Directors’ Welcome:

Hello and welcome to the 5th annual USC OWN IT Summit, which also happens to be our first ever virtual summit! While life as we knew it completely took a turn over the past year, we have been committed to our organization’s mission, while adapting to a virtual environment. As much as we wish to be greeting each of you in person with handshakes and hugs, our team has worked tirelessly to put on another astounding summit, packed with invaluable workshops, panels, networking opportunities, & more.

In the 11 months our team has been together, we sat down and took a deep look to reevaluate and refocus our organization’s mission. In light of recent events over the past months, we realized that we needed to put a greater emphasis on the diversity, equity, and inclusion of our annual summit. We believe that by committing to our values of empowerment, representation, preparation, transparency, allyship, and growth, we are pushing forward today’s most important conversations and elevating the voices that need to be heard. Our team is proud to have reached our goal of showcasing ~50% BIPOC speakers and moderators, and we look forward to making even larger strides in the coming years.

Whether you are a returning attendee or joining us for the first time, we are in this virtual experience together. We choose to see the bright side of an online summit—speakers, moderators, vendors, and attendees alike are uniting from far and wide to create a network of empowered women & non-binary people. We are thrilled for this unique experience, and look forward to hosting you. More than anything, we hope this summit sparks difficult conversations, highlights intersecting identities, and shows you that you can create your seat at any table.

Join us for an unforgettable experience!
Kindly,

Mitali Shanbhag & Ines Ramirez
Executive Directors

Our Mission & Values

USC OWN IT strives to serve the next generation of female and non-binary leaders by helping students build representative networks and access opportunities. Our summit addresses the lack of gender equity in schools, the workforce, and society by uplifting marginalized voices, celebrating unconventional paths, and responding to societal needs. We form partnerships at the USC, local, and national level to scale our impact and diversify our reach.

**EMPOWERMENT**
Serve and uplift women and non-binary individuals.

**REPRESENTATION**
Maximize diversity and inclusion by celebrating all backgrounds and paths.

**PREPARATION**
Provide a valuable experience and equal access to opportunities.

**TRANSPARENCY**
Encourage dialogue within our community.

**ALLYSHIP**
Listen to marginalized voices and respond to societal needs.

**GROWTH**
Scale impact at the USC, local, and national level.

Visit our website for more.
Saturday
APRIL 10, 2021

09:00 KINRGY Workout Class
MAINSTAGE
Find some space and get out of your chair with a fun workout to get energized before the summit starts.

09:30 Break

10:00 Welcome Address
MAINSTAGE
Mitali Shanbhag
Executive Director
Ines Ramirez
Executive Director

10:15 Day 1 Workshops
MAINSTAGE
Check your email for a personalized link based on the preferences you filled out ahead of the summit, or go to our breakout sessions page.

11:00 Meditation
MAINSTAGE
Gillian Finley
Lecturer of Ballet and Pilates, USC Kaufman

11:10 Performance
MAINSTAGE
Ellie Williams
Singer/Songwriter

11:25 A Conversation With Sophia Amoruso & Susan Yara
MAINSTAGE
Sophia Amoruso
New York Times Bestselling Author, Serial Entrepreneur, Online Educator
Susan Yara | MODERATOR
YouTuber; Founder, NATURIUM

12:00 Networking Marketplace

Sunday
APRIL 11, 2021

10:00 Opening Remarks
MAINSTAGE
Dr. Carol Folt
President, USC

10:10 Paving Paths: Making Room & Taking Space
MAINSTAGE
Shontay Lundy
Founder, Black Girl Sunscreen
Beatrice Dixon
Founder, The Honey Pot Company
Olivia Owens | MODERATOR
Creator & General Manager, IFundWomen of Color

Tiana Davis Kara
Founder, Built By Girls
Shannon Watts
Founder, Moms Demand Action for Gun Sense in America
02  Sunday

10:50  A Conversation with Julianne Hough & Simrin Player
MAINSTAGE
Julianne Hough  Simrin Player  |  MODERATOR
Actress & Founder  Alumna, USC Kaufman School of Dance

11:20  Morning Breakout Panels
VARIOUS ZOOM ROOMS
Check your email for a personalized link based on the preferences you filled out ahead of the summit, or go to our breakout sessions page.

