



ONE HUNDRED

 Changing Our World, Inc.

2021 VIRTUAL SUMMIT

FORGING FORWARD:

A virtual philanthropic conference series focused on idea sharing, innovative solutions, and a path forward

ATTEND THE FULL CONFERENCE
OR JUST THE INDIVIDUAL
SESSIONS OF YOUR CHOOSING!

REGISTER TODAY

APRIL 14th – APRIL 16th



// register today

Please take a minute to register, create your profile and browse the different sessions and speakers listed on the registration link which will also allow you to add individual sessions to your calendar.

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// recognizing the need

Changing Our World and ONE HUNDRED are global thought leaders and conveners, rallying philanthropic networks, best-in-class nonprofit organizations, and leaders in corporate purpose, so that we can make a more dramatic impact together than we could apart. We pride ourselves in an entrepreneurial approach to the business of advancing social issues by leveraging our insights and expertise to address urgent challenges in the space.

At the onset of the pandemic, we recognized the need to come together as a sector to have candid conversations with experts across healthcare, higher education, foundations, corporations and an array of nonprofit organizations to discuss the economic, philanthropic and social impacts of COVID-19 and what we can collectively do about them. In March 2020, we launched FORGING FORWARD, a virtual philanthropic conference series focused on idea sharing, innovative solutions, and a path forward. Since then, we have hosted 40+ sessions featuring more than 100 guests diving deeply into a range of timely topics. Building on this momentum, we bring you the 2021 FORGING FORWARD VIRTUAL SUMMIT.



2021 VIRTUAL SUMMIT

// **DAY 1: April 14th**

Addressing the economic road ahead, life in the wake of COVID-19.

// **DAY 2: April 15th**

FOCUSING IN with tracks dedicated to Healthcare, Higher Education, Nonprofits and Corporate Responsibility.

// **DAY 3: April 16th**

Concluding with a wrap-up session hosted by Brian Crimmins, Global Managing Partner of ONE HUNDRED, to discuss the highlights and themes from the Summit during the weekly session of FORGING FORWARD.

DAY 1

April 14th

**// Addressing the economic
road ahead, life in the wake of
COVID-19.**

DAY 1: April 14th

// Opening Remarks 11:30am-12:00pm

The past year has demonstrated that none of our institutions or sectors alone can address the complex web of social, health and economic challenges we face. Brian Crimmins will welcome leaders from across the healthcare, higher education, technology, foundation, nonprofit and corporate spheres who, over the coming days, will apply a collective critical lens to the economic road ahead and life in the wake of COVID-19.



Brian Crimmins
Global Managing Partner, ONE HUNDRED
CEO, Changing Our World



DAY 1: April 14th

// Economic Road Ahead 12:15pm-1:00pm

Delve into today's challenging and complex economic environment, what the social impact sector can expect in the months ahead and how it might best position itself for a strong post-COVID recovery.

- Amal I. Alibair, Managing Director, Consumer and Investment Management Division, Goldman Sachs
- Brian Crimmins, Global Managing Partner, ONE HUNDRED & CEO, Changing Our World

// Health Equity by Design 1:05pm-2:05pm

The sense of crisis that has been building in the U.S. over the past year may make it a challenging time to think about the pursuit of health equity, but there is massive opportunity for action. Learn how some of America's biggest organizations are pivoting to focus on health equity in every aspect of their business.

Moderator: Robert Mallett, CEO, Rabin Martin

- Nancy Bussani, MBA, System Vice President, Philanthropy Strategy and Governance, CommonSpirit Health
- Patricia Mae Doykos, PhD, Lead, Health Equity Initiative and Director, BMS Foundation, Bristol Myers Squibb
- Judith A. Salerno, MD, MS, President, New York Academy of Medicine

NETWORKING THROUGHOUT



DAY 1: April 14th

// Philanthropy Following A Global or National Crisis: What We've Learned, What Will Stay, What Will Change Going Forward 2:15pm-3:00pm

Join us for a deep dive into what we've learned, what will stay and what will change going forward as we begin to emerge, rebound and plan for a more resilient future.

Moderator: Susan Raymond, PhD, Senior Consultant, Changing Our World

- Michele Gilfillan, Vice President Vice President, Institutional Donor Engagement, Catholic Relief Services
- Felecia Lucky, President, Black Belt Community Foundation (US)
- Marshall Stowell, Vice President, Partnerships, Advocacy and Communications, Conrad N. Hilton Foundation



>> 3:00pm - 4:00pm / / NETWORKING

DAY 2

April 15th

// FOCUSING IN with tracks
dedicated to:



Healthcare



Higher Education



Nonprofits



Corporate Responsibility

DAY 2: April 15th >> 1:00 pm - 1:45 pm

// Navigating Challenges in Higher Education

COVID-19 has exacerbated and expedited the urgency of a number of critical issues facing higher education. Challenges such as affordability, student mental health and diversity and inclusion are just some of the big issues administrators will need to tackle in the months and years ahead. Join us as experts in the field unpack these issues and outline systematic ways to address them to achieve high quality outcomes for all students.

- Brian Crimmins, Global Managing Partner, ONE HUNDRED & CEO, Changing Our World
- Rev. Dennis H. Holtschneider, CM, EdD, President and CEO, Association of Catholic Colleges and Universities

// Purpose Strategy and Storytelling

Listen in as leaders in business highlight innovative purpose-led initiatives & explore how best to communicate with & engage stakeholders in this work.

Moderator: DeShele Dorsey, Senior Consultant, Changing Our World

- Patricia Contreras, Vice President of Public Affairs, Rockwell Automation
- Jennifer Flynn Dear, US Community Impact Lead, KPMG
- Kelly Higgins, Senior Manager, Corporate Citizenship, Fiserv

// The Economics of Funding Education Globally

How can philanthropists leverage their assts to improve the lives of children living in poverty around the world? Find out why innovative finance is likely the answer.

Moderator: Lauren Zamkow, Managing Director, Changing Our World

- Saadia Madsbjerg, Coauthor of Making Money Moral & former Managing Director, Rockefeller Foundation
- Justin van Fleet, PhD, President, Theirworld & Executive Director, Global Business Coalition for Education

// Future of Fundraising in Higher Education

As consumer behaviors and demands change, there is an expectation that other organizations will follow suit. More likely than not, Amazon knows the majority of your donors better than your Major Gift Officers. What will fundraising look like over the next decade? And how can you prepare your institution today while still addressing current needs? This session will bring together leaders in higher education who are well versed in the latest trends and who are unafraid to try new tactics, adapt quickly, and push the boundaries of fundraising.

Moderator: Michael Hutchinson, Managing Director, Changing Our World

- Brian O'Rourke, Vice President of Development and Alumni Relations, Clemson University
- Brittany Shaff, Vice President, Fundraising, Graduway
- David A. Woodruff, Associate Vice President and COO, MIT Resource Development

// Community at the Heart of the Healthcare Ecosystem

The interrelated ecosystem of institutions that support the livelihood of our communities, provide services, guide policy and fund the shared commitment to community health has scarcely seen a more tumultuous year. Join us for a conversation around what 2020 has shown us about the healthcare organizations that are lifeblood to our communities.

Moderator: Deb Fong, Global Healthcare Leadership, Strategic Health Initiatives, Omnicom

- Benson Hsu, MD, MBA, FAAP, FCCM, Chief Scientific Officer, Preparedness & Treatment Equity Coalition
- Matthew McCurdy, President and Co-Founder, BLKHLTH
- Nick Ragone, JD, Executive Vice President and Chief Marketing and Communications Officer, Ascension

// Leadership Amid Uncertainty 🖐️

In the past year, many nonprofit leaders have learned, by necessity, to get creative, ask for help, engage with staff and donors in new ways. Leadership has required a daily balancing act of balancing the acute intersection between the urgent demands of delivering on mission, rapidly changing dynamic conditions in the world, and challenges facing staff and volunteers. Join us for reflections on leading through tumultuous times and the learnings that can guide us for more effective future nonprofit leadership, progress, and impact.

Moderator: David Shapiro, CEO, MENTOR

- Colleen Fedor, Executive Director, The Mentoring Partnership of Southwestern PA
- Thomas Lee, Executive Director, Friends of the Children – Los Angeles
- John Valverde, President and CEO, YouthBuild
- C. Diane Wallace Booker, Esq., Chief Strategy Officer and Executive Vice President, U.S. Dream Academy

NETWORKING THROUGHOUT



// Applying a DE&I Lens Across the Business

Learn how to pull a commitment to DE&I through various areas of a business, beyond traditional HR, including: products and services, marketing, and philanthropy/community engagement.

Moderator: Emily Graham, Chief Equity and Impact Officer, Omnicom

- Diego Aviles, Vice President, Development, UNCF, Northeast Division
- Carolyn Berkowitz, President & CEO, Association of Corporate Citizenship Professionals
- Smita Pillai, Chief Diversity, Equity & Inclusion Officer, Regeneron

// The Future of Healthcare Fundraising: Fueled by Data Analytics

Find out how data is being used to drive strategy in healthcare settings and what role AI can play in defining more predictive and strategic donor prospects.

