



You Can't Fail

BECAUSE YOUR HISTORY SAYS YOU CAN'T

Millennial Women Making Moves **LEARNING COMMUNITY GRADUATION**

October 27, 2018
CNY Philanthropy Center | Syracuse



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You Can't Fail

BECAUSE YOUR HISTORY SAYS YOU CAN'T

YCF Mission

You Can't Fail, Inc. is a non-profit company whose mission is to provide strategically designed multicultural leadership learning environments for professional women of color and those who support them, "Unexpected Leaders", and other young women and individuals who are striving to build their self-esteem and grow personally as they build a successful leadership path.

MWMMLC Purpose

MWMMLC is a 6-month program that consists of at least 6 meetings and assignments over the course of the program. Participants are assigned a personal mentor who is a senior leader and is relevant to the participant's professional industry. This mentor provides periodic mentor sessions to assist with identifying and securing relevant employment opportunities. Together, a participant and their mentor complete a project that helps demonstrate leadership competency. The program runs once per year, with the opportunity to apply as a participant following the release of the application in November.





A Message from the President

It is my sincere joy to say congratulations to this first class of graduates of the Millennial Women Making Moves Learning Community! For over seven years, the You Can't Fail conference has established a network of women who are dedicated to the development of the next generation of women leaders. Each year at the conference, we empower women through professional development workshops in a dynamic environment that is like no other long running professional development experience in our area.

In 2016, You Can't Fail, Inc. was established as a standalone 501c3 Not for Profit Company to expand the impact of the work that was started at the conference. Last year we were proud to introduce the Millennial Women Making Moves Learning Community, which we developed as a way to provide a targeted cohort learning experience specifically developed for professional women of color and those underrepresented in their profession. Placing specific emphasis on the unique challenges that these women face throughout their leadership journey, the MWMLC program was designed to develop and accelerate the career paths for early and mid-career professional women. After six months of leadership development workshops and individual mentor sessions these nine candidates learned essential business skills and the confidence needed to strategically align themselves for the next steps in their career.

The demands on women are higher today than they have ever been. We are working harder in our homes, in our communities, and in our careers than we have in the past. It is because of this that we need to work smarter in a way that is cohesive and connected to our personal missions. Over its seven-year existence, You Can't Fail has focused on giving women the tools to work smarter and build their careers in a way that is consistent with their personal mission statement. Through past workshops at the conference, we have assisted women in developing their personal mission statements and have helped them tie that into a personal brand. At next year's conference, we will continue to work with minority women and those who support them to take that to the next level.

I know first-hand the unique challenges a millennial woman of color faces throughout her leadership journey and I know that I speak on behalf of the entire team at You Can't Fail, Inc. when I say that this first cohort blew us away! Congratulations once again to this class of women, I wish you well as we send you on your way to make phenomenal moves in our community and in your careers.

A handwritten signature in cursive script that reads "C. Richardson".

Caeresa Richardson,
You Can't Fail, Inc. ~ Board of Directors, President



MWMMLC Class of 2018

- Amy DobrovecchAnalyst, Revenue Accounting
National Grid
- Lisa Green MillsDirector of Disease Control
Onondaga County Health Department
- Shantina Hines Kyles Nurse Manager
VA Medical Center
- Shavonna Hinton.....Associate Director, Admissions
Cornell University
- Diana Jaramillo Architect and Owner
Kin Studio
- Cassandra DellSr. Pricing Analyst
Crouse Hinds
- Laiza Semidey Sr. Ad Tech Manager
Spincar
- Tiffany Smith Managing Director, School Support
Achievement Network
- Yesenia Cuadrado Divisional Director
Liberty Resources





Amy Dobrovech

**ANALYST, REVENUE ACCOUNTING
NATIONAL GRID**



SUMMARY

Experienced Finance/Accounting Professional with wide-ranging analytical and technical skills, which add value and improve profitability.

PROFESSIONAL EXPERIENCE

National Grid, US Finance. 2016 - Present

Analyst - Revenue Accounting 2018 - Present

- Responsible for month-end accounting close process for assigned operating company, including manual journal entry preparation and account reconciliation
- Compiles and analytically reviews revenue related financial information
- Completes monthly/quarterly reports, satisfying compliance requirements unique to utilities industry

Analyst - Reconciliation, QA & Governance . . . 2016 - 2018

- Quality Assurance Reviewer of account reconciliations, from an audit perspective, assuring adherence to highest quality standards prior to external audit
- Provided help desks and delivered presentations, supporting quality standards
- Reconciled portfolio of general ledger accounts to appropriate supporting documentation, researched variances and prepared correcting manual journal entries as necessary

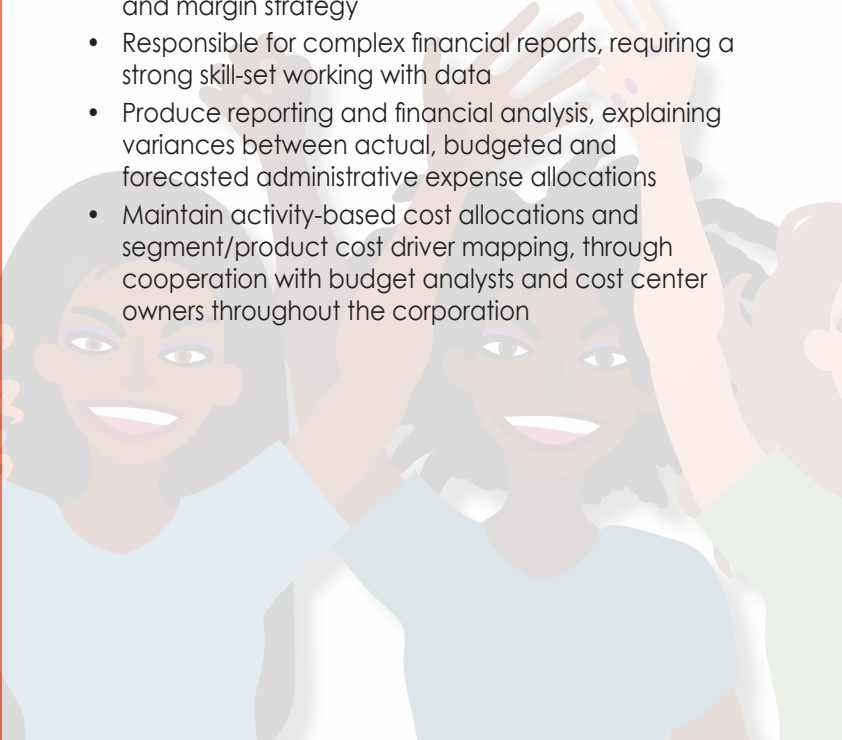
Excellus BlueCross BlueShield,

Finance Division. 2001 - 2015

Senior Financial Analyst -

Budget & Cost Accounting

- Collaborated with cross-functional teams supporting financial reporting, budgeting, forecasting, pricing and margin strategy
- Responsible for complex financial reports, requiring a strong skill-set working with data
- Produce reporting and financial analysis, explaining variances between actual, budgeted and forecasted administrative expense allocations
- Maintain activity-based cost allocations and segment/product cost driver mapping, through cooperation with budget analysts and cost center owners throughout the corporation