12:05  Telling Our Stories: Representation in Entertainment & Media
MAINSTAGE
Domee Shi  Snigdha Sur  |  MODERATOR
Director, Pixar  Founder & CEO, The Juggernaut

12:25  Lunch Break
Check out our guide to some local BIPOC-owned restaurants!

01:00  The Power in Platforms: Enacting Change
MAINSTAGE
Alyson Stoner  Liz Hernandez  |  MODERATOR
Actress, Entrepreneur, & Wellness Activist  Creator, WORDAFUL

01:35  Afternoon Breakout Panels
VARIOUS ZOOM ROOMS
Check your email for a personalized link based on the preferences you filled out ahead of the summit, or go to our breakout sessions page.

02:20  Witnessing: A Front Row Seat to a Historic Election & Year
MAINSTAGE
Deepa Shivaram  Rachel Scott
Political Reporter, NBC News  Congressional Correspondent, ABC News
Katy Tur  Jessica Yellin  |  MODERATOR
NBC News Correspondent; Anchor, MSNBC Live  Founder, News Not Noise

03:05  Keynote Address: ICONversation with Gloria Steinem & Amanda Nguyen
MAINSTAGE
Gloria Steinem  Amanda Nguyen
2021 KEYNOTE SPEAKER  2021 KEYNOTE MODERATOR

Join us on our event platform, Whova.

#USCOWNIT2021 | 04
Meet Our 2021 Mainstage Speakers.

Gloria Steinem

KEYNOTE SPEAKER

Gloria Steinem is a writer, lecturer, political activist, and feminist organizer. She travels in this and other countries as an organizer and lecturer and is a frequent media spokeswoman on issues of equality. She is particularly interested in the shared origins of sex and race caste systems, gender roles and child abuse as roots of violence, non-violent conflict resolution, the cultures of indigenous peoples, and organizing across boundaries for peace and justice. She now lives in New York City, and is the author of the travelogue My Life on the Road.

Amanda Nguyen

KEYNOTE MODERATOR

Amanda Nguyen is the CEO and founder of Rise, a social movement accelerator. She is a 2019 Nobel Peace Prize nominee and star of the Emmy-nominated documentary “Rise Above.” She penned her own civil rights into existence and unanimously passed the Sexual Assault Survivors’ Bill of Rights, after having to navigate the broken criminal justice system after her own rape. 32 laws protecting more than 85 million sexual violence survivors have been created modeled off of her federal law.

The federal law was the 21st bill in modern US history to pass unanimously on the record. In recognition of her work, Amanda is a Heinz Laureate, Nelson Mandela Changemaker, Forbes 30 Under 30, Foreign Policy 100, Time 100 Next, Frederick Douglass 100, and Marie Claire Young Woman of the Year. Previously, Amanda was appointed by President Barack Obama to the United States Department of State as his Deputy White House Liaison and served at NASA. Amanda graduated from Harvard University with a focus on national security and astrophysics.
Sophia Amoruso
NEW YORK TIMES BESTSELLING AUTHOR, SERIAL ENTREPRENEUR, ONLINE EDUCATOR
Sophia Amoruso (she/her) is an online educator, serial entrepreneur and New York Times Bestselling Author. Sophia produces content on entrepreneurship and authored ebook the Side Hustle Bible, and recently launched her inaugural online course, Business Class, a comprehensive program on entrepreneurship. Prior to Business Class, Sophia founded women’s network Girlboss as well as fashion startup Nasty Gal, which she built to over $100 million in revenue.

Beatrice Dixon
FOUNDER, THE HONEY POT COMPANY
When she was younger, Beatrice Dixon (Bea-triz) (she/her) suffered from bacterial vaginosis for eight months. One night, an ancestor gave her the ingredients to heal herself in a dream. From that insightful dream, she created the formula for a healthy, clean feminine wash. In 2014, Dixon launched The Honey Pot Company, a plant-based feminine hygiene line created with a goal to provide women with a healthy alternative to feminine care that is free of chemicals, parabens, carcinogens and sulfates. The rest is history.

Shontay Lundy
FOUNDER, BLACK GIRL SUNSCREEN
Shontay Lundy is the Founder of Black Girl Sunscreen (BGS). In 2016, when Shontay became tired of using sunscreen that left a white residue, she decided to leverage her MBA and knack for business to develop a melanin friendly option for women who look like her. The groundbreaking product has not only provided women with darker skin tones with a healthy option to protect their skin, but the brand has cultivated a strong reputation for empowering black women.

