

2021 Leeds Graduate Programs

# THE WOMEN'S COLLECTIVE

A forum to End the Gap



**Leeds** School of Business  
UNIVERSITY OF COLORADO BOULDER



**Friday, April 16, 2021**

**8:15am – 12:45pm  
Virtual Event**

**A special virtual experience for  
admitted MBA and MS students**

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End the Gap is a comprehensive strategy to expand the reach of the Leeds School of Business to more female audiences. Through these efforts, Leeds is working to reach gender parity and maintain a diverse student body into the future. With the introduction of Graduate Programs Women's Collective Forum to End the Gap, Leeds seeks to empower women admitted to our graduate programs to find a home at Leeds from which to anchor their professional success and expose them to the unique assets and opportunities that are part of CU Boulder's environment.

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**This program is made possible through the  
generous support of our partners:**



# LEEDS WOMEN'S COLLECTIVE

FRIDAY, APRIL 16TH

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8:15 – 8:30 am

## WELCOME

- Dean Sharon Matusik, Ph.D.
- 

8:30 – 8:45 am

## LEEDS FACULTY: Finding Your Pack

- Professor Christina Lacerenza, Ph.D. Assistant Professor – Organizational Behavior, Leeds School of Business
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8:45 – 9:05 am

## TED TALK + Q & A: Women in Tech

- Kristen Lauria – Executive Vice President & Global Chief Marketing Officer - Cigna
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9:05 – 9:25 am

## INTERACTIVE SESSION: Executive Presence

- Professor Jennifer Bone, Ph.D. Instructor – Communications, Leeds School of Business
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9:25 – 9:30 am

## BREAK

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9:30 – 10:00 am

## PANEL DISCUSSION: What Makes Leeds Graduate Programs & Boulder Special

- Facilitator: Kirsten Suddath, Senior Associate - Next Frontier Capital President - Leeds MBA Alumni Board, MBA Alum Class of 2016  
Leeds Alumnae Panelists:
    1. Kendall Carroll, Product Marketing Manager – Alteryx  
Leeds MBA 2019
    2. Jenny Gerson, Director of Sustainability – Maxar  
Technologies  
Leeds MBA 2014
    3. Cassidy Stearns, Associate Analytics Consultant – DAS42  
Leeds MS, Business Analytics 2020
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10:05 – 10:25 am

## TED TALK + Q & A: Leadership During Crisis

- Jane Miller, CEO and Founder - Jane Knows; CEO - Lily's Sweets & Leeds Advisory Board Member
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# LEEDS WOMEN'S COLLECTIVE

FRIDAY, APRIL 16TH

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## PANEL DISCUSSIONS: Inside look at the Leeds MBA or MS Programs – simultaneous panels - pick one

- MBA Facilitator: Tracee DeAntoni, Associate Director – Graduate Student Services

Panelists:

1. Bridget Brown – MBA Candidate 2021
2. Malorie Torrey – MBA Candidate 2021
3. Lauren Bogard – MBA Candidate 2021 (evening program)

10:25 – 11:00 am

or

- MS Facilitator: Helen Zucchini, Director - Graduate Admissions

Panelists:

1. Erin Quinn – MS Business Analytics Candidate 2021
2. Sophie Berglund – MS Finance Candidate 2021
3. Karlie Cummins – MS Supply Chain Management Candidate 2021

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11:00 – 11:05 am BREAK

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## CORPORATE PARTNER PANEL

- Facilitator: Anne Dupont, Chair Emeritus, World Pulse and Retired Senior Partner, Accenture & Leeds Advisory Board Member
  - Nicole Glaros, Chief Investment Strategy Officer – Techstars & Leeds Advisory Board Member
  - Kristi Lamar, Managing Director & USCIO Program Leader– Deloitte Consulting LLP
  - Katie Wagner, Vice President of Americas Sales - Crocs
  - Joy Xi, Product Manager - Google

11:05 – 11:40 am



# LEEDS WOMEN'S COLLECTIVE

## FRIDAY, APRIL 16TH

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### NETWORKING BREAKOUT SESSIONS: 2-25 minute sessions

- 11:40 am – 12:30 pm**
- Ellen Balaguer, Retired Global Managing Director – Accenture & Leeds Advisory Board Chair
  - Colleen Denzler, Investor – Smith Capital Investors
  - Anne Dupont, Chair Emeritus, World Pulse and Retired Senior Partner, Accenture & Leeds Advisory Board Member
  - Nicole Glaros, Chief Investment Strategy Officer – Techstars & Leeds Advisory Board Member
  - Kristi Lamar, Managing Director & USCIO Program Leader– Deloitte Consulting LLP
  - Sherri Leopard, Senior Advisor & Entrepreneur in Residence – SYPartners & Retired Founder - Leopard Communications & Leeds Advisory Board Member
  - Jane Miller, CEO and Founder - Jane Knows; CEO - Lily's Sweets & Leeds Advisory Board Member
  - Linda Peotter, Retired President – Metal Trading Corp. & Leeds Advisory Board Member
  - Shannon Sisler, Senior Vice President, Chief People Officer – Crocs & Leeds Advisory Board Member
  - Chantal Veevaete, Retired Senior Vice President – Phillips 66 & Leeds Advisory Board Member

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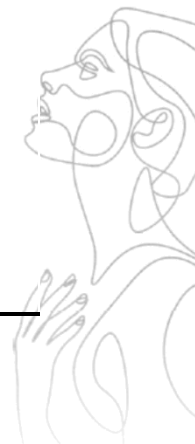
**12:30 – 12:35 pm**      **CLOSING**

- Kristi Ryujin, Associate Dean for Graduate Programs

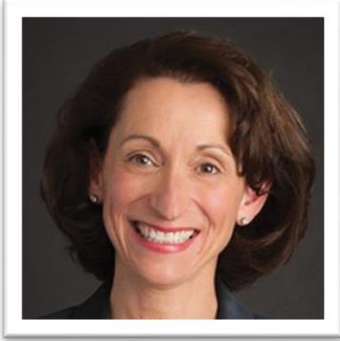
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### QUESTIONS & ANSWERS (optional)

- 12:35 – 12:45 pm**
- Kristi Ryujin, Associate Dean for Graduate Programs
  - Lori Seward, Faculty Director – Leeds MBA Programs & Teaching Professor
  - Helen Zucchini, Director of Graduate Admissions
  - Tracee DeAntoni, Associate Director of Graduate Student Services
  - John Helmers, Associate Director of Graduate Career Management
  - Ann Richmond, Director of Operations for Graduate Programs



# PARTICIPANT BIOGRAPHIES



**Ellen Balaguer - Chair, Leeds Advisory Board | Philanthropist | Retired Global Managing Director, Accenture**

Ellen was a senior executive with Accenture for 27 years and is now retired. During her tenure at Accenture, Ellen held a variety of roles, most recently of which included Global Managing Director for HR & Learning Services and Global Managing Director for Innovation and Offer Management for the Outsourcing business.