Team Leader - Managerial Accounting. 2007 - 2011

- Managed day-to-day staff activities providing support, assistance, training and monthly/year-end closing process
- Managed regulatory and administrative expense allocations
- Developed and maintained a highly efficient administrative expense financial model, supplying Rating and Underwriting the administrative expense component to be utilized in proposals and quotes

*Senior Accountant/Team Lead -
Financial Reporting 2003 - 2006*

- Supported the Independent Audit process and preparation of financial Statements
- Prepared complex Health Insurance Financial Reports for month-end /year- end closing
- Administrator for Financial Software Innovations (Statutory Reporting Software)
- Prepared and submitted Financial Reports to the BlueCross BlueShield Association
- Managed complex Risk Based Capital and Deferred Tax Asset calculations
- Developed common platform standards/processes and updated documentation, which streamlined processes and reduced errors

Firley, Moran, Freer & Eassa, CPA, P.C. . . . 1996 - 2001

*In-Charge Accountant/Advanced Staff Accountant/
Staff Accountant*

- Executed audit procedures to meet financial statement assertions and audit objectives
- Conducted financial statement review procedures, and prepared financial statements
- Produced corporate and individual tax returns, and provided year-end tax planning to clients
- Created value by delivering quality service to clients, including contractors, real estate developers, wholesalers, and financial institutions

EDUCATION

- Masters in Accounting, North Carolina State University
- Bachelor of Arts in Accounting, North Carolina State University

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- Certified Public Accountant /Chartered Global Management Accountant
 - » Member, American Institute of Certified Public Accountants
 - » Member, New York State Society of Certified Public Accountants
 - » Member, Institute of Management Accountants
- Millennial Women Making Moves Learning Community, Class of 2018
- Leadership Greater Syracuse, Certified Community Leader, Class of 2017
- Toastmasters International, 2014 to Present
 - » Director, District 65, Division E, Area 53
 - » President/Charter Sponsor, Toast the Grid Toastmasters Club
 - » Advanced Leader and Advanced Communicator Certifications
- Dale Carnegie Graduate Assistant 2000 and 2003

SKILLS

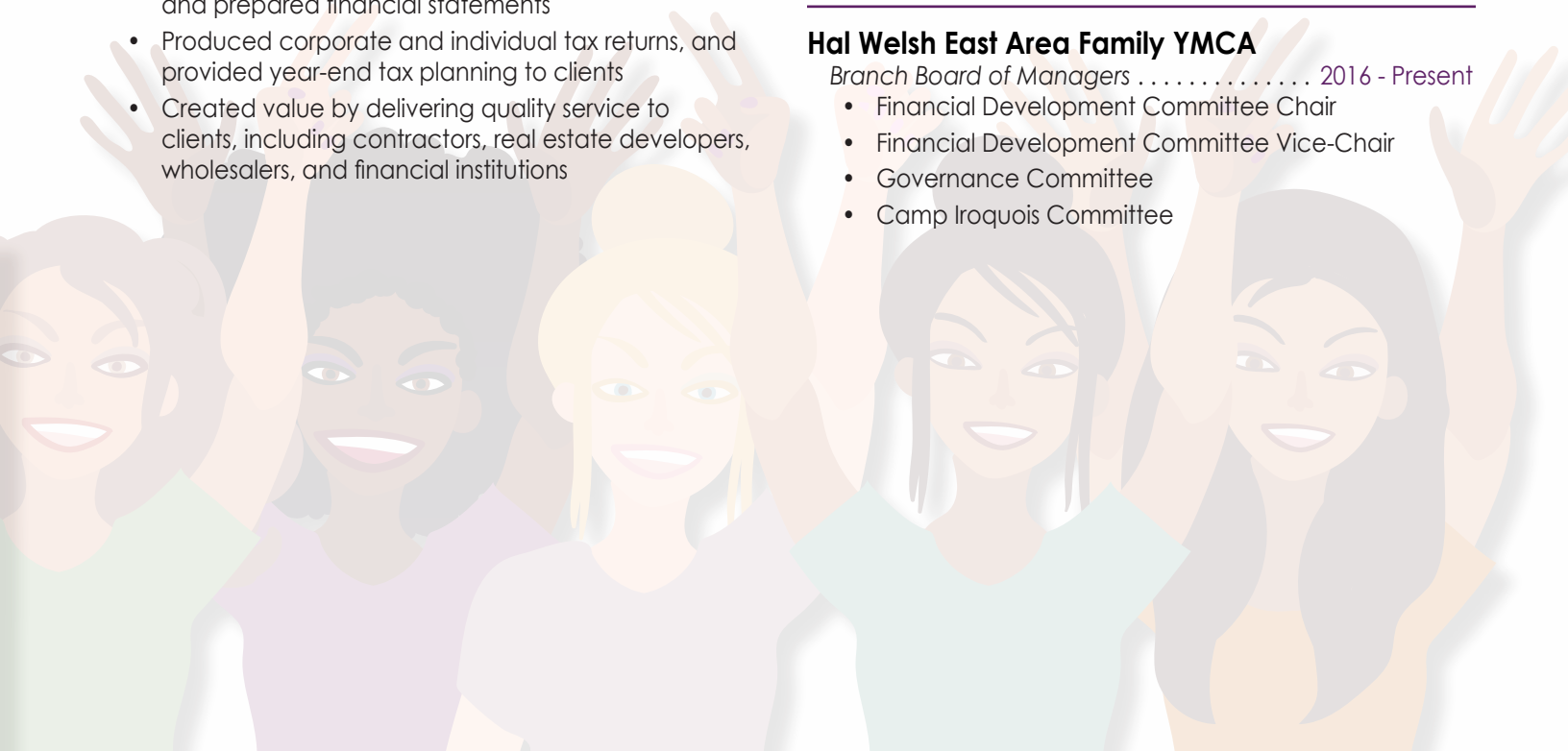
SAP, Cadency, Lawson, Hyperion Pillar, Microsoft Office (Excel, Access, Word and Power Point)