Tiana Davis Kara
FOUNDER, BUILT BY GIRLS
Director for BUILT BY GIRLS. She oversees the strategic direction and brand development for the social impact brand; furthering its mission to prepare the next generation of female and non-binary tech leaders, builders, and creators. She is a passionate DE&I champion, who has gained experience working for notable non-profit and for-profit brands (Black Girls CODE, Verizon) leading the charge for representation in the tech industry. With more than 14 years of marketing experience, she’s led creative collaborations and built cultural relevance for major global brands. She’s now embarking on a new role as the mom of her beautiful baby boy, Davis.

Shannon Watts
FOUNDER, MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA
Shannon Watts (she/her) is the founder of the nation’s largest grassroots group fighting against gun violence, Moms Demand Action for Gun Sense in America, with chapters in every state effecting change at the local, state and national level. Watts is also an active board member of Emerge America, one of the nation’s leading organizations for recruiting and training women to run for office. Her book, Fight Like a Mother: How a Grassroots Movement Took on the Gun Lobby and Why Women Will Change the World, was released in May of 2019.

Julianne Hough
ACTRESS & FOUNDER
A true triple-threat, Emmy Award-winner Julianne Hough is known to audiences around the world for her success in the worlds of film, television and music. In addition to her performing career, Julianne is active in a wide range of philanthropic endeavors, charities and humanitarian efforts, including numerous causes and organizations that serve women and girls. Julianne is also the founder of Canary House Productions, Canary House aims to dynamically impact lives through stories of transformation, self-discovery and identity with the mission to provide inspiring and diverse content about how to become our most authentic self, through unpredictable journeys.
Katy Tur
NBC NEWS CORRESPONDENT; ANCHOR, MSNBC LIVE
Katy Tur is an NBC News Correspondent and anchor of the 2 p.m. ET hour of “MSNBC Live.” A dogged journalist, Tur emerged as a breakout broadcaster in 2016 while covering the entirety of the Trump Campaign across all platforms for NBC News and MSNBC. Tur is known for her resolute reporting style and for her determination to chase the facts. She has also earned a reputation for holding government officials accountable for their statements, accusations, and actions. During her hour of “MSNBC Live,” Tur aims to give viewers immediate analysis and reaction to the daily White House press briefing in addition to diving deep into the day’s news stories.

Domee Shi
DIRECTOR, PIXAR ANIMATION STUDIOS
Domee Shi (@domeeshi, she/her) began as a story intern at Pixar Animation Studios in June 2011, and was soon hired as a story artist on the Academy Award©-winning feature film “Inside Out.” Since then, she has worked on the feature films “The Good Dinosaur,” “Incredibles 2,” and the Academy Award©-winning “Toy Story 4.” In 2015 she began pitching some ideas for short films, and soon was green lit to write and direct “Bao.” A whimsical story loosely based on her own experiences growing up as an only child, and set in the Chinese community in Toronto, Canada, “Bao” screened in front of “Incredibles 2” and won the Academy Award© for Best Animated Short Film. Shi is currently making her feature film directorial debut on “Turning Red,” which is set to release in 2022.

Alyson Stoner
ACTRESS, ENTREPRENEUR & WELLNESS ACTIVIST
Alyson Stoner is a multi-hyphenate artist, published author, global speaker, and founder of Movement Genius, the holistic fitness program that reconnects mind-body-being through creativity. Alyson makes personal transformation accessible, affordable and culturally relevant to all. A sought-after advocate for mental health and social impact, Alyson has presented and led programming for the United Nations, World Economic Forum, World Health Organization, WE Day, MindValley, Al Gore’s 24-Hours of Reality, and LGBT Center Los Angeles. She’s collaborated with TED, Chopra Institute, Women in Green and beyond.

Deepa Shivaram
POLITICAL REPORTER, NBC NEWS
Deepa Shivaram (she/her) is a political reporter at NBC News covering the intersection of race, identity and politics. Previously, she was a campaign embed, where she spent two years traveling the country covering then Senator Kamala Harris and Senator Elizabeth Warren. Prior to the campaign trail, Deepa was an associate producer at Meet the Press. She lives in Washington DC and really loves tacos.