While at Accenture, Ellen spearheaded many top strategic growth initiatives for the organization and led some of the largest and most complex deals done on a global basis. She also successfully turned around several distressed business units and drove significant growth in several areas of both the outsourcing and consulting businesses.

Ellen also served on several Accenture corporate boards including the Global Leadership Council, the Global Investment Committee, various corporate strategic growth plan initiatives, Accenture Development Partnerships and several corporate citizenship initiatives.

Since retiring from Accenture in late 2009, Ellen is now a philanthropist and works with a number of education organizations and non-profits in the U.S. and around the world. She is an active member of the Leeds Board of Alumni and Friends and has also served as an advisor/board member at the University of Colorado Denver campus, the Jane Goodall Institute, the Florence Crittenton School Denver, United Way and the Colorado Ballet.

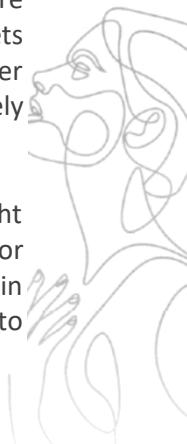
Ellen attended the University of Colorado at Boulder where she earned both a BS in Finance and a BA in Psychology. In 2012, Ellen was the Leeds commencement speaker and was also the recipient of the Leeds Distinguished Alumni and Service Award in recognition for her service to the school and exceptional achievements in business. Ellen and her family live in Denver and travel extensively on a worldwide basis.



**Sharon Matusik - Dean and Professor of Strategy and Entrepreneurship  
Leeds School of Business, University of Colorado**

Dr. Matusik's research focuses on entrepreneurship, innovation, knowledge assets and venture capital. For example, she has looked at topics such as how markets value innovation activities of firms, what accounts for variation in profitability levels of entrepreneurial firms, how the diversification of a venture capital firm affects its performance, the development of risk capital markets around the globe, and gains from innovation activities in emerging markets. Her work has been published in top international academic journals, and is widely cited in the management field.

Her teaching interests are in the area of strategic management and entrepreneurship, and she has taught extensively at the MBA, undergraduate, PhD and executive level. She also spent a semester as a visiting professor at Universidad del Desarrollo (UDD) in Santiago, Chile; UDD is ranked number one in entrepreneurship in Latin America. Each spring, she takes a group of MBA students to an emerging economy, most recently to Cuba, to study the role of entrepreneurship and innovation in economic development.



# PARTICIPANT BIOGRAPHIES

Dr. Matusik has served in a variety of leadership roles, including senior associate dean for faculty and research and academic director of the Deming Center for Entrepreneurship at the Leeds School, and as a board member for nonprofit organizations such as the Strategic Management Society and MBA Women International (formerly Graduate Women in Business [GWIB]). She speaks regularly on topics related to innovation and entrepreneurship, and advises local entrepreneurial ventures. She is the 2014 recipient of the Leeds School's William H. Baughn Distinguished Service award, and has also received awards for her research, teaching and service to her profession. Prior to becoming a professor, Dr. Matusik worked in the field of consulting for seven years.

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**Kristi Ryujin - Associate Dean for Graduate Programs  
Leeds School of Business, University of Colorado**

As the Associate Dean for Graduate Programs, Kristi is responsible for the advancement, quality, vibrancy and continuation of graduate programs at the Leeds School of Business, with oversight of recruitment, retention, graduation, and placement of nearly 500 graduate students, annually. Prior to joining Graduate Programs, Kristi served in the Office of Diversity Affairs as the Assistant Dean for Diversity and Inclusion and Director of the Office of Diversity Affairs. In these roles, Kristi created programs to support underrepresented students including the Diverse Scholar's Research Initiative and the Diversity and Business Ethics Case Competition. Kristi has also instituted academic

tutoring, academic boot camps, implemented a faculty-led mentoring program for Diverse Scholars Program students and increased corporate engagement. In 2017 Kristi created *End the Gap* gender-equity programs to support the school-wide initiative to increase diversity and gender parity. In addition to these student-focused efforts, Kristi has been instrumental in increasing faculty diversity by working with division chairs and search committees, creating the dual career hiring program, and supporting similar efforts at central campus.

In 2020 the YWCA in Boulder County honored Kristi with the Community Impact Maker Award. The award recognizes a community leader committed to creating a "more equitable, inclusive and empowering place for all who live in Boulder County."

Prior to joining Leeds, Kristi served as the Assistant Vice Chancellor for Diversity Initiatives at the University of Missouri – Kansas City. At UMKC, she created and implemented speaker programs that brought diverse speakers and perspectives to the campus and provided diversity training for UMKC offices and departments. She also developed fundraising programs for UMKC Pride Empowerment Scholarships and in spring 2009, she received the prestigious Outstanding Staff Award from the LGBT office at UMKC for her work to support Lesbian Gay Bisexual and Transgender students, staff and faculty. In 2013, Kristi received the Greater Kansas City Chamber of Commerce Ace Award for her work in diversity. Kristi holds a M.Ed. in Education, Culture and Society from the University of Utah.

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# PARTICIPANT BIOGRAPHIES



**Christina Lacerenza – Assistant Professor, Organizational Leadership and Information Analytics | Leeds School of Business, University of Colorado**

Dr. Christina N. Lacerenza's work focuses on identifying effective leadership and teamwork practices for the 21st century and beyond, with an emphasis on team emergent states, plural leadership, evidence-based leadership development, and diversity within teams and organizations. Her work appears in outlets such as *Journal of Applied Psychology* and *Organizational Behavior and Human Decision Processes* and has been presented at various professional meetings, including the National Academy of Sciences workshop on Science Team Dynamics and Effectiveness.

