

# Together WiTH

November 8, 2024

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#### **Conference Program At-A-Glance**



# Reinventing Media & Entertainment, Games, and Sports



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customers



Accelerate time-to-value

9:45 – 9:55 a.m	Opening Remarks
9:55 – 10 a.m	Conference Welcome Remarks
10 – 10:30 a.m	OPENING KEYNOTE: Technology a
10:30 – 11 a.m	Lasting Impact: Empowering the W
11 – 11:20 a.m	NETWORKING BREAK
11:20 – 11:40 a.m	Empowering Innovation: Women Lo
11:40 – 12:10 p.m	Understanding, Managing, and Em
12:10 – 12:30 p.m	Career Trajectories in the Age of Al
12:30 – 1 p.m	The Agency of Me: A Consumer Pe
1 – 1:45 p.m	NETWORKING LUNCHEON
1:45 – 2:15 p.m	AFTERNOON KEYNOTE: Seizing th
2:15 – 2:45 p.m	Ask Me Anything: A Decade of Care
2:45 – 3:15 p.m	Taking Charge of Your Career: Step
3:15 – 3:45 p.m	CLOSING KEYNOTE: Effective Con
3:45 – 4:15 p.m	NETWORKING BREAK hosted by Ir
	2024 WiTH LEADERSHIP AWARDS Welcome/Introduction Thank you to our Nominees 2024 Winners and Congratulation Closing/Fundraising Goal
5:30 p.m	Closing Remarks & NETWORKING

as a Leadership Driver for Women

WiTH Community

eaders Shaping the Future of Media, Entertainment, and Gaming

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Innovate UCLA

**PROGRAM** 

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RECEPTION

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Guy Finley, Executive Director, WiTH Foundation

9:55 - 10 a.m. Conference Welcome Remarks

We dedicate this year's event to Cass Warner's memory, honoring her immense contributions to the entertainment industry and the way her legacy continues to inspire us all.



#### 9:45 - 9:55 a.m. Opening Remarks

Christina Aguilera, Vice President of Product, Enterprise Technology, Crunchyroll, and President, WiTH Foundation



# **ATELIERE**

1-56619-909-3

### **Cloud-Native Live Production Produce More Live Content at Lower Cost**



#### Gretchen Libby, Director Media & Entertainment Specialists, AWS Media & Entertainment, Games & Sports



#### 10 – 10:30 a.m. OPENING KEYNOTE: Technology as a Leadership Driver for Women

Our Opening Keynote has a front row seat to innovation as the leader of an incubator focused on fractional CMO services, go-to-market strategies, and strategic business development. Her presentation takes us through the tech landscape and features female entrepreneurs who are creating the next generation of WiTH execs.

Learn more about the impact that WiTH has in our local community during the discussion in this panel session, where you'll hear personal stories and journeys from the women who have been directly impacted by our community engagement efforts over the years and how they have been able to change

Sandra Lopez, Co-Chair, North America, Sport Integrity Global Alliance, and Founder & Investor, Ambi Ventures

#### 10:30 - 11 a.m. Lasting Impact: Empowering the WiTH Community



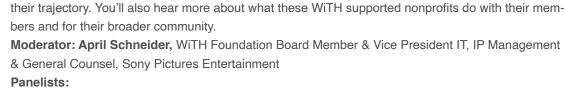
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Hernandez



Hockaday



Frejya Lindh Hernandez, Codetalk Alumna & Web Designer, St Joseph Center, UCLA Extension Student - Data Science Certificate

Christen Hockaday, Women's Empowerment Institute Alumna & Sr Help Desk Supervisor, Apple, AWS Cloud Practitioner Certified

Madison Ma, Technology Goddesses Alumna & Sr Engineer, Qualcomm Han Pham, STEM Advantage Alumna & Software Engineer, Walt Disney Company Alyssa Rubalcava, DIY Girls Alumna & UCLA student majoring in Molecular, Cell, and Developmental Biology









Rubalcava

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11 - 11:20 a.m. NETWORKING BREAK







#### 11:20 - 11:40 a.m. Empowering Innovation: Women Leaders Shaping the Future of Media. **Entertainment, and Gaming**

As the Telecom, Media & Entertainment, and Games industries continue to experience changes in the creation, distribution, consumption, and monetization of content, we face a landscape of challenges and unprecedented opportunities. The impact of these changes is felt by every employee, fan, and consumer of content. A transformation is occurring as technology evolves and revolutionizes content creation and fan engagement. As our industry goes through its own version of "professional development", many see opportunity. Yes, change can be scary. NOW is the time for leaders to galvanize our communities around AI, drive AI innovation responsibly, and mentor the next generation of women in technology to build a more diverse and inclusive industry.