Moderator: Nicole Thigpen Felix, Senior Director, Campaign, Northwell Health Foundation

- Jason Befort, System Director, Prospect Management, CommonSpirit Health
- Nathan Chappell, MBA, MNA, CFRE, Senior Vice President, DonorSearch Aristotle
- Rob Faughnan, CFRE, System Director, Major Gifts and Campaigns, Philanthropy, CommonSpirit Health
- Harvey Green, Vice President of Philanthropy, MedStar Washington Hospital Center

DAY 3

April 16th

**// Concluding with a special
invitation and a wrap-up
conversation during the weekly
session of FORGING FORWARD.**

DAY 3: April 16th

// Invitation to First Colors 9:55am-10:30am

The Inaugural Raising of the American Flag over the new National World War I Memorial

On Friday, April 16th at 10am ET, Changing Our World's partner – the U.S. World War I Centennial Commission – will commemorate the Inaugural Raising of the American Flag over the new National World War I Memorial in Washington, DC.

The live broadcast, First Colors, will be hosted by award-winning actor and humanitarian, Gary Sinise, and will feature remarks from President Biden, Admiral Mike Mullen, Secretary Leon Panetta, General Barry McCaffrey, Secretary Deb Haaland, and several other military, political, and diplomatic leaders.

// FORGING FORWARD 11:30am-12:30pm

Join the virtual summit wrap session where we discuss key takeaways and announce how you can be part of how we all Forge Forward, together.

- Brian Crimmins, Global Managing Partner, ONE HUNDRED & CEO, Changing Our World
- Michele Markus, Head of Global Health Accounts, Worldwide Enterprise Lead, Omnicom

>> 12:30pm - 1:30pm // NETWORKING

// NETWORKING OPPORTUNITIES

Throughout the event attendees can opt in to participate in virtual conversations.

Attendees will rotate speaking with another attendee for multiple five-minute segments. There will also be individual networking opportunities for attendees to connect virtually.

Industry-specific happy hour sessions will be hosted to foster conversation around event themes.

// the 2021 virtual summit is brought to you by

Changing Our World is an international team of impact consultants providing personalized solutions in all areas of fundraising and philanthropy. It is committed to furthering the missions of leading nonprofits and corporate purpose teams throughout the world and is part of the Diversified Agency Services group of Omnicom (NYSE: OMC). As the only philanthropy consulting firm to be part of a Fortune 200 company, in 2016, Changing Our World led the formation of ONE HUNDRED, a coalition of Omnicom's leading marketing agencies who recognized the gap between the desire for change and the challenge of bringing it about.

ONE HUNDRED is the world's first multi-disciplinary, fully connected service collective for organizations committed to enacting positive change in the world and brings together the most renowned leaders in strategic philanthropic planning, purpose definition, branding, media, public relations, digital design, fundraising, cause marketing, business strategy, and research and analysis. Through an integrated approach, the collective provides a seamless suite of services that helps organizations of all sizes to define a unique purpose, unleash their power, and produce tangible, sustainable success.



To learn more and discuss how we can help you #FORGEFORWARD contact:
Brian Crimmins

Global Managing Partner, ONE HUNDRED // CEO, Changing Our World
events@onehundredagency.com

OUR SERVICES INCLUDE



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Outsourced Support

AND MORE!



// SPEAKERS



Amal I. Alibair

Managing Director, Consumer and Investment Management Division, Goldman Sachs

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Amal is a senior portfolio manager of the Portfolio Management Group (PMG), where she focuses on providing investment solutions for institutional clients. PMG provides multi-asset class solutions for institutional investors, focusing on customized asset allocation, tactical implementation, risk management and portfolio construction. She serves on the Steering Committee of the Firmwide Black Network.

Prior to joining the firm, Amal worked at Asset Alliance Corporation, a multi-faceted investment management firm that specializes in alternative investment management as a senior research analyst. Amal joined Goldman Sachs as an associate in 2010 and was named managing director in 2017.

Amal serves on the Board of Advisors of Diaspora Crossings and is a Young Patron of the Apollo Theater in New York.

Amal earned a BS in Commerce from the University of Virginia's McIntire School of Commerce with a double major in Finance and Management Information Systems and an MBA from the Stanford Graduate School of Business



Diego Aviles

Vice President, Development, UNCF, Northeast Region

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Diego Aviles is Vice President, Development-Northeast Region (Boston, New York and Newark), based in New York. In this role, Aviles develops and implements comprehensive annual fundraising goals, objectives, budgets and plans for all areas of management responsibility to achieve maximum growth, optimal yield, and increase retention of donors.

Prior to joining UNCF, Aviles served as the YMCA's Vice President of Fund Development where he gave leadership to the Y's Annual Campaign, which raises more than \$8 million to ensure that New Yorkers of all ages have access to the Y's essential programs. Aviles earned his B.A. in Psychology from Queens College, CUNY.



Jason Befort

System Director, Prospect Management, CommonSpirit Health

Jason Befort is the System Director, Prospect Management at CommonSpirit Health, the nation's largest nonprofit health system with 137 hospitals and more than 1,000 care centers serving 21 states.

Jason has nearly 20 years of experience in Prospect Management and Prospect Research, in higher education, animal welfare and health care. He spent four years with Intermountain Healthcare Foundation, first as the Donor Prospect and Research Manager and then as the System Campaign Officer, helping to build the prospect management program and launching the first system-wide campaign. Prior to this, he spent 12 years at Mayo Clinic in the Department of Development, the majority of the time as Manager of Prospect Management and Prospect Research at Mayo Clinic's Florida campus.

In addition to his work experience, Jason has presented on effective grateful patient programs, team fundraising strategies and implementing gift officer metrics at several conferences, including the APRA International Conference and the annual AHP International Conference.



Carolyn Berkowitz

President & CEO, Association of Corporate Citizenship Professionals

Carolyn S. Berkowitz is the President & CEO of the Association of Corporate Citizenship Professionals. Ms. Berkowitz is an accomplished Corporate Citizenship professional. Having led CSR efforts at Capital One, she re-envisioned Capital One's corporate philanthropy focus and led a team of 35 CSR professionals to develop and execute a \$450 million, ten-year strategy to prepare low- and moderate- income people for future success. Prior to Capital One, Ms. Berkowitz worked with America's Promise, Points of Light Foundation and the American Association for Adult and Continuing Education.

Most recently, Ms. Berkowitz has served as a Partner at Mission Partners, a consulting firm dedicated to guiding non-profits, foundations and socially responsible corporations in realizing their greatest social impact. She will continue to serve on its Equity Advisory Board, an initiative that she championed, through 2018.

Ms. Berkowitz is the co-author of "Employee Engagement in the Community – A Winning Formula," published in People and Strategy Magazine, Society for Human Resource Management. She was twice named among the "100 Most Influential Business Leaders" in Washington, DC by the Washington Business Journal, and earned the Washington Area Women's Foundation's Visionary Award in 2015 after serving as Board Chair from 2013-2015 and Board member since 2006. Ms. Berkowitz also serves as a member of the Virginia Community College Board as an appointee of Governor Terry McAuliffe. Additionally, she was named by former HUD Secretary Donovan as a US Delegate to the United Nations Conference on Sustainable Development.



C. Diane Wallace Booker, Esq.,
Chief Strategy Officer and Executive Vice President, U.S. Dream Academy

Diane serves as the Chief Strategy Officer to drive innovative strategies and develop transformative partnership that support the long-term growth of U.S. Dream Academy. She holds the distinction of being the Founding Executive Director and led the national expansion of Dream Academy while developing a deep expertise in non-profit management.

An expert in positive youth development and mentoring with a focus on children of incarcerated parents and an attorney, Diane is passionate about creating equitable opportunities for young people to achieve their dreams. Diane has the audacious belief that every child should have the opportunity to be raised in a community free from discrimination, violence and trauma.

Raised in and around Loma Linda, CA, (one of five original "Blue Zones" in the world and the only one in the U.S.) Diane was exposed to all of the elements that create a positive, healthy community that results in longevity. This community provided a supportive backdrop for her parents, raising three kids, while fighting to break free from generational cycles of poverty that impacted both her mother and father's side of the family.

The stability of a safe and health-focused community, along with strong academic institutions that anchored her community were gifted to her as a child and played a critical role in creating a new pathway for her family. This opened a door of opportunity to allow her to reach for her dream of becoming an attorney, the first in her family. She attended three HBCU's in four years of college and ultimately graduated from Bowie State University with her Bachelors of Science in Communication, cum laude. She then earned her Juris Doctor degree from the University of Maryland Frances King Carey School of Law.

As Diane traveled the country and saw first-hand the devastating effects of poverty, crime, trauma and the lack of educational equity on the hopes and dreams of young people living there, she often reflected on her own upbringing and was committed to bringing some of those same supports to children living in high risk neighborhoods. She is passionate about creating opportunities for young people to achieve their dreams.

Diane is nationally recognized for her work in youth development, social justice, and her extensive experience in non-profit management. Diane speaks around the country on the impact of parental incarceration, poverty and trauma on children's development, academic achievement and future outcomes along with solutions for how we can remove barriers to economic mobility through education, social justice, well-being and connected communities.