In addition to her academic work, Dr. Lacerenza has consulted on projects related to leadership and teamwork across multiple industries, worked at Amazon on the Talent Assessment Team, and worked for the Orlando Magic NBA Team in the Premium Services department.

She earned her Ph.D. from Rice University, where her dissertation focused on deep- and surface-level leader traits within self-managed engineering teams. Media outlets featuring Dr. Lacerenza's work include: Forbes, Science Daily, and Association for Psychological Science.

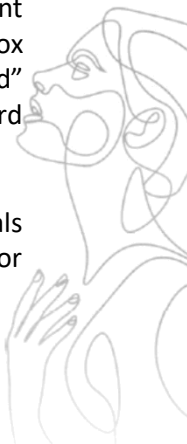


**Kristen Lauria – Executive Vice President and Global Chief Marketing Officer, Cigna**

In this role, Lauria is responsible for leading Cigna's global marketing activities, with a focus on shaping the company's strategic marketing agenda to advance enterprise and business priorities, leveraging customer insights to drive growth and innovation, and applying data and analytics to evolve the brand and advertising. Lauria is a member of Cigna's Executive Leadership team.

Lauria joined Cigna in March of 2020 from IBM, where she served in a series of business and marketing leadership roles for the past 17 years. Most recently, she was General Manager of IBM Watson Media and The Weather Company Solutions, providing artificial intelligence, video expertise, and weather data to over 10,000 clients in over ten industries. Lauria also served as the Vice President, Strategy and Business Development for IBM Analytics Group, and as Chief Marketing Officer for IBM's Global Business Services, in addition to other key management positions. Prior to IBM, she held technical and corporate development roles at Akamai Technologies and Xerox Corporation. Lauria has received various recognition for her work, including a "Distinguished Leadership Award" from the Advanced Imaging Society; an Ad Age Ace award for "Best Ad Campaign;" and a Gold STEVIE® award for Most Innovative Woman of the Year (Business Services).

A passionate advocate for female executives, Lauria mentors women of all ages and hosts young professionals from outside the United States in her home every year. She has also served as an intervention counselor for women in crisis.





# PARTICIPANT BIOGRAPHIES

Lauria holds a Master of Business Administration degree from MIT Sloan School of Management, a Master's degree in Biomechanical Engineering from the University of Rochester, and a Bachelor of Science degree in Engineering from the State University of New York at Buffalo.

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**Jennifer Bone – Instructor, Professional Effectiveness  
Leeds School of Business, University of Colorado**

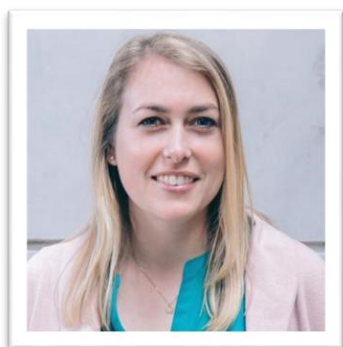
Dr. Jennifer Bone is a Communication Instructor for the Leeds School of Business at the University of Colorado at Boulder. She received her PhD from the University of Colorado at Boulder (2007), her MA from Colorado State University (2000), and her BA from Cornell University (1997).

Jennifer has taught a number of communication-related courses including communication strategy, essential management skills, business writing and communication, gender and leadership communication, public speaking, introduction to human communication, argumentation and deliberation, and communication pedagogy. Jennifer previously served as the basic course director

at Colorado State University.

Jennifer's research examines communicative practices that restrict marginalized groups from leadership advancement. Specifically, she focuses on conflict management and negotiation practices, and communicative norms in leadership. In addition, Jennifer has written instructor's manuals and teaching supplements for public speaking textbooks (*Invitation to Public Speaking* and *A Speaker's Handbook*), coauthored the text *Invitation to Human Communication*, and has published in *Western Journal of Communication* and *Women's Studies in Communication*.

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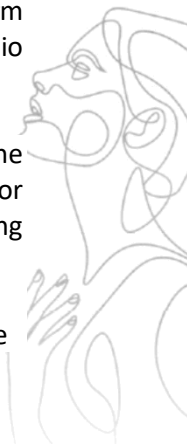


**Kirsten Suddath – Senior Associate, Next Frontier Capital | President - Leeds  
MBA Alumni Board | Leeds School of Business MBA Alum, Class of 2016**

Kirsten has spent her career actively partnering with founders and their teams to help them accelerate growth and achieve their vision. Prior to joining NFC, Kirsten served as a Senior Associate with Blackhorn Ventures, based in Denver. Blackhorn is a high-velocity early stage industrial-focused firm investing pre-seed through Series A. At Blackhorn, Kirsten focused on new investment opportunities, modeling and forecasting at the portfolio company, fund and firm levels, and providing operational and coaching support for Blackhorn's portfolio companies.

Prior to joining Blackhorn, she was an Entrepreneur in Residence with the Techstars Accelerator where she helped source and select the next class of companies for the Boulder cohort. Kirsten still serves as a Mentor for the Techstars Boulder program. Previously, she helped launch Flytedesk, a 2015 Techstars advertising technology startup as Head of Finance and Operations.

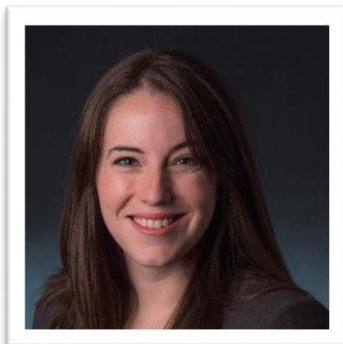
She has a double BA in mathematics and philosophy, and an MBA focused in entrepreneurial finance from the



# PARTICIPANT BIOGRAPHIES

University of Colorado, Boulder, where she was voted the “most outstanding student”. She’s also a former competitive big mountain skier having competed on the Freeskiing World Tour and in the Colorado Freeride Championships.

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**Kendall Carroll – Product Marketing Manager, Alteryx  
Leeds School of Business MBA Alum, Class of 2019**

Kendall is a product marketing manager at Alteryx. She works with product, sales, and marketing teams to spread the good news that scaling with Alteryx makes true analytic collaboration happen.