Olga Krasovski, Director Solution Architecture, AWS Media & Entertainment, Games & Sports



11:40 – 12:10 p.m. Understanding, Managing, and Embracing Neurodiversity Inclusion in the Workplace



Neurodiversity encompasses a variety of neurological conditions, including ADHD, autism, dyslexia, and others. How it manifests itself in the workplace can be challenging for both the employee and employer and hiring practices present another layer of complexity and disclosure. While Neurodivergent individuals can struggle with some tasks, they possess unique talents and perspectives that can greatly benefit organizations if placed in roles in which they can thrive. Ultimately, the C-suite leadership will encourage other employees to understand their co-workers better and educate themselves on DEI and neurodiversity. Join this session as our panelists discuss how employers can embrace workplace diversity and have a neuro-inclusive culture. Moderator: Rosemary Jacobs, Board Member, WiTH Foundation



Anna Tavis, Department Chair, @ NYU, SPS, Clinical Professor, Human Capital Management, Author of Humans at Work

#### Arenas

#### 12:10 – 12:30 p.m. Career Trajectories in the Age of AI

Al is reshaping career exploration, career guidance, and career management. A career journey, which is now non-linear and potentially impacted by the adoption of AI, is more important than ever but never more complex. How do you understand the active role that AI will have in influencing your own career? This session will discuss this fundamental shift, how it can impact careers going forward, and provides a forward-looking, positive approach through a sustainable career lens.

Yina Arenas, Vice President Product, AI Core Platform, Microsoft

Interviewed by: Nina Skorus-Neely, WiTH Foundation Secretary & Industry Advisor, Industry & Partner Solutions, Microsoft

Introduced by: Kristin Neal, Senior Manager, Qvest



12:30 – 1 p.m. The Agency of Me: A Consumer Perspective on Data Privacy

Social media has become an integral part of our personal and professional lives. In this session, we'll learn how to keep our social media data safe, how new decentralized social media platforms allow users to control, move, and own their profiles, data and social graph, and we'll learn some tips for optimizing our online profiles to support our career paths.

Moderator: Jeanette DePatie, Professional TechSplainer, Propellerhead, Inc. Panelists: Denise Duncan, Head of Program Management, Project Liberty Labs Beate Chelette, Growth Architect & Chief Executive Officer, Chelette Enterprises, Inc. Julie Anne Fogg, President, SparkiCreative

– 1:45 p.m. NETWORKING LUNCHEON















### F

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1:45 – 2:15 p.m. AFTERNOON KEYNOTE: Seizing the AI Moment: Leadership through Initiative and Innovation

In the CTO role, our Keynote Speaker's priority has been using technology for the advancement of business. Business value and career advancement go hand in hand and, as technologists, we can seize this "AI moment" to use our expertise to move the business (and our career) forward. Once you identify an opportunity, educate your stakeholders, and lay out a plan, you then need to execute and deliver. Leaders at the top want to stress test your ideas and their trust builds up and expands with each project. At FOX, Melody is responsible for crafting offensive strategies to drive AI innovation and expand FOX's creative execution and distribution reach while also implementing defensive measures against the emergent threats to the media ecosystem. She's prioritized strategic "big swings" in partnership

with the company's executives while always staying grounded in the recognition that execution is everything, and with



emerging technology, it only matters if it's in production. Melody Hildebrandt, Chief Technology Officer, FOX

Introduction by: Catherine Goetze, Director of Strategy & Chief of Staff, Ateliere Creative Technologies



2:15 – 2:45 p.m. Ask Me Anything: A Decade of Career Journeys – How I Got Here In celebration of our 10th anniversary, we're revisiting the panel that started it all. Join us for a candid and insightful "Ask Me Anything" session, where accomplished women share their unique career paths.

pivotal moments, and the lessons they've learned along the way. This open forum invites you to ask questions, gain wisdom, and discover the diverse ways our panelists have navigated challenges, seized

opportunities, and forged their paths to success in the industry. Whether you're early in your career or

looking for the next step, this session is your chance to engage with inspiring leaders who have been



exactly where you are now. Moderator: Christina Aguilera, President, WiTH Foundation and Vice President, Product, Enterprise Technology, Crunchyroll

Panelists: Barbara Bickham, Founder, Chief Technology Officer & Managing Partner, Trailyn Ventures Christiane Ohlgart, Chief Accounting Officer, Fortinet