Diane has received a number of community service awards and served on several boards. Currently she serves on the board of directors for Baltimore City Head Start. In 2013, she was selected as one of Maryland's Top 100 Women by The Daily Record for her professional accomplishments, community involvement and mentoring. In October 2018, Diane received the Icons and Innovators for Social Justice Award at the BE SOCIAL for Justice Gala presented by BronxConnect, Africa Rising and the Christian Cultural Center. In 2018 she was asked to be one of five non-profit leaders represented on stage at Michelle Obama's "Becoming" Tour in Washington, D.C. and was recently awarded a Community Service Award from Stennis Enterprises for her work in San Bernardino, CA.



Nancy Bussani

Vice President, Strategy and Governance, CommonSpirit Health

Nancy Bussani serves as the system vice president for philanthropy strategy and governance at CommonSpirit Health, one of the nation's largest not-for-profit health care system that includes 82 local fundraising entities across 21 states. In her role, Nancy is responsible for four pillars:

- Launching the new CommonSpirit Health national foundation, raising awareness and funding for health equity.
- Facilitating board development to engage over 2,500 foundation governance members throughout the nation.
- Implementing philanthropy professional development and education programs for 330 philanthropy team members.
- Providing strategic planning support to local foundations and guiding the national philanthropy strategic planning efforts.

Nancy has over 30 years of experience in board development, fundraising, and strategy in a variety of settings, including health care, academic institutions, and research.

Previously, Nancy served as the President and Chief Development Officer for Renown Health Foundation in Northern Nevada. Prior to Renown, Nancy was vice president of philanthropy with Dignity Health where she established its first system philanthropy foundation. She began her career at San Jose State University, ultimately serving as its Vice President of Advancement.

Nancy has been a long-time lecturer in the College of Business for both San Jose State and University of Nevada Reno. She holds a Master of Business Administration from Washington State University and a Bachelor's degree in Accounting from the University of Idaho.



Nathan Chappell
Senior Vice President, Donor Search Aristotle

Nathan serves as Senior Vice President For DonorSearch Aristotle. As a Certified Fund Raising Executive (CFRE), he is regarded as a thought leader in the nonprofit industry and speaks frequently on the topic of precision philanthropy. In 2018, Nathan presented the first TEDx on the topic of artificial intelligence and the future of generosity. Nathan has served in a variety of nonprofit leadership positions for the past 20 years. Though his prior roles as Senior Vice President of Philanthropy at City of Hope, Assistant Vice Chancellor at UC San Diego and consultant with CCS Fundraising and Boys & Girls Clubs of America, Nathan has directly led fundraising teams that have generated more than \$1 billion in philanthropic revenue.

Nathan holds a Master in Nonprofit Administration from University of Notre Dame, a Master in Business Administration from University of Redlands, a certificate in International Economics from University of Cambridge, and a certificate in Artificial Intelligence from MIT Sloan School of Management.



Patricia Contreras

Vice President of Public Affairs, Rockwell Automation

Patricia Contreras is Vice President of Public Affairs at Rockwell Automation where she leads the Government Affairs, External Communications and Community Relations and Contributions functions. She works with businesses, global governments, and community partners to influence public policy that helps grow business and improves the quality of life in communities where Rockwell Automation has a business presence. Patricia has 20 years of philanthropic investment experience. Prior to joining Rockwell Automation, she worked in Community Relations roles for Kohl's Department Stores and the Milwaukee Brewers Baseball Club. Together with her husband they are raising daughter Olivia (6) and son Xavier (4).



Brian Crimmins

Global Managing Partner, ONE HUNDRED & CEO, Changing Our World

Brian Crimmins is a global leader in fundraising, philanthropy and corporate purpose. He is Chief Executive Officer of Changing Our World, a leading philanthropy and management consulting firm whose team of fundraising impact consultants working toward transformative change on the global stage. He is also the creator of ONE HUNDRED—the world’s first coalition of marketing agencies united for sustainable change, a popular public speaker on fundraising and philanthropy, and Brian ensures his teams live up to our mission — sparking change and creating meaningful impact through the power of philanthropy and communications. With over 20 years’ experience, Brian has helped organizations and corporations turn philanthropic ideas into actionable purpose, driving tangible results with policies, practices and platforms that bring about positive change.

Brian also serves as Omnicom’s de facto purpose expert, where he has served as a key internal advisor on Omnicom’s commitment to the SDGs through its role in Common Ground. His expertise is tapped in service to some of the world’s largest and most influential corporations as they define their core reason for being and translate theory into action. Brian also served as the leader of Omnicom’s recent community engagement analysis, so that it might better understand the community impact of more than 200 agencies across its network.

Brian serves as the Vice Chair of St. John’s University’s Institute for Catholic Schools and the board of Tomorrow’s Hope Foundation.

Brian holds a Bachelor of Science from St. John’s University and an MBA in Marketing Management from St. John’s Tobin School of Business. He is a graduate of the Omnicom Advanced Management Program, a partnership between Harvard Business School and Babson College. Brian lives on Long Island with his wife and their four children.



Jennifer Flynn Dear
Managing Director, Alumni and Community Impact, KPMG US

Jennifer joined KPMG in 1998 as a member of the Marketing & Communications team specializing in sponsorship creation and management. Since that time, she has held various leadership roles within the firm focused on relationship and brand building programs, corporate social responsibility efforts and effective communications platforms.

Currently, as Managing Director, Jennifer leads the firm's national Community Impact strategy including initiatives in support of KPMG's commitment to lifelong learning, equity and access to quality education and building healthy communities. In this role, in addition to overseeing a portfolio of relationships with nonprofit organizations, Jennifer champions KPMG Family for Literacy (KFFL), through which KPMG distributes new books to children in Title 1 schools. Jennifer also serves as executive liaison to the KPMG U.S. Foundation ensuring connectivity between LLP and Foundation investments.

In addition, Jennifer leads KPMG's Alumni program focused on maintaining strong connectivity with close to 100,000 former KPMG professionals in the U.S, through world-class experiences that engender pride, celebration and stewardship.

As a CSR professional with over twenty years of experience in program strategy and activation, Jennifer has directed many first-time initiatives to drive positive social change and enhance the KPMG brand in the marketplace including programs with the World Economic Forum, the Nobel organization, and the PGA of America. Her areas of expertise include non-traditional collaborations, executive and experiential communications and innovative partnerships between corporate, government and civic entities and nonprofit organizations.

Jennifer currently serves on the Executive Forum of the Boston College Center for Corporate Citizenship, the CR Council of the Conference Board and the First Book Advisory Council. She is a Board Member of the Foundation for Orange County Public Schools, Junior Achievement of Central Florida and a member KPMG's Network of Women (KNOW), African Ancestry and Veteran's Business Resource Groups. She is a graduate of Leadership Orlando and has previously engaged with numerous organizations addressing social issues including homelessness and healthcare.

Jennifer is a graduate of The Catholic University of America in Washington, D.C. She and her husband, Joe, have three children and reside in Winter Park, FL.



Patricia Mae Doykos

PhD, Lead, Health Equity Initiative and Director, BMS Foundation, Bristol Myers Squibb

Patricia “Patti” Mae Doykos is director of the Bristol Myers Squibb Foundation whose mission is to promote health equity and improve the health outcomes of populations disproportionately affected by serious diseases and conditions. In January 2020, she also took on the role of Lead for the newly launched Bristol Myers Squibb Health Equity Initiative to develop and implement an enterprise-wide health equity approach and strategy. Patti has over 23 years of experience and leadership in transformative corporate philanthropy & corporate social responsibility, product brand and strategic communications, and health equity & social justice.

Patti works on strategy, evaluation, communications, policy advancement and organizational development for the Foundation overall and currently leads two health equity focused national grants programs which provide funding for the development, testing and scaling of innovative models of specialty care delivery for diverse and medically underserved populations facing cardiovascular disease, rheumatoid arthritis, multiple sclerosis and cancer in the US and Brazil. She has developed and led U.S. and international grant making and public-private partnership programs for global HIV/AIDS, women’s health, diabetes, cancer, serious mental illness and COVID19. Among her current service roles are inaugural chair of the board of the Center for Global Health Equity at Dartmouth-Geisel Medical School, board of advisors member for Dartmouth-Geisel Medical School, advisory board member of the Center for Global Health at Rutgers University, and trustee of Phillips Academy Andover and member of its Anti-Racism Task Force.

Prior to joining the Bristol Myers Squibb Foundation in 2002, Patti worked for five years on the business side of Bristol Myers Squibb leading International Public Affairs for the company’s HIV and infectious disease marketed products and cancer research & development pipeline program.

Patti holds a BA from Dartmouth College for majors in Government and German, MA in German Literature & Language from the University of Virginia and PhD in the same from New York University both with a concentration in Cultural Studies.



Rob Faughnan

System Director, Major Gifts and Campaigns, Philanthropy, CommonSpirit Health

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Rob Faughnan is the System Director, Major Gifts and Campaigns at CommonSpirit Health, the nation's largest nonprofit health system with 137 hospitals and more than 1,000 care centers serving 21 states. Through service to CommonSpirit Health's hospital foundations and fundraising entities, Rob advances major gifts by partnering with foundations, resourcing and collaborating with colleagues to operationalize best practices, and being an overall evangelist for Major Gifts. Rob also works with foundations and hospitals on navigating large fundraising campaigns.