Rachel Scott
CONGRESSIONAL CORRESPONDENT, ABC NEWS
Rachel Scott (she/her) is the Congressional Correspondent reporting from Capitol Hill across all ABC News programs and platforms, including “Good Morning America,” “World News Tonight with David Muir,” “Nightline,” “20/20,” “This Week with George Stephanopoulos,” ABC News Live, ABC News.com, and ABC Audio.
There is a lot of information out there when it comes to personal finance. But where do you start? Eva will walk you through the 5 major areas of personal finance: housing, transportation, debt, saving and investing, and other living expenses. You'll be ready to budget and start making the right decisions and you'll soon realize personal finance isn't that overwhelming after all.

Join Priscilla as she discusses the concept of strength and resilience as it pertains to woman-identifying individuals, specifically Black, Indigenous, Asian, and Latinx bodies. She will also touch on the concept of weathering as well and mental health.

It's easy to let being “new in your career” create self-doubt - so how do you ignore the internal chatter and show up anyway? Global speaker and author Velera Wilson provides ways to own your skills early and navigate your career, from internships to your first job, with courage and confidence.

Learn how to amplify your personal brand and professional accomplishments, as well as launch a public speaking platform while working or studying remotely. This is a Find Joy in Your Journey Workshop, offered by USC Alumna and digital marketer/creator Joy Ofodu.

Graduating as the most followed student on Linkedin, Natalie Riso will help you create a profile that will stand out, create content that will help you network with the right people, and leverage your online presence for your next job, side gig, or whatever you may be looking to accomplish next.

Join Ladies Get Paid founder Claire Wasserman to learn how to position yourself for the job you want. You’ll learn to combat internal obstacles like imposter syndrome, identify and articulate your wins and grow your network.

Deloitte will be hosting a resume building workshop, where students will be able to gain clarification on key points that should be considered when creating a resume. If time permits, the recruiters will work with students to review their personal resumes.

RESUME 101
Deloitte will be hosting a resume building workshop, where students will be able to gain clarification on key points that should be considered when creating a resume. If time permits, the recruiters will work with students to review their personal resumes.

Yasamin Yeganeh  
Audit & Assurance Recruiter, Deloitte

Laura Tapia  
Risk & Financial Advisory Recruiter, Deloitte

YOU’RE GRADUATING INTO A PANDEMIC—NOW WHAT?
Join Ladies Get Paid founder Claire Wasserman to learn how to position yourself for the job you want. You’ll learn to combat internal obstacles like imposter syndrome, identify and articulate your wins and grow your network.

Claire Wasserman  
Founder, Ladies Get Paid

LEVERAGING LINKEDIN FOR YOUR NEXT BIG OPPORTUNITY
Graduating as the most followed student on Linkedin, Natalie Riso will help you create a profile that will stand out, create content that will help you network with the right people, and leverage your online presence for your next job, side gig, or whatever you may be looking to accomplish next.

Natalie Riso  
Global Marketing and Partnerships Manager, 500 Startups

FLOW STATES: WHY DO THEY MATTER?
A Flow State is characterized by complete absorption in a Task, which results in a total transformation of your sense of time. People who get into Flow more often are more productive, accomplish more in less time, and are happier in both work and life. In this presentation, we discuss the importance of Flow States and the 10 triggers for achieving Flow.

Elsa Lee  
Community & Content Marketing, Centered

VIRTUAL VISIBILITY
Learn how to amplify your personal brand and professional accomplishments, as well as launch a public speaking platform while working or studying remotely. This is a Find Joy in Your Journey Workshop, offered by USC Alumna and digital marketer/creator Joy Ofodu.

Joy Ofodu  
Associate Brand Marketing Manager, Technology

KEYS TO CAREER CONFIDENCE
It’s easy to let being “new in your career” create self-doubt - so how do you ignore the internal chatter and show up anyway? Global speaker and author Velera Wilson provides ways to own your skills early and navigate your career, from internships to your first job, with courage and confidence.

Velera Wilson  
Speaker, Author, Consultant

INVESTING IN YOURSELF: MANAGING YOUR PERSONAL FINANCES
There is a lot of information out there when it comes to personal finance. But where do you start? Eva will walk you through the 5 major areas of personal finance: housing, transportation, debt, saving and investing, and other living expenses. You’ll be ready to budget and start making the right decisions and you’ll soon realize personal finance isn’t that overwhelming after all.

