intelligence. Her work has been featured in Forbes, Fast Company, Bloomberg, and The Wall Street Journal.

Katie lives in the world of idea to execution which has led to new businesses, products, programs, teams, initiatives, revenue streams and investment opportunities within a myriad of industries.

Female Founders: Opportunities and Challenges

10:45 – 11:35AM | ALDRICH 111

PANELIST



Sheila Lirio Marcelo

Co-Founder & CEO, Ohai.ai; Founder, Care.com

Sheila Lirio Marcelo has more than 20 years of leadership experience in internet consumer marketplace businesses, including as the Co-Founder and Chief Executive Officer of Ohai.ai, a cutting edge technology startup leveraging generative AI to improve the lives of families. She was a former Venture Partner at New Enterprise Associates (NEA) and is a founding board member of The Asian American Foundation (TAAF). Ms. Marcelo previously founded Care.com in 2006 and took it public in 2014; she was Chairwoman and CEO until early 2020, when the company was sold to IAC.

Ms. Marcelo has been honored with numerous accolades. She was just on Forbes 50 Over 50. She was one of Fortune's "Top 10 Women Entrepreneurs" and appeared at Fortune's Most Powerful Women Summit. She is a Henry Crown Fellow with the Aspen Institute, a Young Global Leader of the World Economic Forum, and a member of the Council on Foreign Relations.

Ms. Marcelo earned a B.A. from Mount Holyoke College, which also conferred upon her an honorary Doctorate of Humane Letters in 2015. She has a J.D. and M.B.A. with honors from Harvard University. In 2014, Marcelo became the youngest recipient of the Harvard Business School Alumni Achievement Award. Connect with Sheila on [LinkedIn](#), [Twitter](#) and [Instagram](#).

MODERATOR



Colleen Ammerman

Director, Race, Gender & Equity Initiative at
Harvard Business School

Colleen works with the faculty leadership of the Race, Gender & Equity Initiative to support a research community and a platform for disseminating practice-relevant insights for advancing equity, diversity, and inclusion in organizations. She oversees the Initiative's staff, operations, and activities, including student and alumni engagement, programs for companies, and research conferences. She is a member of the Life & Leadership After HBS research team, an ongoing longitudinal study of Harvard Business School alumni which examines the influence of gender and race on their life and career outcomes. She is coauthor, with Boris Groysberg, of *Glass Half-Broken: Shattering the Barriers That Still Hold Women Back at Work* (Harvard Business Review Press).

AFTERNOON PANEL SESSION

1:45 - 2:35PM

The Heart of Entrepreneurship: Female Founders on Passion, Resilience, and Balance

Klarman Auditorium

Unlocking Success: Navigating Networks and Mentorship

Aldrich 112

Invisible No More: Breaking the Silence on Women's Invisible Load

Aldrich 111



women's student association

The Heart of Entrepreneurship: Female Founders on Passion, Resilience, and Balance

1:45 - 2:35PM | KLARMAN HALL

PANELIST



Gab Waller

Founder Gab Waller

Gab Waller is an Australian entrepreneur whose fashion sourcing service has fast positioned her on speed dial for celebrity clients and fashion fanatics around the world. Gab has not only disrupted the luxury fashion space, she has created an entirely new industry based on fashion sourcing. Gab currently resides in Los Angeles and services a growing roster of clients including Hailey Bieber, Khloé Kardashian, Hilary Duff, Sofia Richie Grainge, Rosie Huntington-Whiteley, Lucy Hale, and Lori Harvey.

If the marketing team would like to add anything extra onto that, my full bio can be found [here](#).

PANELIST



Huong Nguyen

Founder & CEO, Shiloh Events

With over 15 years of expertise in events and marketing, Huong brings a wealth of experience as the CEO and founder of Shiloh Events. As the head of this full-service agency, she spearheads the management of large-scale corporate events for renowned companies such as Zoom, Microsoft, Samsung, and Philips. Huong leads a dedicated team of event professionals who are committed to delivering captivating experiences that leave a lasting impact on brands across the globe. Prior to this, Huong managed communications for NASA and organized community events at ServiceNow. Her responsibilities encompassed various aspects of event marketing, digital marketing, and community relations, positioning her as a well-rounded expert in the industry.