Rob came to CommonSpirit Health through Catholic Health Initiatives, where he was the System Director of Fundraising Operations for the CHI National Foundation. Prior to that, he was Director of Stewardship and Development at the Diocese of Colorado Springs. With a bachelor's degree in English from Franciscan University of Steubenville and a Masters of Nonprofit Management from Regis University in Denver, Rob lives in Colorado Springs with his wife, five kids and rambunctious Goldendoodle named Blue.



Colleen Fedor

Executive Director, The Mentoring Partnership of Southwestern PA

Colleen O'Donnell Fedor is in her 21st year as the Executive Director of The Mentoring Partnership of Southwestern Pennsylvania.

During her tenure, The Mentoring Partnership has increased public awareness of the opportunities for engagement, increased support for mentoring, and delivered high quality training services to tens of thousands of staff, volunteers and youth being mentored. Under her leadership, The Mentoring Partnership has embraced their role as a Servant Leader to the thousands of staff and volunteers who care deeply about children – helping good people bring great mentoring to youth.

The Mentoring Partnership of Southwestern PA launched the Everyday Mentoring® Initiative in 2014 to help and empower adults to recognize their potential to be mentor-like in their everyday interactions with youth.

Colleen is a member of the Board of Directors of Amachi Pittsburgh and WISE Pittsburgh and serves on the Advisory Committee of Partners4Work. She has also served as Chairperson for the Greater Pittsburgh Non Profit Partnership (GPNP) and MENTOR/The National Mentoring Partnership's Advisory Board and has served on the Grable Community Cabinet, the Allegheny County Children's Fund Initiative and as a board member for the Steel Valley School District.

Colleen is a native Pittsburgher and the oldest of six children. She and her husband Michael have three adult children – and a giant Great Dane/Old English Sheep Dog named Lilly.



Nicole Thigpen Felix
Senior Director, Campaign, Northwell Health Foundation

Nicole Thigpen Felix is Senior Director, Campaign for the Northwell Health Foundation. In this role, Nicole oversees Northwell's \$1 billion Outpacing the Impossible Campaign, is a member of the Foundation's Management Team, and serves as a Culture Leader for the Office of Patient and Customer Experience.

Prior to her current position, Nicole was Chief Strategy Officer at CCS where she helped to drive unified corporate goals. Nicole oversaw the firm's marketing, corporate communications, business development, technology, and knowledge management functions. Nicole served as a member of the CCS Board of Directors and the Executive Management Committee. Nicole is a past President of Women in Development (WiD), New York and served on the Board for 8 years. In addition, Nicole is a member of the Association for Healthcare Philanthropy (AHP) Standards Committee and served on the National Association of Cancer Center Development Officers' (NACCDO) Benchmarking Committee.

Nicole earned a Master's degree in Intercultural Communication from the University of New Mexico and a Bachelor's Degree in Speech Communication and Spanish from Penn State. She resides in Port Washington, NY with her husband and two children.



Deb Fong

Global Healthcare Leadership, Strategic Health Initiatives, Omnicom

Deb is currently part of Omnicom's Global Health Leadership team based in NYC, leading and supporting strategic healthcare initiatives and overseeing cross-functional/cross-agency teams to support clients across the sector.

Trained as a PharmD, Deb began her career within Pharma, and over the course of a decade engaged in medical strategy/KOL development, clinical research, project management, pre-launch/market preparation, as well as regulatory project management within the Food and Drug Administration (FDA).

Deb joined Omnicom in 2007 as a Medical Director at Cline Davis & Mann NY, with primary therapeutic area focus on Oncology and Infectious Diseases, collaborating across functions to support product commercialization. In 2013, Deb assumed the role of Asia-Pacific Regional Lead based in Hong Kong, overseeing Omnicom's largest global health account. She then relocated to the Netherlands in 2016 to lead a large health consolidation across Europe, before returning to NYC in 2019.

Deb is both professionally and personally passionate about addressing racial inequities and working collaboratively both internally and externally with relevant organizations to identify approaches rooted in communications that will help close gaps in healthcare and beyond. Deb is a semi-professional photographer who is currently capturing underrepresented and underserved communities and actions that support social justice. Her recent work was featured in an exhibit entitled 'The Art of Healing' organized by Art on the Ave NYC and is also now part of the permanent collection of the International Center of Photography following inclusion in its re-opening exhibit, '#ICPConcerned: Global Images for Global Crisis'. One of her photographs became the cover image for a new research report titled 'Centering the Picture: The role of race & ethnicity in cultural engagement in the U.S.', an analysis of culture and community in a time of crisis.



Michele Gilfillan

Vice President, Institutional Donor Engagement & Advancement, Catholic Relief Services

Michele has over 20 years of experience in program development and fundraising in the global nonprofit sector. Michele has served in several resource mobilization roles at CRS, including leading the Foundation and Corporate Engagement team before taking on her current role as Vice President for Institutional Donor Engagement and Advancement. Prior to that, Michele served as a major gift officer in the NYC metro area, cultivating individual donors and families to invest in CRS programming.

Michele led business development and proposal operations at the Institute of International Education, one of the world's largest international scholarship, training and exchange organizations. Michele also served as Executive Director of a small nonprofit based in NYC that trained and placed long-term volunteers with social service organizations in the U.S. and Latin America. Previous service includes being a member of the board of trustees for the University of Scranton.

Michele holds a Masters in Nonprofit Management from the Notre Dame of Maryland University and an undergraduate degree in Philosophy and Political Science from the University of Scranton.



Emily Graham
Chief Equity and Impact Officer, Omnicom

Emily is Chief Equity and Impact Officer and SVP of Diversity and Inclusion Communications at Omnicom Group. She was previously Chief Diversity & Inclusion Officer at FleishmanHillard, the first in the agency's history. In her role, she leads global diversity & inclusion strategy across FleishmanHillard's 80+ offices in 30 countries. She is responsible for accelerating Diversity, Equity, and Inclusion (DE&I) as a critical business priority across FleishmanHillard's global network while continuing to provide top-tier client counsel. She is also the founder of True MOSAIC, a practice group of communicators dedicated to driving Diversity, Equity, and Inclusion to the center of corporate strategy.

A senior communicator, D&I Champion, and trusted counselor with a specialty in corporate and financial communications, she brings nearly 15 years of experience working across global PR agencies in progressive roles guiding Fortune ranked companies including BlackRock, AT&T, General Motors, Bank of America Merrill Lynch and Deloitte LLP on integrated and executive visibility campaigns. Previously, Emily co-led FleishmanHillard's Americas Financial and Professional services sector where she drove practice growth, client experience, and issues counsel. In 2017, she played an integral role in launching FH Perspectives, an award-winning global D&I program which highlights the diversity of thought and lived experience that the agency's 2000+ employees bring to their work with clients every day.

She serves as a member of FleishmanHillard's leadership team, The Cabinet, tasked with guiding the firm's strategy and mission. She earned her Bachelor's from Southern Methodist University in Dallas, TX, and serves on the Global Board of Directors for Dress for Success Worldwide – a non-profit focused on helping women achieve economic independence and career advancement. Emily is also an advisory board member for Syracuse University's Newhouse School of Public Communications and the SMU Meadows School of the Arts. Recently, Emily was named a 'Top 40 Under 40' by Crain's New York Business, a Top Woman in PR by PRNews, and has been profiled by Forbes, LinkedIn, Essence, and PRWeek.



Harvey Green, FAHP, CFRE

Vice President and Chief Philanthropy Officer, MedStar Washington Hospital Center

Harvey Green is Vice President and Chief Philanthropy Officer at MedStar Washington Hospital Center, with oversight for the Office of Philanthropy to lead fundraising efforts for the Hospital Center, and also for MedStar Heart and Vascular Institute, including the Nancy and Harold Zirklin Heart & Vascular Hospital.

Most recently, Green was the Senior Director of Fundraising and Development at the Krieger School of Arts and Sciences at Johns Hopkins University. While there, he managed a team of professional fundraisers during a seven-year, \$6 billion university-wide effort. Prior to Johns Hopkins, Green served in a leadership role as Executive Director at the University of Florida Health Science Center and College of Medicine, where he raised philanthropic dollars for the new medical education building. Green also worked at the University of California, San Diego Medical Center, on several fundraising and capital campaigns that yielded multi-million-dollar gifts to institutional priorities.

Before his career in fundraising, Green worked in corporate sales and business development, and owned and operated a health and fitness franchise.

Green is a former lieutenant in the United States Marine Corps, where he facilitated the logistics behind air delivery support in combat operations. He is an avid fitness enthusiast and was a third amateur-ranked kickboxer in the Marines.

Green is dedicated to the mentoring of young fundraising professionals, and is completing a book called *Entering the Fundraising Profession*.



Kelly Higgins

Senior Manager, Corporate Citizenship, Fiserv



Kelly Higgins is Senior Manager of Corporate Citizenship at Fiserv. Kelly joined Fiserv through the acquisition of First Data in 2019, where she served as an Intern and then full-time Analyst. Fiserv's Office of Corporate Citizenship focuses on the following pillars: strategic philanthropy, associate engagement & welling, diversity & inclusion, community engagement, sustainability, and financial literacy.

Kelly is responsible for all diversity & inclusion programming where she specifically focuses on the management of Fiserv's Global Employee Resource Group Program. Through the Employee Resource Groups, Fiserv strives to improve the communities we live and work by donating time, talent, and treasure. She works with each of the eight ERGs to ensure successful community partnerships where our associates are given the opportunities to be involved so they feel like a valued team member doing meaningful work in an environment of trust. Kelly assists with all communications and spreading awareness internally and externally around programming.