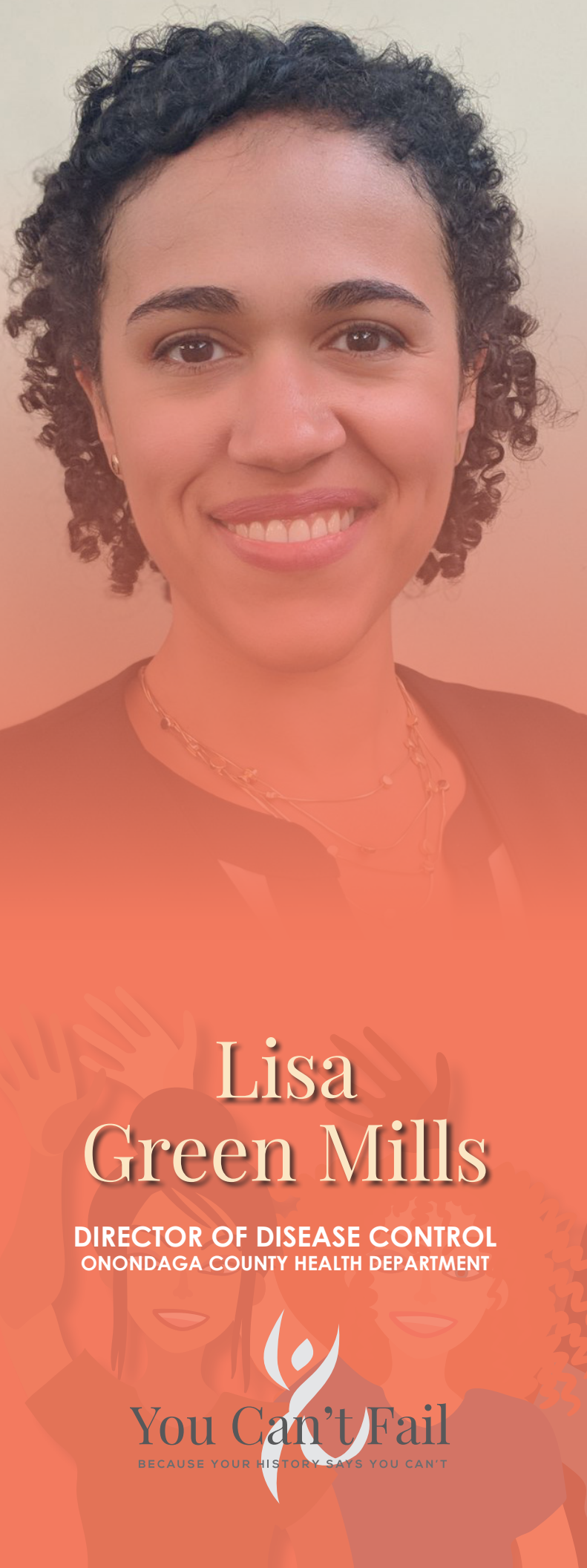
COMMUNITY ENGAGEMENT

Hal Welsh East Area Family YMCA

Branch Board of Managers 2016 - Present

- Financial Development Committee Chair
- Financial Development Committee Vice-Chair
- Governance Committee
- Camp Iroquois Committee





Lisa Green Mills

**DIRECTOR OF DISEASE CONTROL
ONONDAGA COUNTY HEALTH DEPARTMENT**



SUMMARY

An experienced Public Health professional with roots in clinical care, research, and project management.

PROFESSIONAL EXPERIENCE

Onondaga County Health Department

Director of Disease Control 2018- Present

- Provide administrative oversight for public health services addressing Tuberculosis, Sexually Transmitted Infections and Communicable Disease throughout Onondaga County.
- Oversee the activities of a fast paced clinic operating under Article 28 of NYS Public Health Law.
- Direct the performance of 25 clinical and non-clinical staff involved in the above programs.
- Guide transition to the use of Electronic Medical Records.
- Manage a budget of over \$2.5 million annually, including local, state, and federal funding streams.

Syracuse Healthy Start Coordinator 2013-2018

- Directed a federally funded program focused on infant mortality and health disparities in Syracuse, NY.
- Secured \$1.2 million annual funding for five years through a competitive grant (HRSA H49MC00067)
- Managed the activities of 22 staff members, including a mix of county employees and subcontractors.
- Trained staff on the use of a new data tracking system, and extracted data to evaluate the program on a monthly basis in compliance with federal grant reporting requirements.
- Coordinated the expansion of the program, including the development, implementation and evaluation of innovative initiatives to support fatherhood, women in childbirth, and pregnant women struggling with addictions.

Summerwood Pediatrics

*Registered Nurse/
Clinical Research Coordinator 2013*

- Coordinated clinical research activities for Sarepta Therapeutics Clinical Study Protocol 4658-US-202
- Triage and provided care for pediatric patients and their families in a fast paced outpatient environment.

University at Albany

Communities for Healthy

Living Coordinator 2010- 2012

- Coordinated activities for a multi-site childhood obesity intervention project (NIH R24MD004865).
- Recruited, trained, and supervised Graduate and Undergraduate research assistants.

Veteran's Affairs Medical Center

Student Nurse Technician 2008- 2010

- Conducted basic assessments and provided care to Veterans on an Orthopedic Rehabilitation unit.
- Utilized computer based charting to document care.

National Institutes of Health

Junior Clinical Research Nurse 2009

- Assisted nurses with clinical research trials and patient education on an inpatient Endocrine unit.
- Collected specimens for research, entered data using computer based charting. EDUCATION

EDUCATION

Master of Public Health: Social Behavior and Community Health Concentration 2012

- School of Public Health, University at Albany, State University of New York (GPA = 3.90)

Graduate Certificate: Non-Profit Management and Leadership 2012

- Rockefeller College of Public Affairs, University at Albany, State University of New York (GPA = 3.86)

Bachelor of Science: Nursing 2010

- Decker School of Nursing, Binghamton University, State University of New York, (GPA= 3.88)

Associate in Arts: Mathematics and Science 2008

- Onondaga Community College, Syracuse, NY (GPA= 3.98)

LICENSES AND CERTIFICATIONS

Certified in Public Health, National Board of Public Health Examiners 2012

Registered Nurse, State of New York.
License #631769 7/10

PUBLICATIONS

- Jurkowski, J. M., Lawson, H. A., GreenMills, L. L., Wilner, P. G., & Davison, K. K. (2014). The empowerment of low-income parents engaged in a childhood obesity intervention. *Family & Community Health*, 37(2), 104-118.

