behind USC Own It

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Morgan Grimm
assistant speakers director
welcome

This is your moment.

Are you ready to OWN IT?
summit agenda

7:30 AM – Registration and Breakfast
3607 Trousdale Pkwy, Los Angeles, CA 90089

8:30 AM – Welcome Address by Executive Directors
Bovard Auditorium

8:35 AM – Dean’s Address
with Willow Bay, Dean of Annenberg School of Communications and Journalism
Bovard Auditorium

8:45 AM – Keynote Speaker
with Laverne Cox, Award-Winning Transgender Actress, Producer, and Equal Rights Advocate
Bovard Auditorium

9:00 AM – Creative Founders of the 21st Century
with Maryellis Bunn, Founder and Creative Director of the Museum of Ice Cream, and Tina Sharkey, Co-Founder and CEO of Brandless, and Karissa Bodnar, Founder and CEO of Thrive Causemetics
moderated by Madeline Fraser, CMO and Co-Founder of Hutch
Bovard Auditorium

9:50 AM – The Power of Gratitude
with Janice Kaplan, Gratitude Expert and New York Times Bestselling Author
Bovard Auditorium

10:25 AM – Breakout Session 1
Various Locations
11:10 AM – Lunch Marketplace
Trousdale Parkway

12:45 PM – Breakout Session 2
Various Locations

1:45 PM – 21st Century Activism
with Amy Ziering, Executive Producer of The Hunting Ground,
Invisible War, and The Bleeding Edge
The Bovard Auditorium

2:10 PM – The Dynamic Duo
with Jessica Jackley, Social Entrepreneur and Author, and
Reza Aslan, Best-Selling Author, Commentator, Professor, and Producer
Bovard Auditorium

2:45 PM – Face it. Embrace it. Defy it. Conquer it.
with Victoria Arlen, ESPN On-Air Personality,
Model, Author, and Olympian
Bovard Auditorium

3:10 PM – Family and Feminism: Fireside Chat
with Erin Foster and Sara Foster, Heads of Creative at Bumble
Bovard Auditorium

3:40 PM – Closing Remarks + Raffle
with the OWN IT Team
Bovard Auditorium
welcome to...

the dean’s address

Willow Bay
Dean. USC Annenberg School
for Communication and Journalism

our 2019 keynote speaker

Laverne Cox
Award-Winning Transgender Actress,
Producer and Equal Rights Advocate
the power of gratitude

Janice Kaplan
Gratitude Expert and
New York Times Bestselling Author

21st century activism

Amy Ziering
Executive Producer of The Hunting Ground, Invisible War, and The Bleeding Edge

face it. embrace it. defy it. conquer it.

Victoria Arlen
ESPN On-Air Personality, Model, Actor, Author, and Olympian
welcome to...

creative founders of the 21st century

Maryellis Bunn
Founder and Creative Director of the Museum of Ice Cream

Karissa Bodnar
Founder and CEO of Thrive Causemetics

Tina Sharkey
Co-Founder and CEO of Brandless
the dynamic duo

Jessica Jackley
Entrepreneur, investor, speaker, and professor

Reza Aslan
Best-selling author, commentator, professor, and TV Producer

family + feminism

Erin Foster
Co-head of Creative at Bumble

Sara Foster
Co-head of Creative at Bumble
morning session

CSR: Better Business
Amy Smith | Chief Giving Officer, TOMS
Brit Moore Gilmore | President, The Giving Keys
Rene Jones | Partner, Global Head of Philanthropy, UTA
_Moderator: Michelle Chow | Assoc. Director of Programs, USC MB Social Enterprise Lab_

A Conversation with Amani Al-Khatahtbeh
Amani Al-Khatahtbeh | Brand Founder and Editor of MuslimGirl.com
_Moderator: Alison Trope | Director, Undergraduate Studies USC Annenberg_

Fashion: Building A Billion Dollar Brand
Raissa Gerona | Chief Brand Officer, Revolve
_Moderator: Stephanie Sabo | USC Roski School of Art and Design Professor_