As a teacher, reader, and theatre enthusiast-- Kendall is a storyteller. Transforming technological jargon into an easy-to-understand, compelling story is her jam. Equal parts theatre director, MBA, and technology marketer; Kendall thrives with an audience and a microphone in hand.

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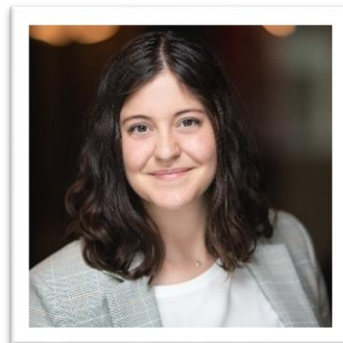


**Jenny Gerson - Director of Sustainability, Maxar  
Leeds School of Business MBA Alum, Class of 2014**

Jenny Gerson is the Director of Sustainability at Maxar Technologies, an earth intelligence and space infrastructure company, where she leads strategy for environmental, social, and governance (ESG) matters. Prior to joining Maxar in 2020, Jenny ran corporate sustainability and energy and environmental management for Zayo Group. Jenny’s background includes cleantech market research, sustainability management, and environmental permitting for renewable energy generation. Jenny holds a BA in Evolutionary and Ecological Biology and an MBA from the University of Colorado. Outside of work, Jenny is a

competitive swimmer and enjoys all of the outdoor activities, scenery, and wildlife Colorado has to offer.

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**Cassidy Stearns – Associate Analytics Consultant, DAS42  
Leeds School of Business MSBA Alum, Class of 2020**

Cassidy originally started out in the Humanities as a double language major, but decided to change career paths and enter the world of data analytics. She obtained her Master of Science in Business Analytics from CU Boulder in 2020 and now works as a data analytics consultant. She spends most of her free time with Desmond and Molly Jones, her two dogs.



# PARTICIPANT BIOGRAPHIES



**Jane Miller – CEO and Founder, Jane Knows | CEO, Lily's Sweets | Leeds Advisory Board Member**

Jane has 35+-years of executive experience in the food industry. She has worked with both start-ups and Fortune 500 companies. She is also the founder of Janeknows.com, a career advice website geared towards young leaders starting their careers. Jane is the author of *Sleep your Way to the Top* (and other myths about business success), a sassy business book targeted at Millennials.

Jane is currently the CEO of Lily's Sweets and has held several other CEO roles in the natural and organic industry, including Rudi's Bakery, ProYo High Protein Ice Cream, and HannahMax Cookie Chips.

Over the course of her career Jane was part of an executive team that brought Hostess out of bankruptcy, worked for HJ Heinz as the Chief Growth Officer and then the President of the UK & Ireland Division. She also ran the Western division of Bestfoods Baking. Jane spent the first fourteen years of her career at PepsiCo, where she rose to be the President of the Central division of Frito-Lay.

Jane currently serves as a board member at the University of Colorado Leeds Business School, Watson Institute and Eldorado Springs Artesian Water.

Jane has a degree in Russian Studies from Knox College in Galesburg, IL and earned her MBA degree from Southern Methodist University in Dallas, TX.



**Tracee DeAntoni – Associate Director, Graduate Student Services  
Leeds School of Business, University of Colorado**

Tracee oversees the student services team for MBA students (both full-time and evening) and for MS students. She is closely involved in the planning and execution of strategic initiatives and objectives for all MBA cohorts in addition to specialized Graduate Masters Programs. She engages and provides guidance regarding delivery of student services for graduate programs. Prior to joining Leeds Graduate Programs, Tracee was a human resources principal professional for the University of Colorado Boulder. Tracee has a M.A. in Education Policy from the University of Colorado Boulder.



# PARTICIPANT BIOGRAPHIES



## **Bridget Brown – Leeds School of Business MBA Candidate, Class of 2021**

After completing her undergraduate degree at Lehigh University, Bridget returned to her home state of Oregon and spent several years in both hospitality and publishing. Looking to build her business acumen, develop a deeper understanding of various industries, and pivot toward a more upwardly mobile career, Bridget joyously packed up for Boulder to pursue an MBA in the full time program. While here, she has enjoyed serving as President of the Leeds Women in Business graduate club and as a TA for multiple courses within the undergraduate business communications program. The future is still open-ended, but Bridget is looking forward to advancing her career with all the knowledge and relationships gained through this MBA program.

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## **Malorie Torrey – Leeds School of Business MBA Candidate, Class of 2021**

Malorie grew up in Hampton, Virginia and graduated with a degree in Architecture from the University of Virginia in 2012. She worked as an architect in Virginia and Colorado, designing and constructing affordable and market rate multifamily buildings. After seven years in the design field, including four years at a small Denver architecture firm, she decided to pivot to development in order to work on the Why, Where, and How of creating great cities and communities. This led her to pursue an MBA at Leeds with a focus in Real Estate Development. In the summer of 2020, Malorie interned for Pando Holdings, a Denver real estate development firm, aiding in the development of micro unit apartment projects. Malorie is the co-president of the Graduate Real Estate

Association at CU, and created a three-part speaker series on social equity in real estate. She was also chosen to represent CU Boulder as a graduate fellow for the Urban Land Institute, and received a scholarship for NAIOP's Developing Leaders Mentorship Program. She believes developers have a responsibility to create profitable spaces that foster dynamic and equitable communities that help individuals live better lives. Malorie has a passion for design, land use policy, the Denver Nuggets, and local politics, as well as hiking, snowboarding, cats, and finding the best whiskey in Colorado.

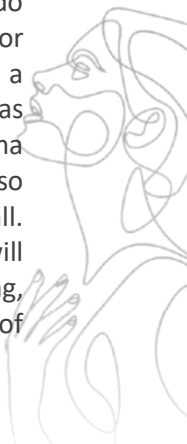
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## **Lauren Bogard – Leeds School of Business MBA Candidate, Class of 2021**

Lauren is a 2nd year evening MBA student in the Boulder cohort. She was born and raised in Colorado and earned her undergraduate degree from Colorado College, graduating in 2007 with a B.A. in Sociology. Currently, she is the Director of Campaigns at the Center for Western Priorities in Denver, Colorado, a nonpartisan conservation and public lands advocacy organization. She served as a political appointee at the U.S. Department of the Interior during the Obama administration, acting as a land and natural resource policy advisor, and also spent time working on Capitol Hill for former Colorado Senator Mark Udall. Lauren is pursuing an MBA degree on the belief that a business education will offer necessary tools and practical knowledge to further her problem-solving,

creative-thinking, and leadership skills. She experiences great joy spending time outside, in the company of friends and loved ones, and when cooking while listening to a podcast.