The Heart of Entrepreneurship: Female Founders on Passion, Resilience, and Balance

1:45 - 2:35PM | KLARMAN HALL

PANELIST



Sonia Garcia

Co-Founder & Chief Product Officer Amae Health

Sonia Garcia is the co-founder and Chief Product Officer of Amae Health, a specialty integrated care provider for individuals with severe mental illness. Sonia's journey into the mental illness space began after tragically losing father to suicide at age 16, and subsequently struggling for years to support her brother's battle with schizoaffective disorder. This led her to launch a non-profit for young adults living with mental health issues in partnership with NAMI in Texas.

She then went on to obtain an M.S. in Engineering from Stanford University's d.school as a Knight-Hennessy Scholar with a thesis on human-centered mental health innovation. Prior to co-founding Amae, Sonia helped to build the nation's first digital pediatric behavioral health company, Brightline. Sonia was recently recognized in Business Insider's 30 under 40 in Healthcare, which highlights the most influential young leaders shaping the future of the industry.

PANELIST



Christina Pawlikowski

Co-Founder & CEO Causal Labs

Christina is the cofounder of Causal, a startup that helps marketers boost conversion through better messaging. Causal uses machine learning and generative AI to understand what messaging resonates best and automatically update copy on websites and landing pages.

Previously, she led product at Circle, a cryptocurrency-focused financial-services firm and then led the spinout of Poloniex, a leading cryptocurrency exchange. She was also a product leader on the Machine Learning team at Tripadvisor. She holds a BA in International Politics from Penn State and an MBA from Harvard Business School, where she was a Baker Scholar.

The Heart of Entrepreneurship: Female Founders on Passion, Resilience, and Balance

1:45 – 2:35PM | KLARMAN HALL

PANELIST



Deepica Mutyala Founder & CEO Live Tinted

Deepica Mutyala is the Founder & CEO of [Live Tinted](#), renowned, South-Asian American beauty entrepreneur on a mission to champion multicultural beauty through brand/products, community, conversation, and awareness – working to dismantle colorism with the power and voice of both her personal and Live Tinted platforms.

Mutyala rose to the forefront of the beauty industry in 2015 when her [YouTube video](#), depicting a beauty hack to cover dark undereye circles using red lipstick, went viral – now boasting over 10 million views. Since then, Mutyala has continuously, across her growing personal platform, partnered with multinational companies both within and outside the beauty industry to further her mission of opening up these categories, specifically beauty, to all. Such notable brands include Estee Lauder Companies, Coty, LVMH, Unilever, Mastercard, and Mercedes Benz. Mutyala has also been recognized by some of today's most prestigious publications for her achievements in the beauty space, including accolades such as her 2022 dedicated feature as a TIME Magazine as a [Next Generation Leader](#) and being the first South Asian CEO Barbie doll.

It is this ongoing commitment to supporting those so often overlooked in the category that also sparked Mutyala's founding of Live Tinted in January 2018, emerging first as a digital platform to explore beauty and culture and give voice to those underrepresented. A year later, in May 2019, harnessing crowdsourced feedback from the growing Live Tinted digital community, Deepica led the brand to release its first consumer product to market in order to answer to the community's top skincare concern, often experienced by people of color – dark circles, dark spots, and hyperpigmentation.

An ode to Mutyala's viral YouTube video, this first innovation, the [HUESTICK](#) – an eye, lip and cheek multistick, became an instant community favorite – selling out almost immediately and amassing a 10,000+ person waitlist at the onset. From this initial launch, Mutyala & her team continue to expand Live Tinted's skin care and cosmetic portfolios based on these ongoing, diverse community needs, as seen through other more recent launches including [HUEGUARD](#), mineral SPF-moisturizer (July 2019), [SUPERHUE](#), hyperpigmentation serum stick (January 2022), and, most recently, [HUEGLOSS](#), nourishing lip gloss, & [HUEBEAM](#), blushing-bronzer (August 2022). Today the brand is sold across channels including DTC, on [LiveTinted.com](#), and at top beauty retailers: [ULTA.com](#)/ULTA Beauty Stores nationwide – the first South-Asian brand in the prominent retailer, as well as [Credo.com](#)/Credo Stores across the country.