Fiserv's Corporate Citizenship Office adds value to the business by responding to external and internal inquiries about our best practices and policies regarding our community to corporate social responsibility. The team is committed to establishing Fiserv as an innovator in this space as they continue to develop and expand their initiatives and scope.

Kelly serves as secretary of Fiserv's Global Diversity and Inclusion Council. She graduated from the University of Georgia with a bachelor's degree from the Terry College of Business.



Rev. Dennis H. Holtschneider, CM, Ed.D

President and CEO, Association of Catholic Colleges and Universities



Prominent in the field of Catholic higher education, Fr. Holtschneider began his tenure as ACCU president on July 1, 2019. He served as president of DePaul University in Chicago, the nation's largest Catholic university, from 2004 to 2017. A frequent speaker, consultant, and writer on issues facing colleges and universities, he has served on the boards of the National Association of Independent Colleges and Universities, the American Council on Education, and ACCU, which he chaired from 2010 to 2012. He currently chairs the Niagara University Board of Trustees and the Institute of Advanced Catholic Studies at the University of Southern California.



Benson Hsu, MD, MBA, FAAP, FCCM
Chief Scientific Officer, Preparedness & Treatment Equity Coalition

Benson is an Associate Professor of Pediatrics at the University of South Dakota Sanford School of Medicine and a pediatric critical care physician at Sanford Children's Hospital in South Dakota. He received his undergraduate degree in Economics from Princeton University and an MBA from Duke University Fuqua School of Business, graduating with highest honors as a Fuqua Scholar. He earned his MD from the University of Missouri School of Medicine and completed training in Pediatrics and Pediatric Critical Care at the University of Wisconsin-Madison. In 2018, he was recognized by the University of Missouri School of Medicine with their annual Outstanding Young Physician Award.

Dr. Hsu is an NIH-funded researcher on behavioral economics in medical decision making and a nationally recognized health services researcher. He has authored over 40 peer-reviewed publications in journals including New England Journal of Medicine Catalyst, Pediatric Critical Care Medicine, Academic Medicine, and Harvard Business Review. He serves on the Methods & Data Council and the Committee on Advocacy & Public Policy at AcademyHealth.

A leader in pediatric critical care medicine, Dr. Hsu has authored seven national practice guidelines for inpatient pediatric care. He is currently the Chair-Elect of the Section on Critical Care and a member of the Committee on Hospital Care at the American Academy of Pediatrics. In 2020, he received the Presidential Citation from the Society of Critical Care Medicine and was inducted as a Fellow of the American College of Critical Care Medicine.

Dr. Hsu previously served as a vice president on the corporate leadership team of Sanford Health, where he led the organization's data analytics infrastructure and developed strategies for population health transformations. He currently serves as the Chief Scientific Officer for the Preparedness Treatment and Equity Coalition (PTEC), a nonprofit dedicated to addressing gaps in health equity. A TEDx speaker on healthcare value in 2020, he is a 2018 Bush Fellow, a 2019 Aspen Health Innovators Fellow, and an Aspen Global Leadership Network (AGLN) member.



Michael Hutchinson
Managing Director, Changing Our World

Michael Hutchinson, Managing Director, has worked in the nonprofit and philanthropic sectors for nearly 20 years. Throughout his career, Michael has supported organizations in realizing their vision and has proven himself as a leader skilled in: aligning operations and human capital talent and investments to maximize impact; syncing strategies with market trends to realize growth; and, generating revenue and resources by developing relationships, programs and campaigns.

During his tenure at Changing Our World, Michael has provided management, campaign and philanthropic counsel to clients including: Wagner College; Robert Morris University; Indiana University of Pennsylvania; Edinboro University; Summit Country Day School; Chaminade High School; Central Catholic High School; CARE; amfAR, The Foundation for AIDS Research; The Salvation Army; Covenant House; and, numerous Catholic Archdiocesan and Diocesan campaigns.

Previously, Michael managed a portfolio of major gift prospects in support of Carnegie Mellon University's \$1 billion Inspire Innovation campaign. In addition to his prospect management responsibilities, he served as a development liaison to the School of Music and was a member of the Tepper School of Business development team.

Michael graduated with distinction from Carnegie Mellon University's Heinz College where he earned a Master of Public Management degree with a concentration in Nonprofit Management. He also holds a Bachelor of Music degree from New England Conservatory of Music and completed the Advanced Management Program of Omnicom University, a program designed and taught by faculty of the Harvard Business School. Michael resides just outside of Pittsburgh, PA with his wife, Laura; their daughters Abbey and Emma; and their son, Miles.



Thomas G. Lee
Executive Director, Friends of the Children – Los Angeles

Thomas Lee serves as the Executive Director of the Friends of the Children—Los Angeles (Friends L.A.). Friends L.A. is a part of a national nonprofit based in Portland, OR with the mission of breaking the cycle of generational poverty and systems involvement by giving vulnerable children within the child welfare system the ability to create a new story. Friends L.A. provides children impacted by the foster care system with a long-term, salaried, professional mentor, from kindergarten through graduation, no matter what.

Prior to joining Friends L.A., Lee led the Alliance for Children's Rights' L.A. Opportunity Youth Collaborative which works with community partners to create a launching pad for foster youth to overcome barriers to success. Lee also spent more than a decade building strategic partnerships, advocating for and serving foster and probation youth. As the division director for transition-age foster youth at Hillside Youth Moving On, his team built a comprehensive support system that included a multi-dimensional housing program, mental health services, a drop-in center, and a workforce development program with post-secondary education supports.

An educator at his core, Lee taught high school English and world literature at San Gabriel High School and King Drew Magnet High School in Watts, Calif. for five years. He majored in English at Cal State University of Los Angeles, and he holds a M.Ed. from National University.

A husband and father of three, both Lee and his wife Noemi, a therapist, have dedicated their careers to empowering youth to reach their full potential.



Felecia Lucky

Black Belt Community Foundation (US)

Felecia Lucky is the President of the Black Belt Community Foundation in Selma, Alabama. The Black Belt Community Foundation was established to support community efforts that contribute to the strength, innovation and success in Alabama's 12 poorest counties—the Black Belt. As Executive Director of the Foundation, Felecia values regular input from the communities and works diligently to strengthen the communities in the areas of the environment, health and human services, education, youth, arts and culture, and economic and community development in an effort to transform Alabama's Black Belt.

Born in 1969 in the indigent neighborhood of Livingston, Alabama, Felecia continues to exercise her loyalty to excellence and the principles of hard work which have propelled her throughout her entire life. A product of the Sumter County, Alabama Schools, Felecia excelled in academics including earning a Bachelor of Science degree in Accounting from Tuskegee University and Master of Business Administration degree from the University of Alabama.

Prior to serving as President of the Foundation, Felecia worked as an Internal Auditor in Minneapolis, Minnesota and as an Accounting Supervisor in Memphis, Tennessee for Cargill, Inc. Felecia then returned home to Alabama to serve as Executive Director of the Sumter County Industrial Development Authority. This position provided a tremendous opportunity for Felecia to affect positive change in her home county. With a sincere desire to improve the quality of life for Sumter County citizens, Felecia worked with Auburn University to spearhead Sumter County's first leadership development program. Fueled even more by the passion to provide opportunities to the youth of the region, Felecia partnered once again with Auburn University to launch the Inaugural Black Belt Legacy Camp. In an effort to paint an accurate picture of the region that is often described as desolate, she partnered with the University of Alabama to launch the Black Belt 100 Lenses Project where the culture of the Black Belt was depicted through the eyes of its youth. Through her work, Felecia believes strongly in building stronger community with residents of the community, not for residents of the communities.

Felecia is very active in community development, serving on a variety of committees and boards, including the Council on Foundations Community Foundation Leadership Team, Black Belt Commission, and Southeastern Council on Foundations. Further, Felecia is a member of Alpha Kappa Alpha Sorority, Inc. Felecia is a graduate of both Leadership Alabama and Leadership Sumter County. Felecia is also 2006 Southeastern Council on Foundations Hull Fellow, a 2013 Aspen Ideas Scholar and a 2016 graduate of the Delta Regional Authority's Delta Leadership Institute.

As a member of First Baptist Church in Livingston, Alabama, Felecia serves as Minister of Music. Felecia is married to David Lucky and they have one daughter, Amber.



Saadia Madsbjerg

Coauthor of Making Money Moral & former Managing Director, Rockefeller Foundation

Saadia Madsbjerg is the coauthor of *Making Money Moral: How a New Wave of Visionaries Is Linking Purpose and Profit*. She is a former Managing Director of The Rockefeller Foundation where she led the foundation's efforts to seed-fund the development and launch of new financial instruments and partnerships designed to channel money from the capital markets toward sustainable development.

Before joining The Rockefeller Foundation, Saadia was the Senior Vice President for Strategic Planning at the New York City Economic Development Corporation. There she led a portfolio of projects focused on transformative opportunities for creating a more equitable and resilient economy. She was also an Associate Principal at McKinsey & Company, where she advised multinational companies on corporate strategy.