Medicine: Finding a Cure
Leah Sibener | 3T Biosciences Co-Founder
Lorraine Kelley-Quon, MD | Assistant Professor of Surgery and Preventive Medicine
Taz Varkey, MD, F.A.C.O.G | Private Practice: Obstetrics, Gynecology, and Infertility
Renee Dua, MD | Chief Medical Officer at Heal, Inc.
_Moderator: Kristy Payne | OTD, OTR/L, Assistant Professor, USC Chan Division of Occupational Science_

Founders in Business
Cortnie Purdy-Fausner | Co-Founder, Venue Report
Courtney Nichols Gould | Co-Founder, SmartyPants Vitamins
Karina Sulzer | Founder, Skin Gym
Jamela Acheampong | Founder, Kahmune
_Moderator: Lauren Olson | Career Services Advisor, USC Marshall School of Business_

Marketing Master Class
Andrea Murphy | VP U.S. Distribution and Ad Sales Marketing, Sony Pictures
Lauren Gallo | Global Head of Talent Marketing and Partnerships, Snapchat
Samantha Garry Rosenberg | VP Marketing Strategy, The Walt Disney Studios
_Moderator: Heather Wilson | Managing Director, California SKDKnickerbocker_

Founders in Media
Ailis Garcia | The Strong Movement Founder
Kitty Schur | This Girl Can Run the World Founder
_Moderator: Karen North | Clinical Professor of Communication, USC Annenberg_

Music for Life
Anna Bulbrook | Founder, Girlschool
Jen McDaniels | GM, Scooter Braun Projects
Marissa Morris | VP Artist Relations, iHeartMedia
Moderator: Perry Johnson | Popular Music Project, The Norman Lear Center

Journalism: Reporting the Facts
Christina Pascucci | International Correspondent, Reporter and Anchor, (KTLA)
Kristen Muller | KPCC, SCPR Chief Content Officer
Narda Zacchino | USC Annenberg, Senior Fellow, Previously Editor of LA Times
Moderator: Christina Bellantoni | Professor of Professional Practice, Director of the Annenberg Media Center

Law: Setting the Precedent
Betsy Tucci | Associate General Counsel at BCG Digital Ventures
Carol Sobel | ACLU, National Police Accountability Project
Elyn Saks | Professor, USC Gould School of Law
Moderator: Susan Estrich | Robert Kingsley Professor of Law and Political Science, USC Gould School of Law

Tech: The Tech Directs, presented by Ticketmaster
Beyza Aydar | Manager, IT Advisory Services, EY
Bindi Belanger | VP, Governance & Operational Planning, Ticketmaster
Kelli Townsend | VP, Oracle Corporation
Moderator: Michelle Flowers Talor | Ed.D, Founding Director of Institute of EC&CC

Space: To Infinity & Beyond
Angela Phillips | Raytheon Space Principal Engineering Fellow
Noelle Zietsman | Boeing Director, In-Space Vehicles Capabilities
Shonte Tucker | NASA JPL Senior Engineer
Moderator: Trina Gregory | Senior Lecturer of IT and Iovine and Young Academy, USC

Government and Politics: Who Runs the World? #GIRLS
Alejandra Campoverdi | First Five California Commissioner
Ana Guerrero | Chief of Staff for Eric Garcetti, Mayor of Los Angeles
Jan Perry | General Manager, LA Economic and Workforce Development Department
Moderator: Nina Rathbun | USC Dornsife IR Professor

XR: Impactful Storytelling
Cheryl Bayer | CEO & Founder, Living PopUps
Natascha French | Chief Marketing Officer, VNTANA
Moderator: Amara Aguilar | USC Annenburg Assoc. Professor of Professional Practice

Rise Up: Empowering Youth for a Better Tomorrow
Lida Jennings | Executive Director, Teach for America LA
Natalie Farrar Adams | Chief External Relations Officer, Girl Scouts LA
Theresa Gartland | Executive Director, Operations Progress
Moderator: Traci Gillig | USC Annenberg Doctoral Candidate
Biotech: Creating a Healthy Future
Alyssa Master | Head of Operations, Nucleus Biologics
Christine Marion | Research Scientific Director, Merck & Co
Julie Fishman | Digital Health Strategic Adviser, Nex Cubed (Nex³)
Moderator: Christa Bancroft | Assistant Professor of Biological Sciences, USC Dornsife