Outside of innovation, as Live Tinted expands nationwide under Mutyala's helm, the brand also continues to engage with iconic national partners and receive various notable industry accolades. Specifically, this past year alone, Live Tinted has spearheaded major collaborations with the likes of [Barbie](#), to create a South Asian CEO doll + co-branded kit, Netflix, for a kit & campaign centered around their new series, [Never Have I Ever](#), and [Phenomenal](#), to host a Diwali celebration with other South Asian forces such as [Mindy Kaling](#) and [Priyanka Chopra](#). In addition to this, the brand has also been honored with ongoing, credible beauty/lifestyle awards such as the WWD Best Product Innovation, ELLE Future of Beauty, Allure Best of Beauty, The Oprah O-wards, and many more.

Mutyala currently resides in Los Angeles, CA. Follow her journey to revolutionize beauty at [@LiveTinted](#) and [@deepica](#).

The Heart of Entrepreneurship: Female Founders on Passion, Resilience, and Balance

1:45 - 2:35PM | KLARMAN HALL

MODERATOR



Christina Wallace

Senior Lecturer, Harvard Business School

A self-described “human Venn diagram” Christina Wallace has crafted a career at the intersection of business, technology, and the arts. She is a Senior Lecturer in the Entrepreneurial Management Unit at Harvard Business School where she is co-course head for The Entrepreneurial Manager, teaches Launching Tech Ventures, and leads the MBA Startup Bootcamp immersion program. Her latest book, [The Portfolio Life](#), was published by Hachette in 2023.

Previously, Christina was vice president of growth at Bionic, an innovation consulting firm that builds startups inside large enterprises. Prior to joining Bionic, Christina founded BridgeUp: STEM, an edtech startup inside the American Museum of Natural History, was the founding director of Startup Institute New York, and the co-founder and CEO of venture-backed fashion company Quincy Apparel. She was also, very briefly, a management consultant with the Boston Consulting Group and began her career at the Metropolitan Opera.

Christina holds undergraduate degrees in mathematics and theater studies from Emory University and an MBA from Harvard Business School. She is an active angel investor in early-stage tech startups as well as commercial theater productions on Broadway. She regularly speaks, writes, and consults on a wide range of topics, ranging from failure and resilience to corporate innovation, from K12 computer science education to her viral TED talk detailing her successful approach to hacking online dating. Mashable called her one of “44 Female Founders to Know” and Refinery29 named her one of the “Most Powerful Women in NYC Tech.” She has been featured in the Wall Street Journal, the Financial Times, Forbes, Inc, Fast Company, Quartz, Elle, and Marie Claire among others.

Unlocking Success: Navigating Networks and Mentorship

1:45 – 2:35PM | ALDRICH 112

PANELIST



Madeline Darcy

Managing Partner, Kaya Ventures

Madeline Darcy is the Managing Partner of Kaya Ventures, an early-stage venture firm focused on expanding access to health. Prior to founding Kaya Ventures, Madeline held investment roles as a Managing Director at CircleUp Growth Partners and as a Vice President at Visible Ventures.

Previously, Madeline was a management consultant at Oliver Wyman, where she advised Fortune 500s on strategy, growth, and post-merger integration. Madeline began her career in operating roles at Apple and The Walt Disney Company. Madeline is a graduate of The University of Texas at Austin where she graduated with highest honors and earned her MBA from the Harvard Business School.

PANELIST



Hannah Gräfin von Waldersee

Founder & CEO, GvW Events

Hannah is the founder and CEO of [GvW Events](#), a wedding and celebration planning service.

Hannah's career started at McKinsey & Company, where she advised senior executives and government leaders on strategy. Hannah then worked with Dame Vivian Hunt, DBE, who led McKinsey in the UK, to co-ordinate a demanding program of office commitments, board roles, and external speaking engagements.

Hannah left McKinsey to join the management team of the Royal Household as Chief of Staff to the Master of the Queen's Household, Vice-Admiral Sir Tony Johnstone-Burt KCVO, CB, OBE, DL, who is responsible for all events, logistics, services and operations at Buckingham Palace and across the occupied royal palaces. Upon moving to New York, Hannah led Declare, an enterprise solution to accelerate women into leadership, as COO and then CEO. Most recently, Hannah led strategic programs for Insight Partners, which manages ~\$90Bn of assets.