- Jurkowski, J. M., GreenMills, L. L., Lawson, H. A., Bovenzi, M. C., Quartimon, R., & Davison, K. K. (2013). Engaging Low-Income Parents in Childhood Obesity Prevention from Start to Finish: A Case Study. *J Community Health*. 38(1):1-11
- GreenMills, L. L., Davison, K. K., Gordon, K. E., Li, K., Jurkowski, J. M. (2013). Evaluation of a Childhood Obesity Campaign Targeting Head Start Families: Designed by Parents for Parents. *J Health Care Poor Underserved*. 24(2S):217-225

CIVIC ENGAGEMENT

Board Member

Syracuse Children's Theater 2017 - Present

- Support the activities of a successful children's theater program.

Advisory Board Participant

Pride and Joy Families 2015 - Present

- Participate in Advisory Board activities focused on increasing engagement of LGBTQ parents.
- Presented as a guest speaker on services available for families at the LGBTQ Family Building Conference.

Volunteer Nurse

Medical Reserve Corps 2011

- Assisted with rabies vaccination clinics and exercise promotion programs in Onondaga County.

Vice President

Phi Theta Kappa Honor Society 2007 - 2008

- Worked with Vera House to conduct a workshop on healthy relationships for teens.
- Lead a workshop on volunteerism at the Phi Theta Kappa Regional Conference.
- Organized a mass donation of household supplies for refugee families.
- Conducted a voter registration drive.

AmeriCorps Member, AmeriCorps NCCC 2006

- Served full time on a mobile volunteer team, completing 4 separate two-month assignments.
- Supervised disaster relief volunteers in the Gulf Coast following Hurricane Katrina.
- Built homes for Hurricane Katrina survivors with Habitat for Humanity in Thibodaux, LA.

HONORS AND AWARDS

- Health Leadership Fellow, 2017
- March of Dimes Public Health Scholar, 2011
- Carson Carr Graduate Diversity Fellowship, 2010
- Mary Pillepich Award for Nursing Excellence, 2010
- National Science Foundation Scholar, 2008
- Chancellor's Award for Student Excellence, 2008



Shantina Hines Kyles

NURSE MANAGER
VA MEDICAL CENTER



PROFESSIONAL EXPERIENCE

Veterans Administration

Syracuse Medical Center 2015-present

Assistant Nurse Manager

Provide support and assistance to the Nurse Manager with the daily operations of a 23-bed Med/Surg/Orthopedic Unit. Provide leadership and guidance to the front-line staff by serving as Charge Nurse. Coordinate the delivery of nursing care to patients and family members. Assist with interviews, payroll, scheduling, staff training, and monitor staff conduct. Develop unit procedures and protocol to ensure patient safety and staff compliance with regulatory standards. Serve as a unit representative on various committees and organizational planning groups.

Onondaga-Cortland-Madison BOCES 2011 - 2014

Clinical Instructor

Introduced LPN students to the Nursing profession and standards of practice. Provided instructional lesson planning, and guidance to students when performing nursing skills in the clinical setting. Coordinated patient assignments and facility trainings for clinical group.

Veterans Administration

Syracuse Medical Center 2008 - 2015

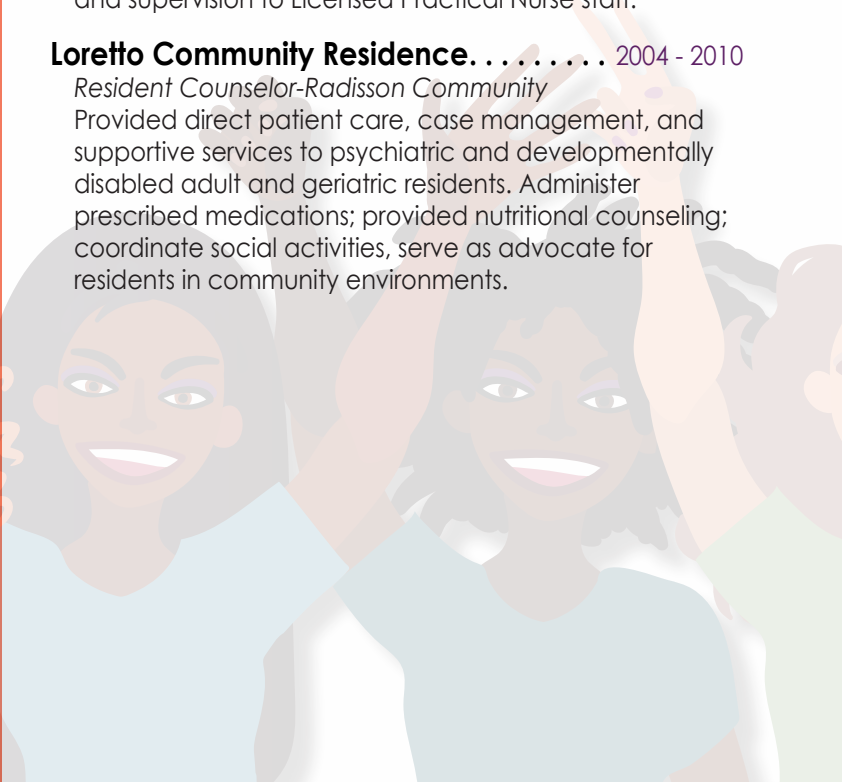
Registered Nurse

Managed and provided direct patient care to Veterans admitted to the Ortho/PMR/Med-Surg unit. Performed nursing assessment, and implementing care plans; Pre and Post op care, medication management, patient education and discharge planning, Peritoneal Dialysis, IV infusions. Served as Charge Nurse, providing leadership and supervision to Licensed Practical Nurse staff.

Loretto Community Residence 2004 - 2010

Resident Counselor-Radisson Community

Provided direct patient care, case management, and supportive services to psychiatric and developmentally disabled adult and geriatric residents. Administer prescribed medications; provided nutritional counseling; coordinate social activities, serve as advocate for residents in community environments.



YCF History

You Can't Fail, Inc. is a nonprofit company with 501(c)(3) charitable organization status. Gwen Webber-McLeod, President/CEO Gwen, Inc. and Founder of You Can't Fail, Inc., dreamt about creating an organization that would provide strategically designed multicultural leadership development experiences for emerging and established women leaders. These experiences would



Gwen Webber-McLeod,
Founder

explore and place emphasis on the unique leadership journey of professional women of color.