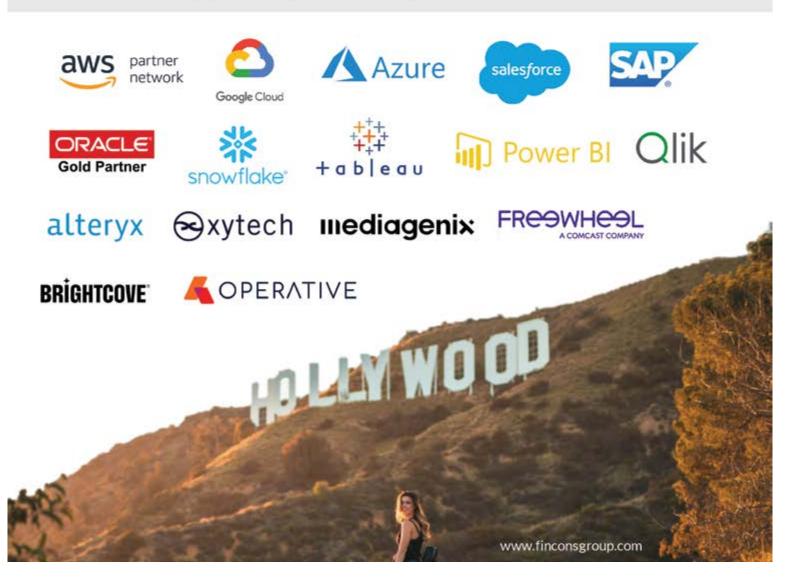


April Schneider and all the other nominees for the WiT Hollywood Leadership Awards!



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#### Fincons Group is a full-service technology consulting firm serving companies in the Media, Financial Services, Energy,



#### 2:45 – 3:15 p.m. Taking Charge of Your Career: Stepping into Entrepreneurship

Are you feeling stuck or unfulfilled in your corporate job? Do you have a passion or a vision that you want to pursue? Do you want to make a positive impact on the world with your skills and talents? If you answered yes to any of these questions, you might be ready to take charge of your career and step into entrepreneurship. But how do you make the transition from employee to entrepreneur? What are the challenges and opportunities that await you on this journey? And how can you prepare yourself for success in the competitive and dynamic world of business? This session shares insights on how to become a successful entrepreneur and gives reasons why you might want to leave a corporation and start your own business. For those who are interested in exploring the possibility of becoming entrepreneurs or who have already started their own businesses, this talk will provide practical advice, inspiration, and resources to help them achieve success as an entrepreneur.

Renee Fraser, Ph.D., CEO of Fraser Communications and host of Why Women radio show Introduced by: Nina Skorus-Neely, Media & Entertainment Industry Advisor, Microsoft, and Secretary, WiTH Foundation



#### 3:15 – 3:45 p.m. CLOSING KEYNOTE: Effective Communication with Leadership – Managing Up & Down

How do you align with upper management's goals and expectations while supporting and leading your team? As companies reorganize and reengineer, people are finding themselves tossed into management every day with little to no training or preparation. This amazing Closing Keynote presentation provides a look at the tools necessary to be successful at managing up and down the line of any organization!



#### Roberta Matuson, Author & Thought Leader

Interviewed by: Nadya Ichinomiya, WiTH Foundation Chair and Vice President, Head of Agile Transformation, Enablement, & Operations, Sony Pictures Entertainment Introduced by: Belinda Harvey, Global Account Manager, AWS Media & Entertainment, Games & Sports

Ichinomiya

#### 3:45 – 4:15 p.m. NETWORKING BREAK hosted by INNOVATE@UCLA

4:15 - 5:30 p.m. 2024 WITH LEADERSHIP AWARDS PROGRAM

- Welcome/Introduction
- Thank you to our Nominees
- 2024 Winners and Congratulations
- Closing/Fundraising Goal

5:30 p.m. Conference Closing Remarks and NETWORKING RECEPTION

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Natasha Crampton Chief Responsible Al Officer Microsoft

"If we want to advance AI for everyone, we must consider those who need it most."





# Advancing AI responsibly

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# **WITH LEADERSHIP** AWARDS 2024

To learn more visit: withollywood.org/leadership-award

Use this QR Code to donate:



The nominees for the 7th Annual WiTH Leadership Awards represent a diverse group of women who have not only achieved remarkable success in their respective fields but have also made profound contributions to their communities. These outstanding individuals have been nominated for their exceptional leadership, dedication to diversity, equity, and inclusion, and their unwavering commitment to advancing women in technology. All of the nominees embody the spirit of WiTH and the values it stands for. Their stories of leadership, advocacy, and innovation inspire us all. We eagerly await the announcement of the winners at the SoCal Women's Leadership Summit 2024, on November 8th at the Avalon Hollywood Theater where we will celebrate their outstanding contributions to the entertainment technology industry and the broader community.