Hannah read French and Russian at Magdalen College, Oxford University, has lived in Moscow, Paris, and Barcelona, and is a Board member of Oxford University Alumni, and the St. George's Society of New York, one of the oldest charities in the United States.

Unlocking Success: Navigating Networks and Mentorship

1:45 – 2:35PM | ALDRICH 112

PANELIST



Julie Kim

President, U.S. Business Unit, and U.S. Country Head, Takeda

Julie Kim is President of the U.S. Business Unit, U.S. Country Head and member of Takeda's Executive Team. The U.S. Business Unit portfolio encompasses gastroenterology, neuroscience, plasma-derived therapies and rare diseases.

She joined Takeda in 2019 through the acquisition of Shire, where she held several diverse roles with increasing responsibility. As part of Takeda, she became the President of the Plasma-Derived Therapies Business Unit, the position she occupied until April of 2022, when she became President of the U.S. Business Unit and U.S. Country Head.

Julie has 30 years of experience in health care, with leadership positions at global, regional, country and functional levels. In the biopharmaceutical industry, her experiences have spanned a variety of therapeutic areas, international market access, country and regional general management, marketing and emerging market development.

Julie is known for strong, collaborative and inclusive leadership that enables Takeda to meet the needs of the people the company serves while driving innovations that will improve patients' lives. Her global outlook, a result of having worked in many countries in Europe, Asia and Latin America, as well as having lived in the U.K., Switzerland and the U.S., have helped her create teams that are diverse in multiple dimensions to enable inclusive decision-making that keeps the patient at the center.

Julie serves on the boards of directors for PhRMA, an organization which represents the country's leading innovative biopharmaceutical research companies, and Croda International, a company which leverages smart science to create high-performance ingredients and technologies that improve lives. She was named one of [Boston's 50 Most Influential Asian American Pacific Islanders in 2023](#), to [The 2022 PharmaVoice 100](#) list and to Fierce Pharma's list of [2020's Fiercest Women in Life Sciences](#).

She earned an MBA from the J. L. Kellogg Graduate School of Management at Northwestern University and a bachelor's degree in economics from Dartmouth College. She resides with her family in the Boston area.

Unlocking Success: Navigating Networks and Mentorship

1:45 – 2:35PM | ALDRICH 112

PANELIST



Jennifer Stucko Founder & CEO, Prota Fiori

Jennifer Stucko, Founder, CEO, and Creative Director of Prota Fiori, is a trailblazing entrepreneur who has revolutionized the luxury footwear industry by creating the first woman-owned, B Corporation sustainable luxury women's footwear brand made in Italy. Prior to founding Prota Fiori, Jennifer gained commercial and operational experience at Italian luxury houses while simultaneously building a deep appreciation for and expertise in supply chain management and footwear manufacturing in Italy. Jennifer is the rare combination of a visionary and operational thinker, allowing Prota Fiori to come to life. Prota Fiori, which translates to "to protect the flowers," is a manifestation and reflection of Jennifer's Italian heritage, her steadfast commitment to eco-friendly practices, and her deep respect for the technical excellence of Italian craftsmanship. By fusing premium certified circular materials such as apple and grape skins with the elegance of Italian design, Jennifer has sculpted a groundbreaking luxury footwear brand that epitomizes her unyielding dedication to both sustainability, style and innovation.

Stucko's vision for Prota Fiori took shape in 2018 when she realized that her career path and personal values were not aligned and she set her heart on preserving the fragile beauty of our planet. With her deep reverence for Italian artisanship, Jennifer embarked on an arduous journey to create luxury footwear that leaves a positive impact on humanity. Her unwavering commitment led her to traverse the length and breadth of Italy, forging invaluable relationships with multi-generational artisans and meticulously building her supply chain from the ground up. Launching Prota Fiori amid the COVID-19 pandemic and with scarce financial resources, Jennifer's tenacity and resourcefulness shone through as she raised an impressive and barrier breaking \$1.8 million in primarily women and minority raised capital.

Passionate about the B Corp movement, Jennifer established Prota Fiori as a Certified B Corporation in 2022, not only to define the company's mission to have a positive effect on the environment, implement sustainable business practices and promote women in business; but to lead the industry by example.