Gwen believes that part of her purpose is to pave the way for the next generation of emerging women leaders

and is committed to opening doors for professional women of color. Within one year of incorporating a private sector leadership development corporation, Gwen, Inc. hosted the first You Can't Fail: Because Your History Says You Can't Conference in the fall of 2009. The conference was a great success attracting 100 women from across New York State in its first year.

Gwen, Inc. continued to host the You Can't Fail conference annually and to date has impacted the lives of more than a 1000 women via the conference and related workshop events.

After seven years of producing the conference Gwen Webber-McLeod transitioned the conference into its own free standing nonprofit company, You Can't Fail, Inc. Her dream became a reality on June 25 2015 when You Can't Fail, Inc. received designation as a nonprofit company. The company will continue producing the annual You Can't Fail Conference while providing additional leadership development workshops and collaborating with other organizations.

Emeritus Assisted Living Corporation/ Love Management Corp 2000 - 2003

*Administrator-East Side Manor, Fayetteville, NY
Administrator-Heritage Oaks Retirement & Assisted Living Community, Tallahassee, FL*
Responsible for daily operations of a 120 bed occupancy facility. Developed and managed operational budgets, designed marketing and sales campaigns. Headed Quality Assurance and customer service initiatives. Created and implemented operational policies and procedures. Supervised management and direct care staff.

Emeritus Assisted Living Corporation. . . . 1998 - 2000

Assistant Administrator-East Side Manor
Managed payroll and accounting systems. Processed worker's compensation and disability claims. Supervised direct care staff. Served as Human Resource specialist by recruiting, hiring, and orienting new staff. Coordinated new employee health screenings and managing health records.

EDUCATION

University of Rochester

B.S. in Nursing 2008

New School University

Master of Health Service Management 1999

Fredonia State College

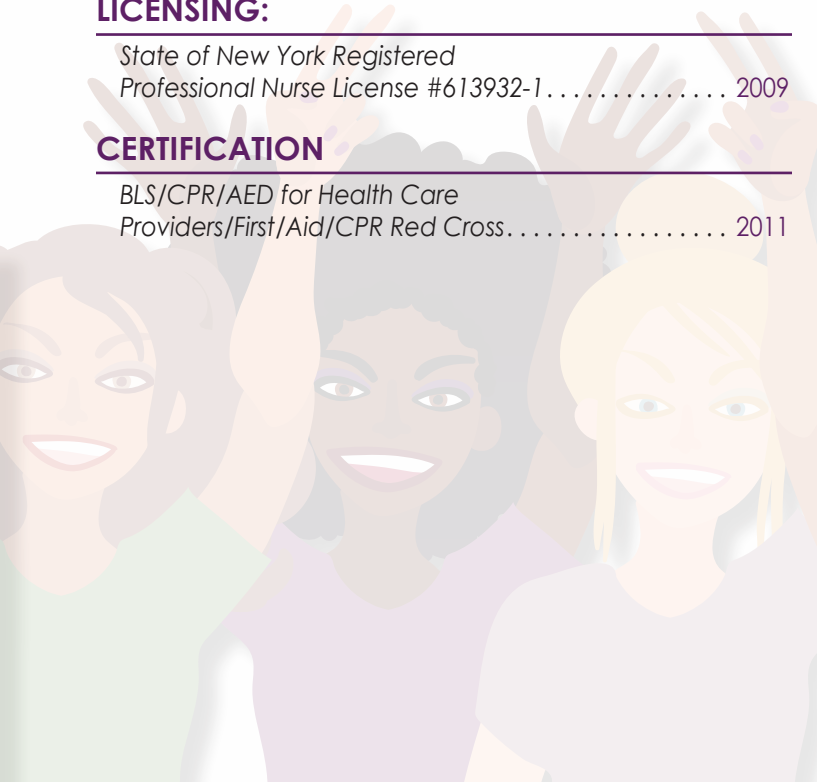
*B.S. in Health Services
B.S. in Sociology/Gerontology 1995*

LICENSING:

*State of New York Registered
Professional Nurse License #613932-1 2009*

CERTIFICATION

*BLS/CPR/AED for Health Care
Providers/First/Aid/CPR Red Cross 2011*





Shavonna Hinton

ASSOCIATE DIRECTOR, ADMISSIONS
ADMISSIONS, CORNELL UNIVERSITY



PROFESSIONAL EXPERIENCE

Cornell University College of Engineering Undergraduate Admissions

Associate Director of Admissions and Diversity Recruitment 2018 - Present
Assistant Director of Admissions and Diversity Recruitment 2016 - 2018

- Increased enrollment of underrepresented minorities from 17% to 21% and enrollment of women from 43% to 50% in the College of Engineering
- Develop communication plans targeted towards underrepresented students through email and video production
- Enhance relationships with key stakeholders including high schools, community colleges, and community-based organizations that primarily serve underrepresented students
- Chair the Undergraduate Admissions Diversity Recruitment Committee, a group of 5 admissions representatives dedicated to recruitment, yield, and retention efforts for underrepresented populations
- Evaluate ~2,700 applications during selection period for selected geographic regions and engineering majors, evaluating candidates and making recommendations for final admission decisions
- Manage a team of 5 application readers, evaluating their decisions and providing feedback when needed
- Organize yield programs including Engineering Diversity Hosting Weekend and Diversity Hosting Month
- Host information sessions, and participate in travel-based recruitment on behalf of the College of Engineering

Binghamton University Office of Undergraduate Admissions

Undergraduate Admissions Counselor and Diversity Initiatives Coordinator 2015 - 2016

- Reviewed ~2,500 applications submitted by first year and transfer students, evaluating for admissibility
- Planned travel recruitment including high school visits, fairs, counselor luncheons, and student receptions
- Collaborated with the Watson School of Engineering to showcase unique opportunities available to engineering majors, specifically those from underrepresented populations in STEM

LEADERSHIP EXPERIENCE

Village at Ithaca

Member of Board of Directors 2017 - 2018

- Monitored and strengthened services to ensure consistency with the Village mission of advocating for minority and low-income students within the Ithaca City School District to ensure success in academic achievement
- Contributed to strategic planning of organizational objectives, financial solvency, and professional support