# PARTICIPANT BIOGRAPHIES

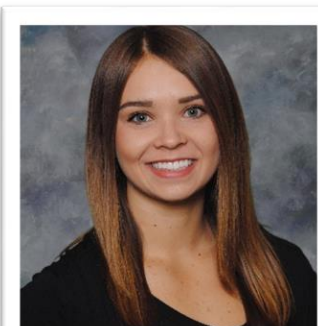


**Helen Zucchini – Director of Graduate Admissions  
Leeds School of Business, University of Colorado**

Helen works in the Graduate Programs Office at the Leeds School of Business as the Director of Graduate Admissions. Helen oversees all recruitment and admissions efforts for Leeds MBA and MS Programs. Before joining graduate admissions, she worked in career management at Leeds, in a variety of professional development roles for nine years and was promoted to Director, January 2011.

Prior to coming to the Leeds School of Business, Helen worked in senior-level marketing roles at Wild Oats Markets and Leopard Communications here in Boulder, Colorado. Originally from Chicago, Helen began a 15 year career at RR Donnelley advancing from business development and product manager roles, to increasingly senior leadership roles including Director of Brand Management. She holds a BS in Marketing from DePaul University and an MBA from Roosevelt University.

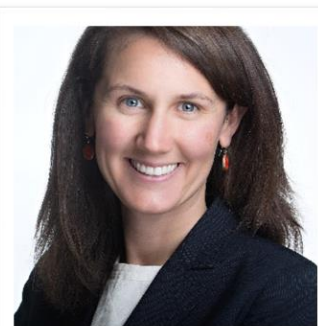
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**Erin Quinn – Leeds School of Business MS Business Analytics Candidate, Class of 2021**

Erin received her undergraduate degree from Leeds in Information Management with a certificate in Operations and Information Management. She has been very grateful to be a part of this program where she has learned how to be an analyst with not only the technical skills but also the communication skills. Erin will be graduating in May and soon after she will be working for KPMG doing consulting in their Advisory sector. She will specialize in enterprise solutions to help business leverage using Oracle in their business.

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**Sophie Berglund - Leeds School of Business MS Finance Candidate, Class of 2021**

Sophie spent the first 10 years of her career as a geologist in the Denver Oil and Gas Industry. After working at large, small, public, and private companies, she developed an interest in investing and joined the Masters program to pivot into Investment Management. Sophie lives in Boulder with her family.

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# PARTICIPANT BIOGRAPHIES



## **Karlle Cummins - Leeds School of Business MS Supply Chain Management Candidate, Class of 2021**

Karlle grew up in Michigan before going to Lewis University (Romeoville, IL) to play college soccer (D2) and graduate with high honors with a Bachelor of Science degree in Biology and a minor in business administration. She decided that she wanted to pivot careers and during the beginning of the COVID pandemic found the Master of Science in Supply Chain Management program at the Leeds School of Business. Karlle started the 10 month program in July and has not looked back. Despite being completely remote she has made great friends through the program and been able to explore Colorado. The faculty has been great and very easy to communicate with even through the difficult times of COVID.



## **Anne Dupont - Chair Emeritus, World Pulse | Retired Senior Partner, Accenture | Leeds Advisory Board Member**

Anne has a passion for leadership, mentoring and helping women find their voices—be it in corporations, politics or women creating change in communities around the world.

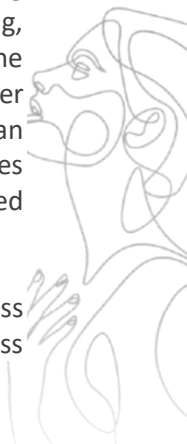
Anne is the Vice Chair Emeritus and Development Chair Emeritus of an international nonprofit organization, World Pulse. World Pulse is creating a digital uprising on a global level, connecting women in over 190 countries through their social media network. These women have created change movements impacting over 6 million to date. The goal is to have 500K on the

ground leaders impacting 1 billion others in the next decade, helping women find their voice, create change movements in their communities and help end the oppression of women worldwide.

As a past Principal of The AthenA Group for 10 years, Anne's expertise was in the area of large organizational culture change—helping senior management define the elements of culture that will drive desired change and business results and integrating those elements with organizational systems and processes. Anne was also a part of AthenA's leadership development and executive coaching practices.

Before joining The AthenA Group, Anne was a Senior Partner at Accenture, a worldwide consulting, outsourcing and technology firm. During her 24 years with Accenture, Anne had extensive experience in strategic planning, business process analysis, systems design, implementation and integration and human performance. She worked in a variety of industries, assisting companies with improving business performance, customer effectiveness and employee effectiveness and engagement. As a partner, she led Accenture's practice in Human Performance for the West Region, specializing in workforce transformation, and working with client workforces to achieve long-term sustainable change whose impact could be measured. She also spearheaded the Accenture's Women's Initiative in Denver and the West region.

Anne has served on a variety of Boards and nonprofits. Anne was a member of the President's Leadership Class Board at the University of Colorado for 10+ years, as well as a member of the CU Advisory Board for the Business





# PARTICIPANT BIOGRAPHIES

School (MBA '78). Anne also did work with The Leadership Investment, a nonprofit devoted to creating gender equity in corporations and businesses, and helping women find their leadership voice and capabilities within their organizations. In that capacity, Anne chaired the WiseWomen's Council, a network of C-Level corporate women and co-chaired the Fundraising Committee. She was a Board Member from 2000-2012, serving as the Board Chair for four years. Anne also served as their Acting CEO and President during 2009 – 2010.



## **Nicole Glaros - Chief Investment Strategy Officer, Techstars Leeds School of Business, University of Colorado**

Nicole is an entrepreneur and has been mentoring, supporting, and investing in entrepreneurs for over 15 years. Nicole got her entrepreneurial start in the 4th grade, orchestrating cousins into theatrical plays and charging neighbors admission. While earning her master's degree at the University of Florida, Nicole co-founded a tech startup that retailed products to the property management industry. It was there she developed her lifelong passion for supporting tech entrepreneurs.