Jennifer's achievements include a place on Fast Company's World Changing Ideas List (2021), Footwear News Emerging Talent List (2020), and Luxury Daily Women to Watch List (2020). Jennifer is a member of Chief, the exclusive private membership network for women executive leaders. As a highly sought-after speaker at prestigious events like the WWD Sustainability Summit, HSBC Future Consumer Week, and Fast Company Innovation Festival, Jennifer's genuine voice and forward thinking approach carries significant weight within the fashion, business and sustainability communities.

With her sights set on trailblazing Prota Fiori as the leading global sustainable luxury brand, Jennifer is an inspiration to women across the globe. In her, the world witnesses a visionary entrepreneur who is not only revolutionizing luxury footwear but also paving the way for a greener, more responsible fashion industry and the future of women business. Her unwavering commitment to sustainability, innovation and Italian craftsmanship sets her apart as an influential figure destined for lasting impact.

Unlocking Success: Navigating Networks and Mentorship

1:45 – 2:35PM | ALDRICH 112

PANELIST



Lourdes Long

Commercial Manager, Chevron

Lourdes Long has nearly 15 years of energy industry experience and is currently a Commercial Manager for Chevron's operations in Equatorial Guinea. In this role, she is the Asset Manager for Non-Operated Joint Ventures (NOJV) and leads a cross-functional team overseeing gas commercialization, commercial operations, and NOJV asset development.

Lourdes has been with Chevron for 10 years and prior roles include Commercial Business Manager in Chevron's Gas Supply & Trading business, Senior Advisor to Chevron's Vice President for Midstream and a Corporate Negotiator managing acquisitions and divestments in Chevron's Corporate Business Development organization.

Lourdes received her MBA from Harvard Business School and her Bachelor of Arts degree in Anthropology from University of Notre Dame. Prior to joining Chevron, she worked for the Bipartisan Policy Center, an energy policy think tank in Washington, D.C. She is an officer and active member of the Harvard Business School Club of Houston.

MODERATOR



Anthony (Tony) J. Mayo

Founder & CEO, Shiloh Events

Tony Mayo is the Thomas S. Murphy Senior Lecturer of Business Administration and C. Roland Christensen Distinguished Management Educator in the Organizational Behavior Unit of Harvard Business School (HBS). He currently teaches Leadership and Organizational Behavior (LEAD) and serves as the course head. Tony recently co-created two HBS Online courses, [Leadership Principles](#), which helps new and aspiring leaders unleash the potential in themselves and others, and [Organizational Leadership](#), which equips experienced team leaders and aspiring executives with the skills, strategies, and tools to rise to expanded leadership responsibilities and guide their organizations effectively.

He is a co-editor of the edited volume, *Race, Work, and Leadership: New Perspectives on the Black Experience* (Harvard Business Review Press, 2019) which received the Gold Medal Award for the best book on Women and Minorities in Business by Axiom in 2020.

Invisible No More: Breaking the Silence on Women's Invisible Load

1:45 – 2:35PM | ALDRICH 111

PANELIST



Maria Del Mar Velez Founder & CEO Crack The Code

Maria studied Economics and Business at New York University and minored in French studies. During her studies, she worked at Peruvian Development Group in the acquisition of a microfinance company in Puno, Peru. After graduating from college, she worked for 5 years as an Analyst and an Associate at JP Morgan in the Asset Management & Alternative Investment groups.

Maria then moved to Lima, Peru and founded Crack The Code, a live, online, Computer Science academy for Hispanic kids and teenagers. Since then, the company has had +13,500 students from over 20 different countries. In April 2022, Maria was appointed Board Director of Innova Schools, one of the biggest K-12 school groups in Hispanic-Latin America.

VIRTUAL PANELIST



Dr. Libby Weaver Author "The Invisible Load"

WNutritional biochemist, Dr Libby Weaver (PhD), is a thirteen-times bestselling author, speaker and founder of the food-based supplement range, Bio Blends.

Armed with an abundance of knowledge, scientific research and a true desire to help people regain their energy and vitality, Dr Libby empowers and inspires people to take charge of their health and headspace through her books, live events and online courses.