Binghamton University Athletics

Member of the Division 1 Track & Field and Cross-Country Teams 2011 - 2015

- Cultivated skills in teamwork and organization by dedicating 30+ hours a week to practice and competitions
- Selected as a 2013 NCAA Leadership Forum attendee and a 2014 NCAA Careers in Sports Forum participant

PROFESSIONAL AFFILIATIONS

Council for Opportunity

in Education 2018 - Present

Presenter at 37th Annual Conference, NYC

- Preparing Students for Admission to Selective Institutions

Association of Black Admissions and Financial Aid Officers of the Ivy League and Sister Schools (ABAFAOILSS) 2018 - Present

National Association for College Admission Counseling (NACAC) 2015 - Present

EDUCATION

Cornell University, Graduate School

Select Coursework in Education

and Sociology 2018 - Present

- Neighborhoods, Schools, and Education
- America's Promise: Social and Political Context of American Education

Binghamton University, State University of New York, School of Management

Bachelor of Science in Business Administration: Marketing and Management Information Systems 2015

Honors

- 2015 Commencement Speaker
- Dean's List 3 Semesters
- Athletic Directors
- Honor Roll 3 Semesters

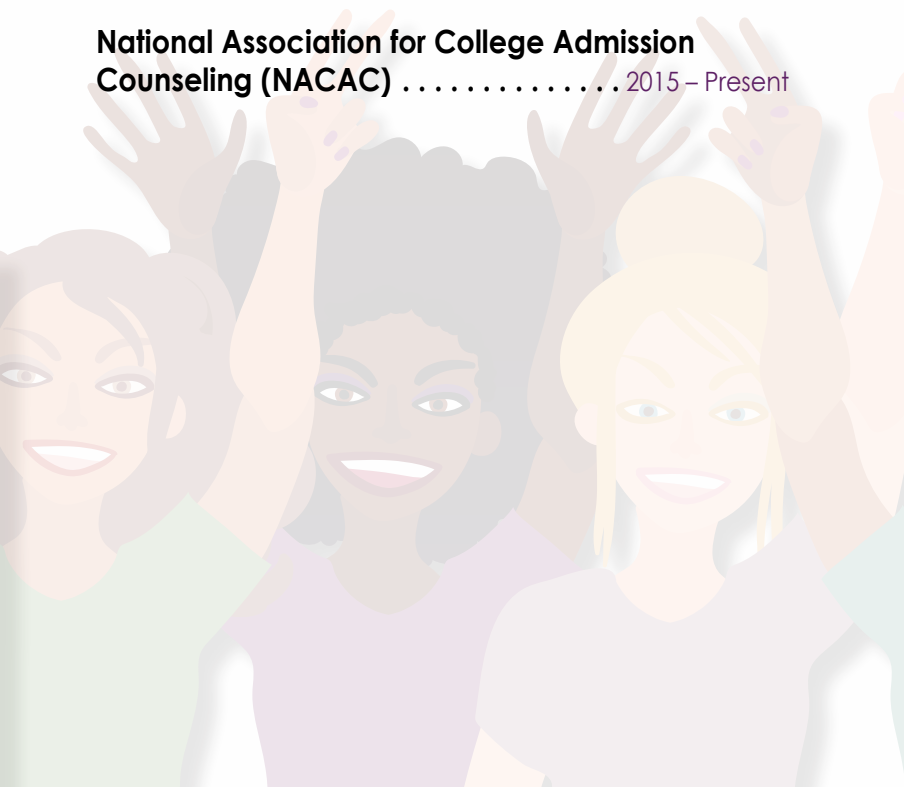
Thank you!

Corporate Sponsor

National Grid

Supporters

You Can't Fail Board of Directors
Gwen Webber-Mcleod, Founder
Caeresa Richardson, President
Alyssa Whitfield, Vice President
Sheena Solomon, Treasurer
Emilee Cool, Secretary
Dashiell Martinez
Kate Michaels
Kari Simpkins





Diana Jaramillo

ARCHITECT & OWNER
KIN STUDIO



SUMMARY

Architect with 14 years of experience ranging from construction / project management, production, design and teaching.

PROFESSIONAL EXPERIENCE

Kin Architectural Studio

Architect 2017- Present
Founder of architectural practice focused on residential and commercial projects of various scales. Collaborating with consultants in all fields.

Onondaga Community College

Assistant Professor 2017 - Present
Faculty in the department of Architecture + Interior Design. Instruction in architectural technology courses: all studio foundation courses, sustainable design, wood frame.

Beardsley Architects + Engineers

Project Architect 2015 - 2017
Managed project meetings and client contact. Business development, design and production. Involved in all phases of design on large -scale commercial projects. Construction Administration services to projects. Executed extensive field surveys.

City of Syracuse

Facilities Engineer 2013 - 2015
Project / construction management and technical work involving the application of engineering principles and practices to ensure that public facilities are designed, constructed, renovated, maintained and managed in a safe, environmentally and cost effective manner.

SENESCYT - Yachay (Quito, Ecuador)

Consultant Architect 2012
Designed 15,000 sf. Student dormitories complex for a local University. From Schematic design to Design development, following the local building codes.

Gilbane

Construction Management 2012
Coordinated activities of all design team and contractors engaged in preparing designs and plans to construct and renovate Fowler High School, \$32 Mil project. Reviewed plans and specifications to coordinate between contractors and design team. Participated in job meetings, met with architects, engineers, city officials, and code enforcement agents.

C & S Engineers

Architectural Designer 2009 - 2012

Produced architectural drawings for all phases of design on large-scale commercial projects; executed extensive field surveys; delivered design presentations; researched architectural requirements for NIH, DASNY, SUCF, and building codes; managed project meetings.

Architectural Designer 2003 - 2005

Designed residential sound attenuation treatments; produced CAD drawings for renovation of over 1,000 homes in CA, and MI. Travelled extensively to meet with clients and consultants.

NOTABLE PROJECTS

Construction / Project Management

Police Garage Rehabilitation | Syracuse, NY
Reconstruction of 7,500 sf. Vehicle maintenance garage and offices. Emergency project, due to a fire, therefore it had a tight deadline and the facility needed to be functioning while the construction took place. Responsible for a budget of \$800k processing Pay applications, collaboration with Architects and Engineers from all aspects of SD through construction.

Project Management / Design

Dean's Suite at Cornell University | Ithaca, NY
Redesigned and renovated 8,000 sf. Office space. Involved in all phases from design to completion. Meeting Cornell's standards, and staying on budget of \$250k.

Construction Administration Services

Akwesasne Administration Building | Hogsburg, NY
Brand new office building \$12 Mil. Oversaw the construction administration, worked closely with client and contractor, attended monthly meetings.