Criminal Justice: Reform and Redemption
Alicia Cass | Author & former gang member/incarcerated woman
Alissa Bjerkhoel | Litigation Coordinator, California Innocence Project
Amber Goodwin | Community Justice Reform Coalition Founder
Moderator: Anna Faircloth Feingold | supervising attorney, USC Gould School of Law’s Post-Conviction Justice Project

Creating Meaningful Content
Diana Dotter | Co-Founder & Chief Creative Officer, Seattle Media Ventures
Hannah Wiser | Co-Founder, Womaze
Moderator: Lisa Pecot-Hébert | Associate Professor of Professional Practice, Director, Journalism (M.S.)

A Conversation with Sharon Waxman
Sharon Waxman | CEO & Editor in Chief, The Wrap
Moderator: Allissa Richardson | Assistant Professor of Journalism, USC Annenberg

EntertainHER
Aimee Roth | OITNB Co-Producer
Kira Snyder | Writer (Co-Executive Producer) at “The Handmaid’s Tale,” Hulu
Moderator: Miki Turner | Assistant Professor of Professional Practice, USC Annenberg

Finance: Paying it Forward
Aarthi Sowrirajan | Director at Turner Impact Capital
Chiao Cheng | Director of Finance at Tala
Kathryn Cicoletti | Head of Marketing and Business, Denali Advisors
Moderator: Iva Bozovic | Assistant Professor of Teaching in the School of International Relations, USC Dornsife

Founders in Non Profits
Chelsea VonChaz | Founder, #HappyPeriod
Jenny Gaither | Founder, Movemeant
Pamela Hawley | Founder & CEO, Universal Giving
Moderator: Laura Fox | USC Marshall School of Business Professor, Social Entrepreneurship

Founders in Tech
Loren Rochelle | Director of Project Delivery at Vista Entertainment Solutions
Mona DeFrawi | CEO at CogneXa
Patricia Lopez | Director, Cloud Services at Salesforce
Moderator: Laura Davis | Assistant Professor of Professional Practice; Digital News Director of the Annenberg Media Center

Immigration
Mary Whitehill | Founder, Miry’s List
Patricia Ortiz | Director, Esperanza Immigrant Rights Project
Sanaa Abrar | Advocacy Director, United We Dream
Moderator: Emily Ryo | Associate Professor of Law and Sociology, USC Gould School of Law

Public Health: Prevention
Karen Smith, MD MPH | CA Dept. of Public Health Director, State Public Health Officer
Nicolle Perras, MPH, MA, LMFT | Health Program Analyst, LA County of Public Health
Moderator: Paula Woodley | USC Keck and Annenberg School Lecturer

Environment & Sustainability
Aleksandra Strub | Imperfect Product Chief Marketing Officer
Janet Coit | RI DEM Director
Julie Andersen | Plastic Oceans Foundation Executive Global Director
Moderator: Karla Heidelberg | Professor (Teaching) of Biological Sciences and Environmental Studies, USC Dornsife

Wellness & Womanhood
Jessie De Lowe | Co-founder, How You Glow
Katie Bressack | Corporate Wellness Expert
Stacie Aamon Yeldell | Board Certified Music Therapist
Moderator: Kim Eggleston | USC Chan Division of Occupational Science and Occupational Therapy Professor

Personal Finance Workshop
Berna Anat | Personal Finance Expert and Influencer, @heyberna

Confidence Workshop
Stacy Nadeau | Dove Real Beauty Model & Ambassador for Women’s Empowerment

A Conversation with Kimberly Bryant and her Daughter
Kimberly Bryant | Founder, Black Girls Code
Kai Morton | Program Assistant, Black Girls Code
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- Moo
- YogaWorks
- Rent the Runway
- The Fields LA
- Pure Barre
- Brunchwork+
- Cafe Dulce
- Style Club
- Flexfit
leadership
accessibility
inclusivity
feminism
our mission

To bridge the gap between female leaders and the millennials who admire them. We’re shaking up the women’s leadership arena by producing events accessible to college-aged women of all demographics.
“It took me quite a long time to develop a voice, and now that I have it, I am not going to be silent.”

Madeleine Albright