A respected international speaker, Dr Libby's expertise in nutritional biochemistry has led her to share the stage with Marianne Williamson, Sir Richard Branson and Tony Robbins, as well as many other thought-leaders. She is regularly called upon by television and radio as an authoritative figure in the health and wellness industry.

With a natural ability to break even the most complex of concepts into layman's terms, Dr Libby's health messages embrace her unique three-pillared approach that explore the interplay between nutrition, mindset and the biochemistry of the body.

Invisible No More: Breaking the Silence on Women's Invisible Load

1:45 - 2:35PM | ALDRICH 111

PANELIST



Katherine Morgan Schafler

Author "The Perfectionist's Guide to Losing Control"

Katherine Morgan Schafler is an NYC-based psychotherapist, author and speaker. Formerly the on-site therapist at Google, Katherine earned her degrees and training at UC Berkeley and Columbia University. Her first book, "THE PERFECTIONIST'S GUIDE TO LOSING CONTROL: a path to peace and power," was selected as a USA Today 'Best Books of 2023,' as well as an Amazon Editor's 'Best Books of 2023.'

PANELIST



Julia Furnari

Executive Director Tapestry Foundation, Coach Foundation

Julia Furnari is the Executive Director of the Tapestry Foundation and Coach Foundation at Tapestry, Inc. (NYSE: TPR). In her role, she leads the company's multi-brand global social impact strategy with a focus on impact investing for the company's private Foundations totaling over \$115 million in philanthropic assets. During her time at Tapestry Inc., Julia has executed philanthropic donations including grants and product donations exceeding \$250 million, led the company's worldwide Covid-19 philanthropic response through impactful public-private partnerships with the City of New York, and pioneered the establishment of the \$50 million Tapestry Foundation.

Notably, Julia spearheaded a \$3 million investment to create a first-of-its kind deforestation and conversion free traceability program in Brazil's leather supply chain with the goal to combat deforestation in high-risk areas. In her role leading the Coach Foundation, Julia oversees a philanthropic portfolio in China, Japan, United States, and the United Kingdom and recently achieved the goal to provide 5,000 scholarships to underrepresented students around the world. Julia joined Tapestry in 2017.

Julia is a summa cum laude graduate of the University of Florida, where she earned Bachelor of Science degrees in Marketing and Psychology. She further obtained a master's degree from Columbia University in Nonprofit Management, specializing in Corporate Social Responsibility. Julia received the University of Florida's 40 Under 40 Award in 2024. She serves on the West Side Community Fund's Grants Committee, and is a member the Conference Board's Philanthropy & Engagement Council.

Invisible No More: Breaking the Silence on Women's Invisible Load

1:45 - 2:35PM | ALDRICH 111

MODERATOR



Ting Zhang

Assistant Professor of Business Administration, HBS

Ting Zhang is an Assistant Professor of Business Administration in the Organizational Behavior Unit at Harvard Business School, where she teaches the Leadership and Organizational Behavior course (LEAD) in the Required Curriculum.

Professor Zhang's research examines how leaders can be more effective at developing people through feedback, advice, mentoring, and coaching. In particular, she studies the critical role that leaders play in cultivating developmental ecosystems by managing the interplay amongst leaders' own beliefs and behaviors, the kinds of relationships they form with those whom they develop, and the talent management processes within which development is embedded.

In terms of beliefs and behaviors, her research finds that shifting leaders' traditional notions of learning (e.g., by learning from junior people or rediscovering their beginner's mind) enables them to develop others more effectively. In her recent work, she has been exploring how leaders manage complex organizational processes such as aggregating and interpreting feedback across multiple perspectives.

Professor Zhang's research has been published in journals such as the Academy of Management Journal, Management Science, Psychological Science, and Research in Organizational Behavior and covered in media outlets including The Atlantic, New York Times, and The Washington Post. She has received awards for her research, teaching, and service, including the William H. Newman Award, Academy of Management Organizational Behavior Division Best Paper based on Dissertation Award, Student Association Faculty Award for teaching excellence, Charles M. Williams Award for teaching excellence, and Robert F. Greenhill Award.

Professor Zhang earned an A.B. in Economics and Ph.D. in Organizational Behavior from Harvard University. Prior to joining HBS, she was a Postdoctoral Research Scholar in the Management Division at Columbia Business School, where she taught Managerial Negotiations.