EDUCATION

SUNY College of Environmental Science and Forestry 2018

M.P.S. Sustainable Construction

Syracuse University 2009

Bachelor of Architecture

SUNY Onondaga Community College 2003

Associates Degree in Architectural Technology

CREDENTIALS

- New York State Registered Architect
- LEED Green Associate

SKILLS

Computer

- AutoCAD
- Revit
- Photoshop
- Vector Works
- SketchUP
- Adobe CS
- Microsoft Suites.

Languages

Fluent Spanish and English

COMMUNITY

- AIA of CNY
- The Image Initiative, INC.
- Wescott Neighborhood Association
- Street Amenities, Design Competition Winner





Cassandra Dell

SENIOR PRICING ANALYST
CROUSE HINDS



PROFESSIONAL EXPERIENCE

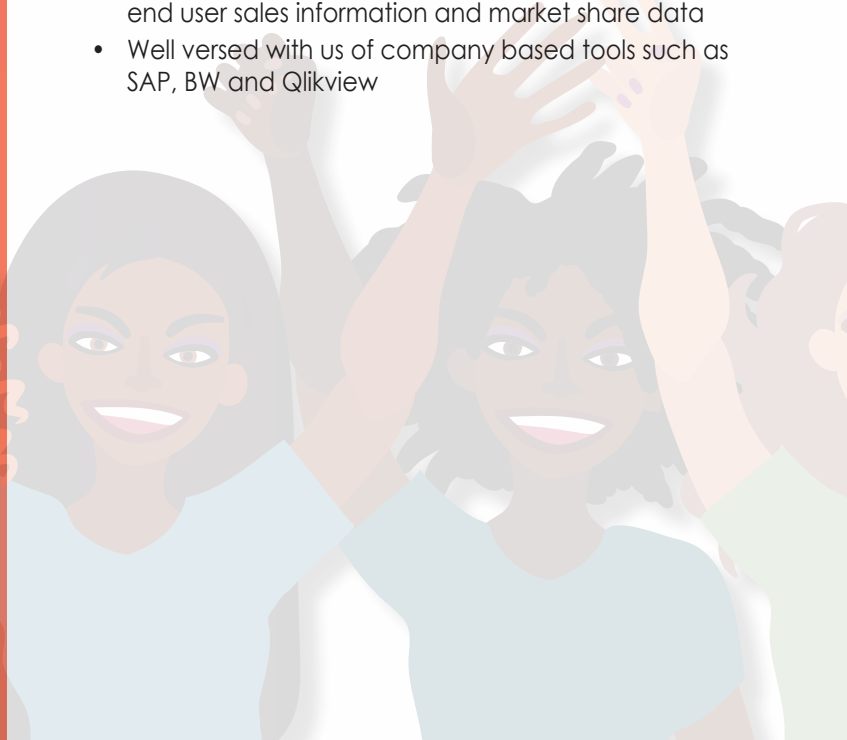
Eaton's Crouse Hinds Business

Pricing Analyst 2016 – Present

- Manage pricing for Eaton's Crouse Hinds Business' Gulf region by driving price synchronization and optimization of sales growth. This is enforced through established guidelines for price realization, recommendations for pricing tiers, profitability analysis reports and data maintenance
- Work in collaboration with product line managers and sales force to set pricing standards by creating strategic pricing for each respective zone using market based information, historical analysis and project opportunity evaluation
- Collect and summarize price/sales/margin reports for ad hoc request while managing a vast number of transactional tasks for continuous sustainment of pricing agreements
- Responsible for maintaining large project quotes through our North American SharePoint Site to ensure visibility to the executive team for measuring and planning for impactful business

Senior Vertical Market Analyst 2014 – 2016

- Developed, maintained and distributed vertical market sales reports monthly for review by sales force and respective managers for the North America Crouse Hinds Business
- Collected viable market information and created presentations regarding market trends for quarterly outlook for forecasting, profit planning and strategic growth initiatives
- Extracted data from reporting systems to create quick summary sheets for ad hoc requests regarding end user sales information and market share data
- Well versed with use of company based tools such as SAP, BW and Qlikview



Otis Elevator

Account Manager 2012- 2014

- Managed territory comprised of over 200 customers, ensuring company commitments were executed and customer deliverables/needs are satisfied through site visits, contract review and service evaluations
- Coordinated customer meetings to create proposals for product/service upgrades, explain scope of renovations and negotiate contracts that emphasized the value of Otis maintenance services. Created recommendations for improvement of equipment operation and budgetary methods of payment for financial management
- Developed new business through successful educational meetings which led to incremental conversion of customer accounts
- Sold over a half million in upgrades/repairs, with collection revenue exceeding one million dollars.

COMMUNITY SERVICE/LEADERSHIP

**Theta Omicron Sigma Alumnae Chapter,
Sigma Gamma Rho Sorority, Inc.**

President 2018 – Present

- Responsible for presiding over all meetings and committees to ensure the local chapter meets the requirements and goals of the national organization
- Create vision for local chapter and establishes guidelines by which programs and activities will be completed

Millennial Women Making Moves

Leadership Learning Community 2018

- Leadership development program aimed towards supporting millennial women in developing their career and defining their leadership capacities

Vice President, Grad Advisor 2010 - 2016

- Managed activities of the undergraduate chapter and served as the correspondent between University administrators, undergraduate chapter and graduate chapter operations
- Led growth development as Membership Intake Chairperson and Educational Director, created documents and successfully facilitated workshops to ensure that all members were kept up to date with policies and procedures of the organization. Membership growth initiative resulted in a 200% increase in chapter membership.
- Organized and coordinated alumni involvement to develop extensive strategic plan for distribution amongst surrounding respective universities for consideration of expansion in Central, NY (Binghamton University, Cornell University and Syracuse University)

EDUCATION

**Syracuse University,
L.C. Smith College of Engineering
and Computer Science**

Masters of Science 2011
Bachelor of Science 2009





Laiza Semidey

SENIOR AD TECH MANAGER
SPINCAR



PERSONAL PROFILE

I am a learner, open-minded, and an efficient Sr. Advertising Technology Manager with experience in developing and executing successful processes & campaigns for our team and clients.