Eva Macias  
CEO & Financial Expert, Eva Macias & Associates

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WHY BEING THE STRONG FRIEND IS OVERRATED
Join Priscilla as she discusses the concept of strength and resilience as it pertains to woman-identifying individuals, specifically Black, Indigenous, Asian, and Latinx bodies. She will also touch on the concept of weathering as well and mental health.

Priscilla O. Agyeman, MPH  
CEO & Founder, Saddie Baddies™

Sign-up for your breakout sessions here.
### Breakout Panels

#### 01. Health and Medicine: On the Front Lines
- Wendy Sue Swanson: Moderator | Chief Medical Officer, Spoonful One
- Madalyn Nguyen
- Dr. Ellen Lien
- Amanda Little-Richardson: OB/GYN, starring in "Lenox Hill"

#### 02. An Ideal Future: A Discussion About Inclusion, Diversity, and Equity
- Anita Dashiel-Sparks: Moderator | Professor & Associate Dean of DEI, USC School of Dramatic Arts
- Dr. Kristen Liesch
- Kathy Hannan
- Karen Brown

#### 03. Social Impact: Not Waiting on the World to Change
- Dimple Khatter: Moderator | Business Development Representative, Benevity
- Francesca Cavallo: Founder & CEO, Undercats, Inc.
- Claire Coder: Founder & CEO, Aunt Flow
- Cassie Fowler: Chief People Officer, Pledge

#### 04. Pivot to Passion: Changing Careers
- Patty Dang: Moderator | Assistant Director, Viterbi Career Connections
- Sali Christeson: Founder & CEO, Argent
- Eshtia Kabra-Davies: Founder, By Rotation
- Kim Malek: Founder & CEO, Salt & Straw Ice Cream

#### 05. Mental Health: It’s Not All in Your Head
- Dr. Ashley Uyeshiro Simon: Moderator | Associate Professor of Clinical Occupational Therapy, USC
- Amy Lee: Youtuber & Influencer
- Dior Vargas: Mental Health Activist
- Priscilla O. Agyeman, MPH: CEO & Founder, Saddie Baddies™

#### 06. Where Tech Meets Business
- Riyana Chakraborty: Moderator | Strategic Account Manager, Bloomberg
- Tamara Hendricks: Senior Customer Success Manager, LinkedIn
- Shreya Sudarshana: Product Manager, Cameo
- Jessica Riemenschnieder: Marketing Associate, Alto

#### 07. The First But Not the Last: Women in Politics
- Francesca Reale: Moderator | Actress, "Stranger Things"
- Tara McGowan: Founder & CEO, ACRONYM
- Amanda Litman
- Lubna Sebastian
- Liz Hart

### Breakout Panels – 11:20 AM Sunday Morning

<table>
<thead>
<tr>
<th>Breakout Panel</th>
<th>Moderators/Participants</th>
</tr>
</thead>
</table>
| 08. Creative Strategies: From Paper to Possibilities | Pauline Woodley | Moderator | Speakers Director, USC OWN IT  
| | J’Net Nguyen | Creative Director  
| | Shannon Gabor | Founder & Chief Creative Officer, Clever Creative  
| | Ali Kriegsman | Co-Founder & COO, Bulletin  
| | Peyton Dix | Special Projects Editor, InStyle  
| 09. Leadership: Beyond the Glass Ceiling in Corporate America | Shanique Bonelli-Moore | Moderator | Executive Director of Inclusion, United Talent Agency  
| | Jenna Johnson | Head of Patagonia, Patagonia Inc.  
| | Nora Cummings | Chief People Officer, FASHIONPHILE  
| | Stephanie Kaplan Lewis | Co-Founder, CEO, & Editor-in-Chief, Her Campus Media  
| | Anne-Victoire Aurlaud | Program Trading Manager, Goldman Sachs  
| | Dianna Dai | VP & Manager of Commercial Underwriting, Comerica Bank  
| | Vrinda Gupta | Founder & CEO, Sequin  
| 11. Engineering: Knowing the Problem, Finding the Solution | Andrea Armani | Moderator | Professor, USC Viterbi  
| | Ridhi Tarjaly | Co-Founder & CEO, NextGen Jane  
| | Belinda Runkle | Director of Engineering, Google  
| | Rachel Morford | Principal Director, The National Aerospace Corporation  
| 12. Behind the Scenes: Making TV and Movies Happen | Modupe Thompson | Moderator | Writer’s Assistant, HBO Max  
| | Janas Cannon | Originals Creative Producer, Netflix  
| | Ashley Williams | Television Producer  
| | Erica Huggins | President, Fuzzy Door Entertainment  
| 13. The Faces of Fashion | Nikita Charuza | Moderator | Fashion Editor, POPSUGAR  
| | Lauren Chan | Founder & CEO, Henning  
| | Alexandra O'Neill | Founder & Designer, Markarian  
| | Hunter McGrady | Founder, Designer, & Model, AllWorthy  
| | Olivia DeRamus | Founder & CEO, Restless Network  
| | Lauren Wong | Co-Founder, Nice for What  
| | Kelsey Markin | Co-Founder, GRILSWIRL  
| 15. Sustainability: No Planet B | Dr. Kelly Twomey Sanders | Moderator | Professor, USC Viterbi  
| | Ayesha Barenblat | Founder & CEO, re:make  
| | AmyAnn Cadwell | Co-Founder & CEO, The Good Trade  
| | Ellen Dux | Associate Director, USC Office of Sustainability  