She is a recognized thought leader who has served as an advisor on committees such as the Government of Canada's Privy Council Office Impact Canada Initiative Advisory Committee and the World Economic Forum's Global Future Council on Infrastructure. She has shared her learnings at influential conferences and through leading publications, including *Harvard Business Review*, *Foreign Affairs*, and *The Financial Times*.

She holds a Master of Science in Applied Economics and Finance and a Bachelor of Science in International Business from Copenhagen Business School.



Robert Mallett
CEO, Rabin Martin

As CEO, Robert Mallett brings a unique mix of skills to Rabin Martin gained through three decades of experience in the public sector, private sector, and civil society. At Rabin Martin, Robert is a chief strategist whose commitment to growth and diversity works to bolster client efforts to reach underserved populations. He specializes in:

- Designing innovative programs and ensuring seamless implementation to advance global health objectives
- Spearheading portfolio diversification and stakeholder outreach to reflect the broad dynamics of the health ecosystem
- Applying a health equity lens to analyze and solve pressing public health challenges

Robert's career has spanned major stints in the public, private, and nonprofit sectors, where he has been at the vanguard of leadership and management changes. Most recently, Robert served as President and CEO of Africare, a leading non-governmental organization committed to improving the quality of life of the people in Africa. He has been City Administrator and Deputy Mayor of Washington, DC. He has also served as Deputy Secretary and Acting Secretary of the Department of Commerce in the Clinton Administration, where he championed issues of diversity and inclusion and embraced the need for more assertive American leadership on the African continent.

In the private sector, Robert is well-known for promoting mission-critical initiatives to broaden the base of support for pharmaceutical innovation and serve patient populations in every corner of the globe. At Pfizer, he led major program initiatives including: the Infectious Diseases Institute in Uganda; International Trachoma Initiative; Pfizer's Global Health Fellows Program; a malaria grants program in Africa; regional cancer care programs in Europe, South America, and Asia; and a U.S. Southern HIV/AIDS Outreach Program; among others.



Michele Markus

Head of Global Health Accounts, Worldwide Enterprise Lead, Omnicom

Michele Markus brings a unique blend of content and context to lead Omnicom's largest international healthcare businesses around the world. Her background is in healthcare professional communications, global commercial strategy, and organizational performance management consulting. Michele was with CDM New York for over a decade and most recently led the global commercial strategy consulting division.

Michele has commercialized specialty, oncology, primary care, consumer / OTC surgical and device products in more than 83 markets worldwide. Passionate about blazing new trails, Michele founded and led the CDM New York Emerging Markets and Established Products Group during which she did marketing secondments in Latin America, Eastern Europe and Asia Pacific.

She has been a repeat Keynote Speaker at the Annual Emerging Markets Commercial Excellence Forum. She is the Creator and Leading Expert on Strategic CartographySM, which helps biotechs, diagnostic and pharma companies commercialize in these shifting markets – breaking down traditional Global, Regional and Local mindsets. Michele was a Speaker at The 2015 Cannes Lions Health Festival on working in consolidation and collaboration models in healthcare: Consolidations – Beyond the FairyTale. She is also a Thought Leader on trends and best practices in international and emerging markets and was the Founder and Creator of SHIFT:Health – the private invitation-based healthcare exchange event which focuses on timely topics affecting the health industries and how to invoke actionable change. Michele prioritizes talent management as a differentiator in our industries and sits on the Governing Body for OmniWomen – Omnicom's GlobalWomen's Initiative where she focuses on international impact and expansion.

Currently, Michele is training companies on Intentional Innovation through the workshop series, Kaleidoscope Mind: Shifting Our Frameworks to Unlock Infinite Possibilities SM

Before joining CDM in 2004, Michele was a Senior Consultant with the Deloitte & Touche's Organizational Performance and Communications Practice, where she worked with major pharmaceutical companies on merger and change management activities.



Matthew McCurdy, MPH
President and Co-Founder, BLKHLTH

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Matthew McCurdy (he/him) is the Director of Programs of Health DesignED: The Acute Care Design + Innovation Center in the Department of Emergency Medicine at Emory University and is the President and Co-founder at BLKHLTH Inc, a non-profit that engages the public and health professionals on the impact of racism on Black health—then equips them to do something about it.

Matthew is passionate about employing social science theory, health equity frameworks, and design to develop creative solutions that improve health outcomes for marginalized communities. Prior to his current role, Matthew served as a Presidential Management Fellow at the U.S. Department of Health and Human Services. Where he worked to support Federal teams develop strategic and management plans that strengthened health, public health, and human services. Matthew has a Bachelor of Arts in Political Science from Georgia State University and a Master of Public Health from Emory University's Rollins School of Public Health.



Brian O'Rourke

Vice President of Development and Alumni Relations, Clemson University

Brian directs a development operation that brings in more than \$150 million annually and that conducted the most successful fundraising effort to date in the state of South Carolina. Through its Will to Lead campaign, Clemson became the first public university in America with an alumni base of less than 150,000 to raise more than \$1 billion.

Clemson's alumni relations program, led by O'Rourke, consistently ranks as one of the nation's best. The Princeton Review rated Clemson as having the top alumni network in the country based on data and student surveys about the activities and visibility of alumni and the percentage of alumni who recommend Clemson to prospective students and top four with Alumni participation.

O'Rourke first came to Clemson in the late 1970s as a freshman, sight unseen, from Massachusetts. "The Clemson community embraced me," he recalls. "I was a Yankee from Hanover, but by second semester, I was at home." Continuing that kindness, he now sends a personal welcome letter to each new Clemson freshman from the Bay State.

He earned two Clemson degrees: a bachelor's degree in administrative management in 1983 and a master's degree in personnel services in 1985. He was an IPTAY scholarship recipient, basketball manager and active member of numerous student organizations.

After graduation, O'Rourke spent five years as Director of Field Activities for the Clemson Alumni Association. He went on to become Vice President of Development for St. Francis Health System in Greenville, S.C., and Executive Director of its foundation. Later, he was a senior consultant for Corporate Development, a Charleston-based fundraising consulting firm. He returned to his alma mater in 2004 to lead its alumni and fundraising operations.

O'Rourke is a major donor to Clemson academic and athletic programs and a volunteer leader in his community and profession. He also inspires others to give and serve. In 2007, a Clemson couple surprised him by establishing the Brian J. O'Rourke '83 Unrestricted Endowment for Performing Arts. He was described as "one of Clemson's finest and most enthusiastic stewards."

Brian and his wife, Amy, whom he refers to as "my greatest asset," have two sons, Josh (wife Cameron) and Nick (wife Jennifer) Kendrick, and three granddaughters.



Smita P. Pillai
Chief Diversity, Equity & Inclusion Officer, Regeneron

Smita Pillai is a global leader in the space of Diversity, Equity & Inclusion with an accomplished career spanning Life Sciences, Technology, Financial Services and Media. She is the Chief Diversity, Equity & Inclusion Officer for Regeneron, one of the world's most innovative biotechnology company, based out of New York. In her role Smita is responsible for a comprehensive DE&I strategy and implementation at the company, ensuring that equity is at the heart of the company's mission: Science to Medicine.

Prior to joining Regeneron, Smita held Global Head and CDO roles for a variety of multinational Fortune 50 and fast growing companies like Zendesk, Dow Jones, including The Wall Street Journal, Prudential Financial and Johnson & Johnson. In her career, Smita has led groundbreaking global diversity efforts and established clear metrics for DE&I measurement that have advanced this important work across multiple organizations. She has also been a founding board member for several global employee groups and has always approached this work with a trifecta impact on talent, business and community. Her holistic approach to DE&I seeks to create a climate of inclusion and belonging where innovation can thrive.

Smita is a well-recognized global thought leader and has received several awards and recognitions like the Top 100 DEI Leaders of Influence, Leadership Excellence Award Tri-State Diversity and Leadership, NY Moves Mentor, Diversity MBA Top 100 Under 50, Economic Times, Leaders executive profile, COLOR profile, for her outstanding achievements in community, leadership and education. An accomplished public speaker, Smita has led various global forums like the Women's Economic Summit, SOCAP, Sundance Film Festival, WSJ Women In conference, WSJ CEO Council, Latina Style, HACR, Diversity Council, Color magazine, W.I.N Forum NY, The Conference Board, Working Mother Media, Diversity Best Practices, among others.

Originally from India, Smita has a Masters in International Business from India, and a Wharton Executive Education on Strategic Management. She is a Certified Diversity Professional and considers herself a true global citizen, having worked across the globe, based out of Mumbai, Dubai, Tokyo, Singapore, Florida, San Francisco and New York. She loves to spend time with her family, travel, practice yoga and run trails. Smita lives with her husband, their three children and their Rottweiler in their historic barn home in Central New Jersey.



Nick Ragone, JD

Executive Vice President and Chief Marketing and Communications Officer, Ascension

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Since joining Ascension as Senior Vice President and Chief Marketing and Communications Officer in 2014, Mr. Ragone has led a cross-function effort to centralize and optimize the marketing and communications strategic approach to support the Mission and the business of a highly integrated health system, with more than 2,600 sites of care and more than 160,000 associates. In addition to defining and strengthening the Ascension brand, Mr. Ragone has led the creation of a corporate social responsibility program, developed an industry-leading thought leadership platform, implemented online scheduling, and transformed the marketing model into a digital and data-driven approach that creates a more personal relationship with patients.