She took her learnings of how to scale and applied it to CTEK, an incubator in Colorado supporting tech startups in 2002, before accelerators existed. She helped grow CTEK from 1 to 5 offices across the state and was an early catalyst in developing the startup ecosystem in Colorado. Most recently, she is the Chief Investment Strategy Officer at Techstars – a global network and investor in early-stage web software startups. She's been with the company since its earliest days, helping build the company around her and rising through from a Managing Director to Chief Innovation Officer and Partner. She has been instrumental in its growth from one office in Boulder, CO to a global powerhouse, featuring 45 investment offices in 18 cities worldwide, events in over 500 cities globally, with ~ \$500M in capital under management, more than 2000 companies in the portfolio collectively worth over \$7B. Through Techstars she's invested in over 100 startups, most of which she still supports to this day.

In addition to her role at Techstars, she's also on the board of directors for Pana, GreatHorn, and Ordermark. To escape the echo-chamber of the tech fields, she serves on the Federal Reserve Bank of Kansas City, Denver Branch Board of Directors, and the Leeds Board of Alumni and Friends at the Leeds School of Business at the

University of Colorado. She also serves on One Way Ventures and the Greater Colorado Venture Fund advisory boards. Previously she's been on the boards of Simple Energy, the Application Developer's Alliance, and Pledge1Percent Colorado. She was named one of the Coolest People in New York Tech and an Extraordinary Woman in New York Tech by Business Insider, Marie Claire named her one of the NewGuard, and Entrepreneur Magazine named her One of the Most 7 Powerful Women to Watch and featured in the Denver Business Journal. She's been featured on CNBC, Inc.com, and Huffington Post, and her talks have been featured at SXSW, TEDx, WebSummit, Pioneers Festival, Arctic festival, the University of Colorado, Real Leaders, @WomenatForbes Mentoring Moments, and many, many more.

Nicole blends the strategic with the tactical and loves pushing her own limits and the limits of those around her. She's been a competitive swimmer, triathlete, and boxer. She's summited Mt. Rainer, is a NOLS graduate, has guided adventure travel trips, and knows enough about backcountry medicine to make her dangerous. She loves traveling to places radically different than home and mourns the spread of the western culture across the globe.

# PARTICIPANT BIOGRAPHIES

She lives the mantra #GiveFirst and does one philanthropic thing every year, and is always looking for new ways to learn, grow, and help others.

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## **Kristi Lamar – Managing Director, Deloitte**

Kristi Lamar serves on Deloitte’s Strategy leadership team and is the US leader for Women in Technology. She has significant experience in advising the c-suite, especially CIOs and technology executives, to enable them to create lasting enterprise value and manage the challenges and changes in business, technology, and their executive roles. She has a 20-year track record of developing and delivering successful business technology programs for the leaders of global enterprises. In her role as digital leader for Deloitte’s Executive Accelerators team, she designs insights and experiences that help executives solve complex business challenges. Kristi is passionately committed to helping to advance diversity, equity and inclusion for our people, firm and communities

and is a respected thought leader and vocal advocate on the topic.

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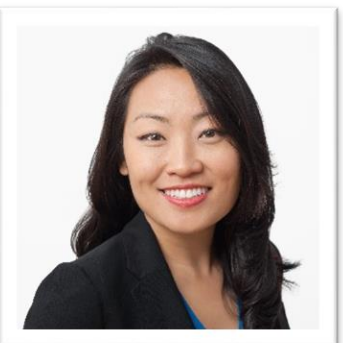


## **Katie Wagner – Vice President of Americas, Crocs**

Upon graduating from the University of Colorado at Boulder in 2005, Katie began her career with Crocs in a sales support function. She advanced through the organization in a number of roles in sales, product and merchandising, business development, and general management, to her current role managing a \$200M+ business. In addition to her functional role within Crocs, Katie is a founding and current member of the Women @ Crocs network, a board member with Foothills United Way, was a founding board member of the Boulder chapter of Ellevest, served on the Women’s Council at the Leeds School of Business, and has mentored with the I Have A Dream Foundation. Katie lives in Louisville, CO with her husband, two toddlers, and two dogs. Her favorite

shoe is currently the Crocs Classic in Tie Dye.

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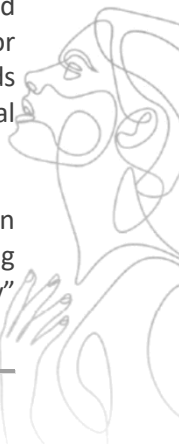
## **Joy Xi – Product Manager, Google**

At Google, Joy works on the Google Drive product. Her experience in technology spans a wide variety of spaces - consumer and enterprise, hardware and software, and mobile and desktop. Previously, Joy was a venture capital investor at Globespan Capital Partners and a consultant with Bain & Company. Joy holds a BA in Economics from Harvard University and both an MS in Mechanical Engineering and an MBA from Stanford University.

Joy moved to Denver in 2019 after living in Chicago, Boston, New York, and San Francisco. In her free time, she enjoys going on outdoor adventures, hosting dinner parties, reading fiction, and Googling answers to all the “how” and “why”

questions that come to mind.

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# PARTICIPANT BIOGRAPHIES



## **Colleen Denzler – Investor, Smith Capital Investors**

Colleen has been in her position since March 2019. Prior to joining the team, she served as Founder and Lead Consultant at Colleen Denzler Strategy Partners. As an entrepreneur, Ms. Denzler dedicated herself to helping the best and most ethical asset managers define and communicate their investment process to potential and existing clients.

Colleen also served as Chief Investment Officer (designee), First Affirmative Financial Network, a \$1 billion RIA, as well as President of the SRI Conference. Prior to that Colleen was with Janus Capital Management LLC as the Global Head of Fixed Income Strategy. In this role, she created and led the business strategy of Janus Fixed Income, in conjunction with the Chief Investment Officer. She delivered market insight, investment process and performance to clients all over the world. During her tenure at Janus, Colleen wrote a suite of client focused thought leadership. Colleen has spent over 15 years as a Fixed Income Portfolio Manager and led a team of Portfolio Managers, overseeing \$6 billion in assets. Additionally, she has experience managing assets utilizing ESG methodology.