#USCOWNIT2021 | 09
16. BRIEFLY SPEAKING: A LOOK AT CAREERS IN THE LEGAL SYSTEM
Lindsey Kaley  Moderator | Staff Attorney, ACLU
Julia Alloggiamento  Judge, Santa Clara County Superior Court
Cindy Lopez  Founder, Legal Education Access Pipeline

17. WE’RE ALL IN THIS TOGETHER: CORPORATE SOCIAL RESPONSIBILITY
Nita Singh Kaushal  Moderator | Founder, Miss CEO
Wendy Savage  Director of Supply Chain Social Responsibility & Traceability, Patagonia
Melissa Schiller  Director of Community Relations, National Football League
Sona Khosla  Chief Impact Officer, Benevolity, Inc.

18. 501C3: GIVING BACK TO THE COMMUNITY
Michelle Chow  Moderator | Associate Director of Programs, USC Brittingham Social Enterprise Lab
Catie Cummings  Co-Founder, Water Drop LA
Lee Raagas  CEO, Skid Row Housing Trust
Brittany Snitich  Founder & Educator, The Unbreakable Organization

19. THE WORLD OF WELLNESS
Erica Wenger  Moderator | Teammate, Madefor & Founder, Mahkana
Éva Goicoecha  Founder & CEO, Maude
Brittney Winbush  Founder & CEO, Alexandra Winbush
Dr. Deepika Chopra  OPTIMISM DOCTOR®; Founder, Things Are Looking Up; Host, Looking Up Podcast

20. TECH FOR GOOD: THE DISRUPTORS AND INNOVATORS
Ghena Alhannee  Moderator | PhD Student, USC Viterbi
Anne Solmssen  Co-Founder & CTO, Ethena
Yael Sverdlov  Founder & CEO, Maestro Games, SPC
Laura McGee  Founder & CEO, Diversio

21. A CLOSER LOOK: WORKING WITH VISUAL MEDIUMS
Davina Wolter  Moderator | Professor, USC Iovine & Young Academy
Ariel Irby  Designer & Art Director; Founder, Mutual Feeling
Jess Jacobs  Feminist Artist, Activist & Philanthropist
Pia Riverola  Photographer

22. EDUCATION: A PASSPORT TO THE FUTURE
Jane Kim  Moderator | Educator of the Deaf & Hard of Hearing
Dr. Cristina de Jesus  President & CEO, Green Dot Public Schools California
Dr. Kimberly Johnson  Administrator, Long Beach Unified School District
Kristen DiCerbo  Chief Learning Officer, Khan Academy

23. VENTURE CAPITAL: GIRLS JUST WANNA HAVE FUNDS
Jenny Wang  Moderator | Investor, NEO
Sarah Kunst  Managing Director, Cleo Capital
Sharon Yosmek  CEO, Astia
Pranavi Cheemakurthi  Venture Investor, Acceleprise VC
Monica Dean  Managing Director, USC Lloyd Greif Center for Entrepreneurial Studies

24. FOUNDER HOUR
Abby Fifer Mandell  Moderator | Executive Director, USC Brittingham Social Enterprise Lab
Jaime Schmidt  Co-Founder & CEO, Schmidt’s Naturals
Vanessa DeW  Co-Founder & CEO, Health-Ade Kombucha
Marisa Sinclair  Co-Founder, Nice for What