Check out the full bio's of our remarkable nominees here:





**Diane Arnold** Interim Executive Vice President, Enterprise Technology & **Chief Information Officer** The Walt Disney Company



#### Sherri Brown

Vice President, Global Network Strategy The Walt Disney Company



**Hollie Choi** 

**Managing Director** Entertainment ID Registry (EIDR)



Karen Chupka **Executive Vice President & Managing Director, Global Connections & Events** National Association of Broadcasters (NAB)



**Carol Danoff Executive Vice President & Chief Procurement Officer** Warner Bros. Discovery





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The WiTH Board of Directors is responsible for selecting the Leadership Awards winners and comprises representatives from some of the most prominent organizations in the entertainment technology sector, including Crunchyroll Microsoft, NBCUniversal, Paramount, Sony Pictures Entertainment, and The Walt Disney Company. Their expertise and commitment to recognizing excellence ensure that the awards reflect the highest standards of achievement in our industry.





**Terri Davies** President **Trusted Partner Network** 



Joe Devon **Co-Founder Global Accessibility Awareness Day** 



**Nicole Dove Head of Security Riot Games** 



**Gail Evans Chief Digital & Technology Officer Disney Parks, Experiences & Products** 



**Johanna Faries** President **Blizzard Entertainment** 



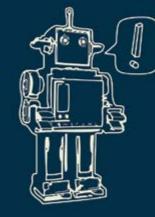
Adaire Fox-Martin **Chief Executive Officer & President** Equinix



**Heather Fuller** Partner Manager, Unreal Engine Partnerships **Epic Games** 



**Tracy Geist** Global Head of Media & Entertainment, Games, & Sports Marketing Amazon Web Services (AWS)



## Congratulations to all of the nominees of the Women in Technology: Hollywood Foundation Leadership Awards

na Fincons Group is proud to honor April Schneider and all the

FINCONS

remarkable WiT Hollywood Leadership Awards nominees!





The 7<sup>th</sup> Annual



To learn more visit: withollywood.org/leadership-award

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Variety

**Melody Hildebrandt Chief Technology Officer** FOX

**Carolyn Giardina** 



Ina Huang

**Director, Content Creation for Global Design Center** Sony Interactive Entertainment, Sony PlayStation

Senior Entertainment Technology & Crafts Editor



Tammee Layne Manager, Product Management The Walt Disney Company



**Barbara Marshall** Industry Strategy & Marketing, Media & Entertainment, HP



**Debbie Menin** Vice President, Sr. Client Partner Globant



Mira Murati **Chief Architect (Former)** Open Al



**Cindy Olivo** Global Marketing Lead **Dell Technologies** 

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Media & Technology



Act Local Festivals broke ground in December 2023 on the foundational principle that, given the right tools and engagement, we can all think globally and act locally. Our mission is to bring filmmakers and film festivals together with causes and brands to create live events and make a better world.

### Join the Movement!

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**Contact us to explore** how we can help bring your vision to life.

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The 7<sup>th</sup> Annual



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Karen Raz Founder Raz Public Relations



**With** LEADERSHIP AWARDS 2024

Vice President, Corporate IT, Intellectual Property Management & General Counsel Sony Pictures Entertainment



Lori Schwartz Chief Executive Officer & Principal Storytech



Debbie Taylor Chief Information Officer DirecTV



Rachel Joy Victor Co-Founder FBRC.ai



ErinRose Widner

Global Head of Business Strategy, Emerging & Creative Technologies, Media & Entertainment Verizon



Toshino Yuhaku Global Media & Entertainment Practice Leader Amazon Web Services



Shelley Zalis Chief Executive Officer & Founder The Female Quotient

## **THE WITH IMPACT**

### We are WiTH

Women in Technology: Hollywood is a consortium of media and entertainment technology leaders dedicated to being catalysts of advancement for women, technologycareer role models, and mentors to inspire and empower bold leaders. To that end, WiTH works with many non-profits throughout the year to

### **Our Community Engagement Partners**

WiTH supports a group of small non-profit organizations whose missions are focused on helping women in STEM, often from disadvantaged backgrounds.

### By the Numbers



For more information, to donate, or join our community, visit www.withollywood.org





**\$100K DONATED** 



Our financial donations support new technology, scholarships, and educational opportunities.





# December 3<sup>rd</sup> is Giving Tuesday!

Your donations will help fund our annual charity giving to local organizations and programming that promote STEM and STEAM opportunities in underserved communities.



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# re:Inventing M&E, Games, and Sports



December 2-6, 2024 LAS VEGAS, NV

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