Colleen earned a Bachelor of Science degree in Finance from Radford University. She earned the Chartered Financial Analyst (CFA) designation and is a member of the CFA Society of Colorado. Colleen volunteers her time to the University of Colorado, Boulder, Leeds School of Business to help current and prospective female students learn more about career opportunities in finance. She also gives her time to Community Food Share, which helps people in need of food in Boulder and Broomfield County.



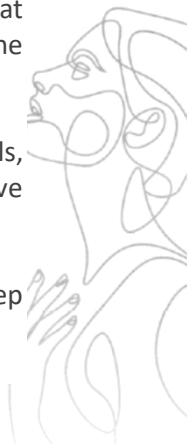
## **Sherri Leopard - Senior Advisor & Entrepreneur in Residence, SYPartners | Retired Founder - Leopard Communications | Leeds Advisory Board Member**

As founder and CEO of a boutique consultancy, Sherri has spent more than thirty years as a strategic partner to CEOs, senior marketing leaders, and sales leaders primarily in the technology and telecommunications sectors. Her firm's blue chip client list included IBM, SAP, Siemens, Motorola, Level 3, and Intrado. In 2006, after 22 successful years, Sherri sold her company to WPP and the firm became part of Ogilvy & Mather.

Upon honorably concluding her earn-out in February of 2014, Sherri retired. That short-lived experiment lasted 10 weeks, the highlights of which include breaking her wrist while skiing in the back bowls of Vail, a short trek in Nepal, and being recognized as BMA Colorado's B2B Marketer of the Year.

Always up for a new challenge, Sherri joined SYPartners, a transformation company— helping individuals, leaders, teams, and organizations become the best version of themselves, so they can create massive positive impact in business and society, as Senior Advisor and Entrepreneur in Residence in September of 2015.

Sherri serves on the Board of Directors of privately held Spectra Logic Corporation, the market leader in deep storage solutions. She co-chaired the Innovation Committee for the Board of Advisors of the Leeds School of



# PARTICIPANT BIOGRAPHIES

Business at the University of Colorado – helping to increase the focus on Big Data and Analytics in the Leeds curriculum. She also co-chaired the Leeds School’s Board Committee on Diversity and Inclusion.

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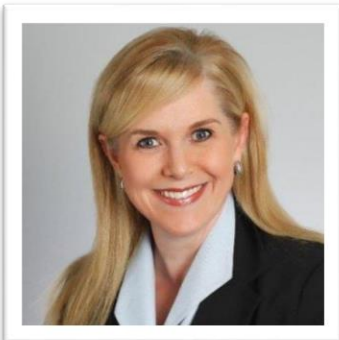


**Linda Peotter - Retired President, Metal Trading Corp.  
Leeds Advisory Board Member**

Linda Peotter has been an Entrepreneur, business leader and community leader for over 30 years. She currently serves as President of Metal Trading Corporation, a privately held nonferrous metal brokerage which she co-founded in 1995. Prior experience includes positions at Golden Aluminum, a Coors business, and AT&T. She is also a member and limited partner in Iron Gate Capital, a private equity firm based in Boulder, Colorado.

Ms. Peotter’s philanthropic pursuits include mentoring and coaching students and business professionals, as well as fulfilling board director positions at Social Venture Partners, Colorado Succeeds, The Alzheimer’s Association, and Leeds Business School. She holds a B.S. in Business Administration from the University of Illinois, Urbana.

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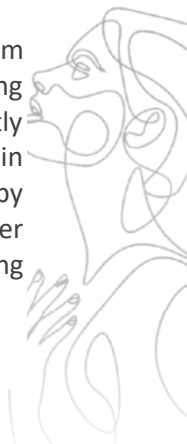


**Shannon Sisler - Senior Vice President, Chief People Officer, Crocs  
Leeds Advisory Board Member**

Shannon is a business-minded, progressive leader with a successful track record building, directing and transforming Human Resources (HR) practices that enable high-level success for global corporations.

Currently, Shannon is the Senior Vice President and Global Head of HR at Crocs, a fun, progressive footwear company headquartered in CO. Previously, Shannon served as the Senior Vice President of HR at Western Union responsible for global talent acquisition, talent management, total rewards and organization effectiveness/workforce strategy. Shannon was also the Vice President of Talent and Diversity at DaVita and was responsible for leading efforts to optimally select, assess, develop and retain teammates while managing corporate social responsibility and diversity initiatives. Prior to DaVita, Shannon was the Senior Vice President and Global Head of HR at Janus Capital Group and started her career at Level(3) Communications and Accenture.

Shannon earned her Executive MBA from the University of Denver (DU) and a Bachelor’s degree in Finance, from the University of Colorado (CU) at Boulder. Shannon is passionate about promoting education and advancing women/girls. She currently serves on the Board of Directors for the Girl Scouts of Colorado. She recently concluded her Director responsibilities at the Leadership Investment and completed the Ashoka Executive in Residence program volunteering for Fundación Escuela Nueva in Bogota, Colombia. Shannon was recognized by the Colorado Diversity Council as one of the 2015 Most Powerful and Influential Women and over the years, her HR teams have been spotlighted in numerous publications including Chief Learning Officer, TD and Training magazines.





# PARTICIPANT BIOGRAPHIES

Shannon and her husband, Corey (who is also a CU alumnus), are the parents of three children and enjoy global travel and spending time in the CO mountains.

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**Chantal Veevaete - Retired Senior Vice President, Phillips 66  
Leeds Advisory Board Member**

As a retired Fortune 10 executive with more than 30 years' experience in human resource roles, Chantal Veevaete serves on corporate and non-profit boards and has been recognized as a Governance Fellow by the National Association of Corporate Directors.

She was most recently the senior vice president of human resources and on the executive committee at Phillips 66 until her retirement in January 2015. She has spent much of her career in the petrochemical and oil and gas industries.

Before being named to her role at Phillips 66, Veevaete had served as vice president, Human Resources for Chevron Phillips Chemical Company since April 2009. Prior to her work at Chevron Phillips Chemical, Veevaete was vice president, Human Resources for the Accredo division of Medco Health Solutions (Express Scripts, Inc).