In 2019, Mr. Ragone was appointed to the Missouri State Board of Health and Senior Services by Missouri Governor Mike Parson. The board reviews and advises on the rules and regulations promoted by the Department of Health and Senior Services; and provides comments to the Director of the Department of Health and Senior Services regarding the promulgation of rules and regulations by the Department of Health, formulation of the department's proposed budget, and planning for and operation of the Department of Health and Senior Services.

In 2021, the St. Louis Business Journal honored Mr. Ragone with a C-Suite Award, given to executives who are making a difference in St. Louis. In 2020, he was included in Forbes magazine's list of "The World's Most Influential CMOs" (Chief Marketing Officers). In 2019, he was recognized by Forbes as one of its "50 Game-Changing Marketing Leaders." In both 2016 and 2017, Mr. Ragone was recognized by PRWeek as one of the 50 most influential marketers and communicators in healthcare. In 2017, 2018 and 2019, the Holmes Report, a leading marketing and communications trade publication, recognized Mr. Ragone on its annual "Influence 100" list, which identifies the 100 most influential marketers and communicators around the globe. The list was first published in 2017. In 2007, Mr. Ragone was named to the PRWeek inaugural "40 under 40" most influential list. He is frequently published in Modern Healthcare, Real Clear Health, Becker's Hospital Review and other publications on the topics of brand building, brand experience, quantitative marketing, consumer experience and brand storytelling.

In 2015, Mr. Ragone was instrumental in developing Your Move Chess, an after-school chess program for underserved students in the St. Louis region beginning with the Ferguson-Florissant School District, in partnership with the Saint Louis Chess Club. He is also an active fundraiser for St. Louis non-profits Marygrove and Covenant House Missouri, and serves on the board of Project Lead the Way, a leading nonprofit organization that provides transformative learning experience for PreK-12 students and teachers across the U.S. Mr. Ragone is also a Board Member of the United Way of Greater St. Louis, the American Lung Association in Missouri, the Boys & Girls Clubs of Greater St. Louis, and First Tee of St. Louis.

A former Adjunct Professor at Georgetown University, Washington, D.C., Mr. Ragone is the author of four books on American government and presidential leadership. Prior to joining Ascension, Mr. Ragone was the Director of the Washington, D.C., office of Ketchum, a global public relations firm, where he led operations for the 130-person office. He served as a senior strategist, counselor and media trainer to many of the agency's largest clients.

Mr. Ragone is a graduate of Rutgers University and the Eagleton Institute of Political Science (undergraduate program), and earned a Juris Doctor degree from the Georgetown University Law Center in Washington, D.C. He lives in St. Louis with his wife and two children.



Susan Raymond, PhD
Senior Consultant, Changing Our World

Susan Raymond, Ph.D. is Chief Innovation Officer and Vice President of Program Integration at Edmundite Missions in Selma, Alabama and Chief Operating Officer of Edmundite Missions Enterprises, the social enterprise arm of the Missions. She is also Senior Advisor to Changing Our World, Inc., of which she was a co-founding partner before undertaking a two-year assignment in Selma.

Susan has extensive experience in research, analysis and planning. She has held positions with the New York Academy of Sciences, where she founded the public policy program, The World Bank, the Center for Public Resources, and US Agency for International Development. In February of 2011, Women United in Philanthropy honored Susan with the Women in Excellence and Achievement Award. In September 2014 she received the John and Patty Noel Humanitarian Award for her work in global health and development. Susan received an Agency Commendation from the U.S. Agency for International Development for her work in Eastern Europe.

In 2012 the Director of the National Science Foundation appointed her to the Board of the Civilian Research and Development Foundation. In 2014 she was appointed by the National Academy of Sciences to an organizing committee for a national survey of research and development in the nonprofit sector. She is a faculty lecturer at Columbia University's Institute of Human Nutrition, most recently on the increasingly similar problems of poverty and health between rural communities in the U.S. and those in emerging economies.

She is a regular international conference speaker on the future role of philanthropy in economic growth and civil society, and has published four books and many professional articles on the changing philanthropic landscape globally. Her most recent book, *Recession, Recovery and Renewal: Long-term Nonprofit Strategies for Rapid Economic Change* was released by Wiley in 2013. Her most recent publishing has been on issues of U.S. rural poverty and the philanthropic role in reaching rural areas with economic opportunity.

Susan earned her BA Phi Beta Kappa from Macalester College and her MA and Ph.D. from The Johns Hopkins University School of Advanced International Studies in a joint program with the School of Hygiene and Public Health. She has worked on philanthropy and economic development projects throughout Africa, the Middle East, and Eastern Europe, as well as in Russia and Asia.



Judith A. Salerno, MD, MS
President, The New York Academy of Medicine

Judith A. Salerno, MD, MS, is the President of The New York Academy of Medicine and is leading its strategic vision to advance health equity.

A physician executive and one of the nation's pre-eminent leaders in health and health care, Dr. Salerno most recently served as President and Chief Executive Officer of Susan G. Komen™, the world's largest breast cancer organization, with over \$2.9 billion invested in research, community health and advocacy since 1982. During her tenure from 2013 to 2016, she oversaw global operations, guided the development of a new strategic direction and re-branding for the organization, and directed the launch of an innovative \$27 million, 10-city health equity initiative.

She joined Komen from the Institute of Medicine (IOM), now the National Academy of Medicine, where she was the Leonard D. Schaeffer Executive Officer, serving as executive director and chief operating officer. In that role, she was responsible for directing the IOM's research and policy programs and guiding the Institute's operations on a daily basis. While at IOM, she led its partnership with HBO to create an Emmy-nominated documentary series in 2013 on America's obesity epidemic, *The Weight of the Nation*, and co-authored a companion book that examined the crisis and proposed solutions.

Previous to IOM, Dr. Salerno served as Deputy Director of the National Institute on Aging (NIA) at the National Institutes of Health, U.S. Department of Health and Human Services. She oversaw the Institute's research into aging, including research on Alzheimer's and other neurodegenerative diseases, frailty and function in late life, and the social, behavioral and demographic aspects of aging. In that role, she designed public-private initiatives to address aging stereotypes, novel approaches to support training of new investigators in aging, and programs to communicate health and research advances to the public.

She directed the continuum of Geriatrics and Extended Care programs across the nation for the U.S. Department of Veterans Affairs (VA), Washington, D.C., where she launched widely recognized national initiatives for pain management and improving end-of-life care. As Associate Chief of Staff at the VA Medical Center in Washington, D.C., Dr. Salerno developed and implemented innovative approaches to geriatric primary care and coordinated area-wide geriatric medicine training. She co-founded the Washington D.C. Area Geriatric Education Center Consortium, a collaboration of more than 160 educational and community organizations within the Baltimore-Washington region.

Dr. Salerno was elected as a member of the National Academy of Medicine in 2018 and was elected as a Fellow of The New York Academy of Medicine in 2017. She currently serves as a Member of the National Academy of Medicine Roundtable on Quality Care for People with Serious Illness, on the Advisory Board of the USC Schaeffer Center for Health Policy and Economics, and as Commissioner of the Lancet Commission on Global Access to Palliative Care and Pain Control.

A board-certified physician in internal medicine, Dr. Salerno earned her MD degree from Harvard Medical School in 1985 and a Master of Science degree in Health Policy from the Harvard School of Public Health in 1976. She recently relocated to New York City from Dallas, has three children and is an avid baseball fan.



Brittany Shaff
Vice President, Fundraising, Graduway

Brittany Shaff serves as the Vice President of Fundraising at Graduway. In her role, she leads Graduway's global fundraising strategy and execution, including thought-leadership, Go-To-Market strategy, and product development for its digital fundraising platform.

Ms. Shaff joined Graduway after serving as the Assistant Vice President of Digital Engagement + Philanthropic Giving at the University of Miami. At Miami, she was the architect of a cutting-edge department that combined artificial intelligence, social listening, and traditional and digital marketing to support initiatives across all units at the University and the University of Miami Health System.

Throughout her fifteen-year career, she has been a frequent speaker and author on topics related to global nonprofit strategy, digital engagement, and the effects of technology on organizations and their communities. She has been recognized as a thought-leader and has received over a dozen awards from CASE and other organizations.

Prior to Miami, she has spent fourteen years in various fundraising, marketing, and analytics positions spanning independent schools, medicine, and higher education, including Santa Clara University, Towson University, and Johns Hopkins University and Medicine. Recognized as a thought leader in fundraising and analytics, she has received over a dozen awards from CASE and other organizations.



David Shapiro
Chief Executive Officer, MENTOR

David Shapiro is CEO of MENTOR: The National Mentoring Partnership, the national organization unifying and elevating the youth mentoring field through expertise, advocacy, and recruitment. For more than 15 years, he has dedicated his career to driving equity through the power of relationships and is a servant leader for the mentoring movement.

Under Shapiro's leadership, MENTOR has partnered with leading global brands including the NBA family, Nike, Starbucks, LinkedIn and others to expand the mentoring movement through recruitment; grew its national footprint to include 24 local Affiliates in communities nationwide; and has worked extensively with the Obama Foundation to center mentoring through My Brother's Keeper Alliance. Additionally, the U.S Department of Justice Office of Juvenile Justice and Delinquency Prevention selected MENTOR to establish and lead the National Mentoring Resource Center.