25. ACTIVISM: GETTING INTO GOOD TROUBLE
Angela Ferrrell-Zabala  Moderator | Head of Movement Building, Everytown for Gun Safety
Jazmine Wildcat  Gun Control Activist; Ambassador, United National Indian Tribal Youth
Tiana Mudzimurema  Activist
Melissa DePino  Co-Founder, From Privilege to Progress
Michelle Saahene  Co-Founder, From Privilege to Progress

26. LET’S GET LOUD: THE INS AND OUTS OF THE MUSIC INDUSTRY
Lauren Alvarez  Moderator | Audio Content Manager, Amazon Music
Jamila Wright  Black Music Digital Marketing Manager, Atlantic Records
Marcie Allen  President, MAC Presents
Melanie Fiona  Singer/Songwriter
Pragathi Guruprasad  Singer

27. COMMUNICATIONS: THE POWER IN OUR VOICES
Elizabeth Luke  Moderator | Public Relations & Communications Manager, Pinterest
Katie Montiel Vidailet  Director of Communications and PR, Gatorade & Propel
Pj James  Director, RALLY
Stephanie Rudnick  Head of PR and Communications, Angel City FC

28. CONTENT CREATORS: BEYOND THE POST
Trisha Batra  Moderator | Founder, South Asian Productions
Coco Bassey  Fashion Writer, Influencer, Content Creator
Jazzmyne Jay  Diversity and Inclusion Consultant, BuzzFeed
Carla Prata  Music Artist

29. CASE STUDY: CAREERS IN CONSULTING
Maya Fine  Moderator | Incoming Associate, Boston Consulting Group
Wendy Frank  Principal, Deloitte
Crystal Martin  Software Developer & Consultant, Slalom
Blair Troiano  Principal, PwC
You’ve Got Swag (Bag)!

USC OWN IT is proud to partner with the following influential brands and women-owned businesses to offer our attendees exclusive discounts. While we can’t be in person this year, we hope these partnerships help you discover new brands and products that you’ll love.

FAIR ANITA

OWNIT2021 15% OFF SITEWIDE. EXPIRES JUNE 1, 2021.

Cute + ethical + affordable gifts and accessories, sustainably made by talented fair trade artisan partners around the globe. We’re on a mission to create a world where women feel safe, valued, and respected by investing in women and creating pieces you can be proud to wear.

DAGNE DOVER

OWNIT20 VALID FROM APRIL 11 THROUGH APRIL 30TH. IT IS ONLY VALID ON FULL PRICE ITEMS.

Dagne Dover creates problem-solving bags - for all the badass, problem-solving humans out there. Bags that keep up, stay organized, and look good doing it.

brunchwork

USCOWNIT EACH USC CONFERENCE ATTENDEE WILL BE ABLE TO ATTEND 2 COMPLIMENTARY BRUNCHWORK WORKSHOPS. ACTIVE AS OF APRIL 10TH

Modern business education. The brunchwork Business Intensive is the best way to develop your business acumen and grow your network.

https://www.eventbrite.com/o/brunchwork-30426521112

OWNITCASS 20% OFF THROUGH 4/16/21

A line of luxury leather accessories that’s 100% Californian in design, artisanship and attitude. Rugged and refined. Glamorous and gritty. Structured and sensuous. Designed for life, with timeless style and impeccable quality.

OWNIT20 VALID FROM APRIL 11 THROUGH APRIL 30TH. IT IS ONLY VALID ON FULL PRICE ITEMS.

OWNIT10 FOR 10% OFF - APRIL 11 - APRIL 30

Zero Waste Store is your one stop shop for low waste, sustainable products; Proud member of 1% For the Planet; We package & ship with the planet in mind, using only 100% zero waste and plastic free materials.

OWNIT, 20% OFF THROUGH MAY 31, 2021

Personal hygiene products should be as good for you as they are for the environment. PiperWai uses the best ingredients sourced from nature to make sustainable personal care products that actually work!

PiperWai

works naturally.

USCOWNIT$10 FOR $10 OFF EACH ORDER (1 USE PER CUSTOMER), EXPIRES ON APRIL 17, 2021

We are a Social Enterprise with a Holistic Care Program that cares for women escaping human trafficking and exploitation in Asia. At Starfish Project women and girls experience freedom, establish independence and develop careers. We have employed and trained over 150 women and served thousands more through our community outreach.