Veevaete began her career at a private legal practice in Belgium in 1980. In 1981, she joined Phillips Petroleum in Belgium, where she held various roles in employee relations, administration, government relations and public affairs. From 1983 to 1987, she worked for Applied Automation, a Phillips Petroleum USA subsidiary, where she held positions in manufacturing, research and development, sales, marketing, management services and public relations. Her last assignment during her tenure with Phillips Petroleum was in corporate human resources, OD and global diversity before leaving in 1998.

She currently serves on the Continental Building Products, Inc. Board of Directors as an independent director, on the Collins College of Business Executive Advisory Board at the University of Tulsa, and as an Executive Board member of Communities In Schools. During her Phillips 66 executive years, she was the executive partner for the University of Colorado Boulder and now serves on the Leeds School of Business Dean's Advisory Board.

Veevaete attended ISTI in Brussels, Belgium and earned an MBA from The University of Tulsa, where she was named the 2016 Outstanding Alumna by Collins College of Business.

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**Lori Seward - Senior Instructor and Teaching Professor, Strategy,  
Entrepreneurship and Operations | Faculty Director of MBA Program,  
Graduate Programs | Leeds School of Business, University of Colorado**

Lori earned her Bachelor of Science and Master of Science degrees in Industrial Engineering at Virginia Tech. After several years working as a reliability and quality engineer in the paper and automotive industries, she earned her Ph.D. from Virginia Tech and joined the faculty at the Leeds School in 1998.

She has been the coordinator of the undergraduate core business statistics course and currently teaches the core MBA statistics course. She is also responsible for



# PARTICIPANT BIOGRAPHIES

coordinating the undergraduate program in Operations Management. She served as the chair of the INFORMS Teachers' Workshop for the annual 2004 meeting.

Her teaching interests focus on developing pedagogy that uses technology to create a collaborative learning environment in both large undergraduate and MBA statistics courses. Seward is the author of a textbook titled *Applied Statistics in Business and Economics*, now in its fourth edition. She has published articles in journals ranging from *The International Journal of Flexible Manufacturing Systems* (2004) to the *Journal of Statistics Education* (2011).



**John Helmers – Associate Director, Graduate Career Management  
Leeds School of Business, University of Colorado**

John has spent the last 10 years leading Graduate Career Management efforts at the Leeds School of Business at The University of Colorado Boulder, where he and his team provide coaching and programming to full-time and part-time MBA students, as well as MS students across 4 programs. He also oversees the Leeds MBA Professional Mentorship Program, works closely with employers, and teaches the MBA Professional Development course. Prior to joining Leeds he worked in marketing for a global technology company after starting his career in the ski industry. John received his Bachelor's degree in Marketing from Miami University (OH) and obtained his MBA from the Leeds School of Business at The

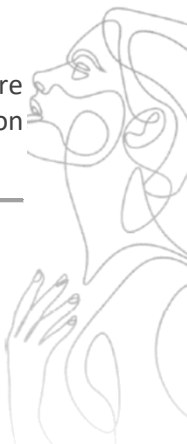
University of Colorado Boulder.



**Ann Richmond – Director of Operations, Graduate Programs  
Leeds School of Business, University of Colorado**

Prior to joining Leeds Graduate Programs, Ann served as the assistant director of operations for the Center for Education on Social Responsibility (CESR), managing CESR operations in the areas of budget, staff management, program coordination, faculty and student support, donor development and cross-campus initiatives. Ann came to CESR from the Leeds Office of Finance and Operations, where she worked for seven years in roles including building management, external relations, Board management, and on special projects for the school's administration including accreditation reporting among other strategic initiatives.

Prior to joining the Leeds School, Ann worked in project management for a corporate relocation company, where she was responsible for managing the Leeds School of Business's three-phase relocation to allow for renovation and construction of the new Koelbel building. Ann is a proud graduate of the University of Colorado Boulder.





# END THE GAP

## LEEDS SCHOOL OF BUSINESS

As companies strive to achieve greater diversity and gender parity in their ranks, business schools are a natural partner for their hiring needs. Yet business schools across the country struggle to achieve equal gender ratios within their own admissions ranks, with women often comprising less than 40% of a program's enrollment. In an effort to address this challenge, the Leeds School of Business is proud to launch ***End the Gap***.

***End the Gap*** is a comprehensive recruitment strategy that relies on tailored programming to expand the reach of the Leeds School to more female audiences. Leeds aims to increase application, admission and enrollment numbers for women at the undergraduate and graduate levels. By exposing women to female mentors, role models and business opportunities early, Leeds will empower women to envision themselves as future business students and leaders. Through these efforts, Leeds aspires to reach gender parity by 2020 and maintain a diverse student body into the future. Achieving this goal will then allow the school to shift focus to even more complex issues, including the wage gap and women in leadership and executive roles.

### Why Women?

Despite lopsided enrollment, women at Leeds prove themselves to be as qualified, if not more so than their male counterparts. Female students academically outperform their male peers at Leeds; they also graduate at higher rates and in less time. The challenge isn't getting women to graduate – it's simply getting them in the door.

Additionally, companies benefit from hiring a more diverse and gender-balanced workforce. Profits increase for businesses with female and minority leadership thanks to a broader diversity of opinion and experience among those making executive decisions.

### Closing the Gap

Under the leadership of the Office of Diversity Affairs, Leeds is creating and growing programming to reach women. Through school- and community-based outreach, summer programs and leadership conferences, Leeds aims to demystify business education, provide strong female role models and increase career readiness so that women graduates are prepared to create, develop and lead the next big idea.

Early results of outreach efforts have been encouraging. Following the 2016 inaugural *Women in Business Leadership Program*, high school-aged participants reported the following:

- 81% of participants said they want to pursue business as a college major
- 88% percent said they would consider applying to Leeds
- 96% agreed that hearing from women leaders increased their confidence in their ability to succeed in business

Of the 32 high school seniors in attendance, 26 applied to Leeds in the 2016-2017 admissions cycle and 22 were accepted. These promising results support the case that simply educating young women about the opportunities in business can help to drive more female applicants to business schools. Outreach at the graduate level is expected to similarly impact enrollment in MBA and MS programs. With increased resources, community outreach and scholarship support, Leeds is confident that the gender gap in our business school can be closed.