He is a husband, father, and mentor.



Marshall Stowell

Vice President, Partnerships, Advocacy and Communications, Conrad N. Hilton Foundation

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Marshall Stowell oversees the Partnerships, Advocacy and Communications (PAC) team at the Conrad N. Hilton Foundation. In this role he leads a range of efforts that are designed to improve policies, unlock funding, and drive greater impact of the Foundation's grantmaking. Stowell and his team approach this work through targeted strategic communications; program-related advocacy efforts; and catalytic multi-stakeholder partnerships that promote the engagement of people with lived expertise to ensure their involvement in decisions that affect their lives and advance lasting, equitable change for their communities.

Before joining the Foundation, Stowell spent 14 years at the global health organization Population Services International, where he led global communications and advocacy efforts across 50 countries in the areas of malaria, family planning, HIV, diarrheal disease, pneumonia and sanitation.



DeShele Dorsey Taylor
Senior Consultant, Changing Our World

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DeShele is a leading and trusted advisor in the philanthropy and fundraising fields. With nearly 20 years of experience, DeShele leverages her expertise to support corporations, philanthropies, nonprofits and other institutions in the planning, development and execution of outcome-centered initiatives that address social change. DeShele complements her real-world experience with skills and acumen in strategic planning, signature program development, partnership facilitation and evaluation. Throughout her career, DeShele has influenced the investment of more than \$375M across several cause areas, ranging from the arts and culture to youth development.

In 2013, she established Dorsey Impact Solutions, an Atlanta-based firm, dedicated to helping organizations achieve greater success and impact through authentic, solution-focused community engagement efforts. Recent clients include Alliance to End Hunger, AdPR Academy and Lamb Weston. DeShele serves as a senior advisor to the Corporate Social Engagement practice at Changing Our World. She previously led the team, where she was responsible for daily operations. She was instrumental in helping the team establish its thought leadership, having created the tools and resources to support the development of corporate community involvement leaders. DeShele assisted companies, including ConAgra Foods, Hess, MillerCoors, FedEx, Sam's Club, and CarMax, in maximizing their citizenship efforts to garner greater brand value, consumer loyalty and employee engagement.

From 2002 to 2006, DeShele worked at TCC Group, where she provided a variety of consulting services for corporate citizenship programs and nonprofit organizations. Some of her clients included Wachovia, Prudential, Gap Foundation, Henry Street Settlement, New York City Mission Society, the YWCA of Brooklyn and Neighborhood Defender Services. DeShele is a national speaker and presenter on philanthropy trends and promising practices. She has led webinars and conference workshops for national and regional organizations, affinity groups and membership associations such as the Association of Corporate Contributions Professionals, Conference Board, Council on Foundations, Washington Area Grantmakers and Indiana Grantmakers Alliance.

DeShele completed her Master's of Public Administration at Robert F. Wagner Graduate School of Public Service at New York University, where she gathered expertise in financial management, strategic planning, and public policy. She holds a Bachelor's degree in Accounting and Marketing from Emory University in Atlanta, Georgia.



John Valverde
President and CEO, YouthBuild USA



John Valverde is the President and CEO of YouthBuild USA. He joined YouthBuild in 2017 after decades of work as an advocate for creating access to opportunity and removing barriers for formerly incarcerated and low-income people.

John began working with imprisoned individuals in 1992 to ensure access to HIV/AIDS counseling, high school equivalency instruction, alternatives to violence programs, and college education. In 1995, responding to the gap created by the elimination of TAP and Pell funding for people in prison, he led an initiative to develop and deliver a college-level certificate program, the Certificate in Ministry and Human Services. Today called Rising Hope, this program continues in several New York State prisons. In 1998, he co-founded Hudson Link for Higher Education, the first privately funded accredited college program in New York's prisons. More than 450 students in prison have graduated from Hudson Link, which has grown to serve five prisons with six college partners.

In 2009, John worked with a team at the Osborne Association to create New York City's first green jobs training program exclusively for people with criminal records. As Osborne's Executive Vice President, John launched, managed, and led programs including children, youth, and family services; substance abuse treatment; workforce development; community benefit projects; financial literacy; health and wellness services; housing; alternatives to incarceration; mentoring and leadership development; and social enterprises. John has led teams that offer multiple evidence-based interventions, with a trauma-informed approach, to distinct populations that range from very young children to the elderly.

As a steady and persistent advocate for creating access, John has worked with city, state, and federal agencies to develop and operate proven job readiness and placement programs. He forged Osborne's first relationships with labor unions and has served on the Board of Pathways to Apprenticeship that supports individuals from traditionally underserved communities gain access to apprenticeship programs.

John often serves as a keynote speaker at important and related events to share his personal story of transformation and second chances. As a young man who was incarcerated at 21, John's work to accept responsibility for his actions and commit to making amends started him on a journey of redemption that allowed him to imagine and build a new future. Though he was incarcerated for almost 16 years, John is now recognized as a proven leader and example for people affected by the criminal justice system. John's personal and professional life embodies the work of YouthBuild and is a powerful representation of its mission. He is the proud recipient of the 2018 Brian S. Fischer Achievement Award from Hudson Link for Higher Education in Prison. This award is presented annually to a formerly incarcerated leader who has made an impact by advocating for positive change in the world.

John is a graduate of Aspen Institute's Sector Skills Academy and a 2018 Pahara-Aspen Education Fellow. John received his Master of Professional Studies in Urban Ministry from the New York Theological Seminary and holds a Bachelor's degree in behavioral science from Mercy College.



Justin van Fleet

President, Theirworld & Executive Director, the Global Business Coalition for Education



Justin van Fleet is the President of the global children's charity Theirworld and Executive Director of the Global Business Coalition for Education. He previously served as the Director of the International Commission on Financing Global Education Opportunity and Chief of Staff to the United Nations Special Envoy for Global Education, Former UK Prime Minister Gordon Brown.

van Fleet was a fellow at the Brookings Institution's Center for Universal Education in Washington, D.C. where his research focused on corporate social investments and philanthropy for global education.

He has previously held various non-profit and academic posts, including as Deputy Chair for Education at the Clinton Global Initiative, an Instructor at the University of Maryland and Associate Director of the Council on Foreign Relations Center for Universal Education. He has consulted for various international and national organizations and foundations.

He graduated with a Ph.D. from the University of Maryland in international education policy and holds a Master degree from Harvard University in the same field. A native of Western Maryland in the foothills of the Appalachian mountains, he completed his Bachelor of Arts at Frostburg State University in international politics and Spanish.



David A. Woodruff

Associate Vice President and COO, MIT Resource Development

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David is Associate Vice President and Chief Operating Officer for Resource Development at the Massachusetts Institute of Technology (MIT) and he has served in this capacity since June 2012. There he oversees front-line and support operations of a development team that raises more than \$500 million per year. David also directs MIT's \$6 billion comprehensive campaign, The MIT Campaign for a Better World, concluding in 2021. David first worked at MIT between 1984 and 2002. His assignments included corporate fundraising and individual giving and he led the major gifts team in MIT's successful \$2 billion campaign in 1997-2004, Calculated Risks/Creative Revolutions. He also represented the Institute throughout the Asia-Pacific region and drove MIT's international fundraising strategy.

Between 2002 and 2008, David was Chief Development Officer at the Harvard T.H. Chan School of Public Health serving under Dean Barry Bloom. There he headed up initial planning for the School's portion of a Harvard University comprehensive campaign. David and his team brought donors to Botswana, India, Tibet, China, and Cyprus to witness first-hand the work of the School and understand the role of philanthropy in executing the School's global mission.

From 2008 to 2012, David held the post of Executive Director and Chief Operating Officer for Development at the Massachusetts General Hospital (MGH) where he oversaw overall development operations and guided the execution of the hospital's successful \$1.5 billion campaign, The Campaign for the Third Century of Medicine. David received his bachelor's degree from MIT and master's degree from Stanford University. David also earned his MBA from Babson College. David has been a frequent presenter at conferences held by CASE, AFP and AHP and serves on a number of nonprofit boards. David is also a Certified Fundraising Executive. David was the president of the Massachusetts Chapter of the Association of Fundraising Professionals for a two-year term ending in December 2020 and continues as a member of the board.



Lauren Zamkow
Managing Director, Changing Our World

Lauren works with nonprofit organizations to manage, design and implement strategic planning projects and comprehensive campaigns. For corporations, Lauren works with companies to establish and implement effective employee engagement and volunteerism programs, as well as partnerships with nonprofits.

Lauren brings a strong background in organizational operations; traditional, digital and innovative fundraising; corporate partnership development; and fundraising events to her position at Changing Our World. Her client experience represents an array of sectors and industries, including organizations such as CARE, Covenant House New Jersey, J/P HRO and Xylem.

Lauren's previous experience in the nonprofit sector has been in education and international development. Prior to Changing Our World, Lauren was the Special Events Project Manager at charity: water. In this role, Lauren was responsible for managing fundraising events for the organization, managing donor experiences in the field and corporate partnership activations. Before charity: water, Lauren worked at Teach For America in San Francisco, in a variety of roles that encompassed operations, major gifts, corporate partnerships and events. Lauren earned a bachelor's degree in international affairs from George Washington University.

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