USCOWNIT each USC conference attendee will be able to attend 2 complimentary brunchwork workshops. Active as of April 10th

Modern business education. The brunchwork Business Intensive is the best way to develop your business acumen and grow your network.

https://www.eventbrite.com/o/brunchwork-30426521112

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OWNIT, 20% OFF THROUGH MAY 31, 2021

Personal hygiene products should be as good for you as they are for the environment. PiperWai uses the best ingredients sourced from nature to make sustainable personal care products that actually work!

PiperWai

works naturally.

USCOWNIT$10 FOR $10 OFF EACH ORDER (1 USE PER CUSTOMER), EXPIRES ON APRIL 17, 2021

We are a Social Enterprise with a Holistic Care Program that cares for women escaping human trafficking and exploitation in Asia. At Starfish Project women and girls experience freedom, establish independence and develop careers. We have employed and trained over 150 women and served thousands more through our community outreach.

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Modern business education. The brunchwork Business Intensive is the best way to develop your business acumen and grow your network.

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Saving the Earth, One Bar at a Time.

Finally, there's a nude shade bra for every woman on earth. acknowledging all women’s skin colors and body types.

wrong that we could spend lifetimes exploring, we’d rather learn from other’s mistakes and create a new paradigm & inclusion for all. The “universal nude” (beige) marketed as the "nude" shade for every woman

and whatever else we can think up. Our mission is to bring humor, creativity, and smarts to everyday life. Knock Knock's crackerjack in-house team creates products and develops books from the ground up. Put the fun in functional with Knock Knock stuff. Shop now at knockknockstuff.com!

A community based in body love & inclusion for all. The “universal nude” (beige) marketed as the industry standard for decades does a shockingly poor job of working for all women’s skin tones. While there are tons of reasons why this practice is wrong that we could spend lifetimes exploring, we’d rather learn from other’s mistakes and create a new paradigm acknowledging all women’s skin colors and body types. Finally, there’s a nude shade bra for every woman on earth. +

Sustainabar is a female-owned company that makes zero-waste household goods, including shampoo, conditioner, lotion, shaving pucks and dish soap. Started by a mom (a fellow Trojan!) and her two adolescent daughters in Albany, CA, who love nature and wanted to do something to help the planet. Our motto: "Sustainabar: Saving the Earth, One Bar at a Time."

DIME Beauty was founded by Baylee Reif, who as a master esthetician, saw a need for clean products that actually worked but didn't cost as much as medical-grade products. So she set out to make clean, affordable skincare & beauty products that everyone could experience without breaking the bank.

The Outrage is a hub for activism - we leverage the power of community and fashion to mobilize our growing network of activists to shift the political landscape of our country and change the world we live in. We donate with EVERY. SINGLE. PURCHASE. to progressive organizations and partner directly with non-profits and social movements to outfit the resistance.

Knock Knock is an independent company that makes zero-waste household goods. Knock Knock stuff. Shop now at knockknockstuff.com!

Passion Planner is a paper life coach designed to help you connect with your heart and focus your mind. Our planners, calendars, journals and notepads are filled with good news. Inside, you'll read about people who are making a difference in the world, and discover simple ways you can get involved and do good!

USC is proud to support student entrepreneurs and we'd love to help you build your own profitable, and sustainable business. Ownit will give attendees $10 off their first 2 rides with Alto. Alto is the first on-demand rideshare company re-thinking a traditionally inconsistent, gig-based industry. By hiring vetted, professional drivers and managing a dedicated fleet of 5-star crash rated vehicles, Alto offers the safest, most consistent, and most personalized passenger experience on the market today. Alto is currently available in Los Angeles, Dallas, and Houston; for more information, visit www.ridealto.com.

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OWNTEN20 FOR 20% ANY PURCHASE! EXPIRES 5/1/21

Knock Knock is an independent maker of clever gifts, books, and whatever else we can think up. Our mission is to bring humor, creativity, and smarts to everyday life. Knock Knock's crackerjack in-house team creates products and develops books from the ground up. Put the fun in functional with Knock Knock stuff. Shop now at knockknockstuff.com!

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USC OWN IT strives to serve the next generation of female and non-binary leaders by helping students build representative networks and access opportunities.

Our summit addresses the lack of gender equity in schools, the workforce, and society by uplifting marginalized voices, celebrating unconventional paths, and responding to societal needs. We form partnerships at the USC, local, and national level to scale our impact and diversify our reach.