FEMALE FOUNDERS PITCH COMPETITION

2:45 - 3:45PM
KLARMAN HALL



women's student association

Pitch Competition Finalists

2:45 – 3:45PM | KLARMAN HALL



Cherie Chung

Holly

Holly makes contacting your local government as easy as texting a friend. We aim to become the one-stop shop for public communications, providing the level of service delivery and performance that residents demand and deserve.



Katie Waugh

SUMS

SUMS is a demand aggregation platform that exists to accelerate adoption of sustainable materials at scale, starting in the fashion industry.



Katharina Kelm

SaveSpace

SaveSpace creates a fully digitized inventory for your physical belongings. With us, you can store, access, rent, or sell your items in one click.



Jamie Gong

PALM Care

PALM Care is an AI-powered mobile platform crafted to empower family caregivers caring for their elderly relatives, especially those with dementia.



Rea Savla

Solara

Solara provides an on-demand solar irrigation service to Indian farmers, increasing their access to affordable, reliable, and clean irrigation.

Pitch Competition Judges

2:45 – 3:45PM | KLARMAN HALL



Katie Palencsar

Partner, Anthemis Group

Katie Palencsar is an investor and thought leader in early-stage company building/investing, venture studios, and the female founder investment ecosystem. Currently she is a Partner at Anthemis Group, where she also serves as Head of Venture Studio and leads the Female Innovators Lab Fund, investing in early-stage female founders in fintech. Since launching the fund at the end of 2019, Katie has led its global expansion and AUM growth with backing by Barclays, Aviva, Visa and BMO and now investing across North America, UK and Europe.

Previously, she founded and led data SaaS company, Unbound Concepts from ideation to exit. The company's data services were used by global distributors as well as privately owned and publicly traded publishers in addition to providing free software tools to over 40,000+ educators. Upon acquisition by Certica Solutions, she served on the executive team leading Solutioning, collaborating with key clients on both enhanced product integrations and new product offerings. Certica Solutions was acquired by Instructure, one of the largest global Learning Management Systems.

Katie was named American Banker's Most Influential Women in Fintech in 2023 and is the recipient of the 99u General Electric Emerging Innovators Award, Drexel University Alumni Educator of the Year Award, SmartCEO's Voltage Award, Women in Fintech Powerlist and a USPTO patent for Performing Dynamic Textual Complexity Using Machine Learning Artificial Intelligence. Her work has been featured in Forbes, Fast Company, Bloomberg, and The Wall Street Journal.

Katie lives in the world of idea to execution which has led to new businesses, products, programs, teams, initiatives, revenue streams and investment opportunities within a myriad of industries.

Pitch Competition Judges

2:45 – 3:45PM | KLARMAN HALL



Jennifer Neundorfer

Managing Partner, January Ventures

Jennifer is the Managing Partner of January Ventures, a pre-seed fund investing in B2B startups leveraging software to transform legacy industries. She previously co-founded Flashstarts, an accelerator for startups outside Silicon Valley. As an operator, she launched media/advertising businesses at 21st Century Fox and YouTube. Jennifer believes in demystifying venture for founders and future investors and is a mentor at TechStars and SomosVC. She has a BA from Harvard and an MBA from Stanford.



Madeline Darcy

Managing Partner, Kaya Ventures

Madeline Darcy is the Managing Partner of Kaya Ventures, an early-stage venture firm focused on expanding access to health. Prior to founding Kaya Ventures, Madeline held investment roles as a Managing Director at CircleUp Growth Partners and as a Vice President at Visible Ventures. Previously, Madeline was a management consultant at Oliver Wyman, where she advised Fortune 500s on strategy, growth, and post-merger integration. Madeline began her career in operating roles at Apple and The Walt Disney Company. Madeline is a graduate of The University of Texas at Austin where she graduated with highest honors and earned her MBA from the Harvard Business School.

WSA Women in Business Conference 2024

LEADERSHIP TEAM

Co-Chairs:

Cat Ding
Isabella Cavallero
Thiru B

Pitch

Shivangi Khanna
Ines Gurmendi
Diana Schoeller

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Mireya Iglesias Ayala
Whitley Cargile

Programming

Alyssa Tsenter
Chloe Maurice
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