PROFESSIONAL EXPERIENCE

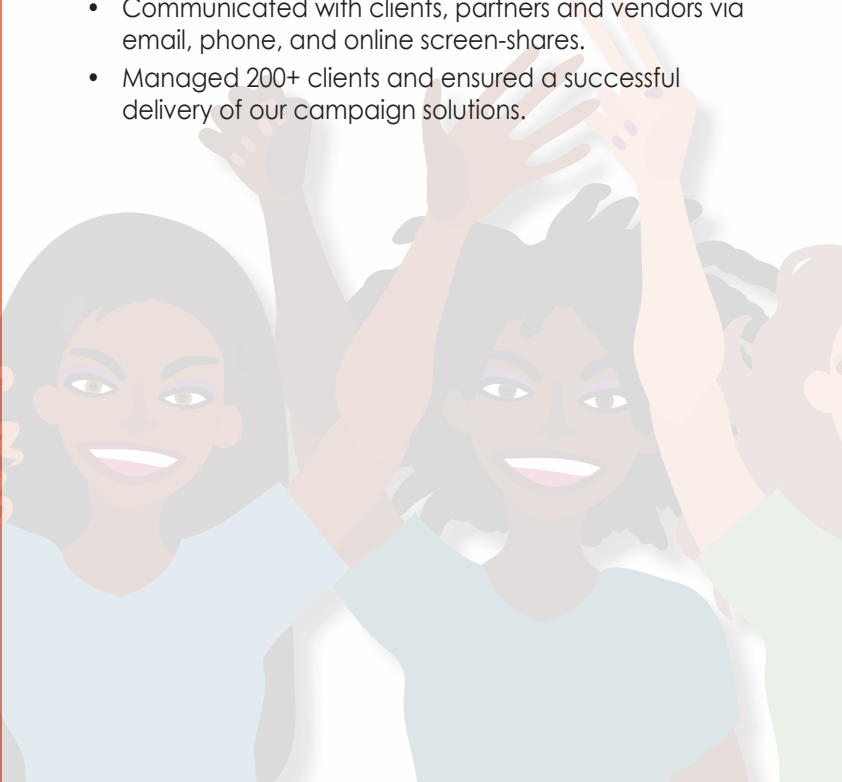
SpinCar

Senior Advertising Technology Manager 2018

- Worked closely with our Analytics team to design and develop weekly campaign reports for our clients.
- Developed and implemented a 90-day management workflow to improve client retention.
- Managed client activity with CRM (SalesForce) tool for maximum efficiency and visibility.
- Worked closely with Finance on billing set up and invoicing.
- Continuous processes and workflow enhancements as it relates to campaign set-up, creative execution, and campaign management.
- Collaboratively worked with engineers to troubleshoot and QA Ad-Tech products.
- Manager to a team of five.
 - » 3 salespeople, 1 account manager, 1 analytics manager

Advertising Technology Manager 2016 - 2018

- Collaboratively worked with the sales team to close deals and develop client relationships.
- Developed a dashboard to efficiently onboard our clients with ease and in a timely manner.
- Communicated with clients, partners and vendors via email, phone, and online screen-shares.
- Managed 200+ clients and ensured a successful delivery of our campaign solutions.



SKILLS AND EXTERTISE

- Speak and write in fluent Spanish
- Team player
- Ability to work under pressure
- Time management
- Organization
- Communication
- Problem solving
- Creative

Tech Skills

- Proficient in Microsoft Office including Excel & Power Point
- CRM Salesforce
- JIRA Atlassian
- Google Docs, Sheets, Slides

ACCOMPLISHMENTS

WISE Women's Business Center

Exito Entrepreneurial Outreach to Latina Women. 2018

You Can't Fail Inc.

Millennial Women Making Moves Learning Community 2018

WISE Women's Business Center

Exito Entrepreneurial Outreach to Latina Women. 2015

EDUCATION

Binghamton University

*Bachelor's Degree in Applied Sciences
Social-Cultural Anthropology*

Onondaga Community College

*Associates in Applied Sciences
Electronics Media Communications - TV/Studio
Production*

The Unexpected Ascension: Determined to Rise

February 22 & 23, 2019
Embassy Suites at Destiny
Syracuse, NY

This Year's Topics

Women on Boards

Why we need more women on boards. How do we prepare ourselves to get there, and what should we expect once we are there?

Money Matters

Maximizing your retirement fund and other tips. How to know your "market rate". Negotiating salaries and raises.

Hybrid Entrepreneurship

Identifying and monetizing your side hustle.

The YCF Conference

The annual **You Can't Fail, Inc. Conference** is an unforgettable, one of a kind, strategically designed, multicultural leadership learning experience for women leaders. The event explores the unique journey of professional women of color, and those who support them. Through workshops, educational presentations, inspiring messages from regional and national women leaders, a vendor expo, and live musical performances, the conference provides professional women with the skills and support to help them excel. The You Can't Fail, Inc. Conference educates, inspires, and connects women who are interested in improving their leadership and enhancing their professional networks.





Tiffany Smith

**MANAGING DIRECTOR,
SCHOOL SUPPORT
ACHIEVEMENT NETWORK**



PROFESSIONAL EXPERIENCE

Achievement Network (ANet) 2013-present

Managing Director, Breakthrough Results Fund

- Study the impact of ANet's systems and school level support to understand what's possible in instructional improvement.
- Coach superintendents and district level leadership teams to support equitable outcomes for all students through strong instructional leadership, strategic vision setting, and targeted change management.
- Manage and lead a team towards coaching excellence through annual goal setting, giving actionable feedback, professional development, and building content expertise.

Senior Director, School Support, Syracuse, NY

- Led team to 100% coaching satisfaction rating from district and school leaders, exceeding organizational average.
- Managed external client relationships, including contract proposals and budgets, design thinking and problem solving, and coaching around equity for all stakeholders.
- Served on a variety of strategic thinking groups within ANet to deepen our commitment to coaching excellence, building mathematics and literacy content expertise, and creating opportunities for under-resourced schools to benefit from our services.
- Nominated for Service to ANet Award in the spring of 2017.

Director, School Support, Syracuse and New York City, NY

- Above 90% coaching satisfaction rating from district and school leaders.
- 94 point increase in school leader net promoter rating over three years.
- Coached and thought-partnered with district and school leadership teams to create strategic short and long-term vision plans, embedding best practices for setting student performance goals, using data to track instructional impact, and developing strategies that drive achievement for all students.
- Developed and facilitated professional learning sessions on the CCSS transition, instructional leadership, and literacy and mathematics content and instructional practices.

Brooklyn Ascend Charter School. 2011-2013

Team Leader, Fifth Grade

- Organized and led team meetings, acting as a liaison between school leadership team and grade team.
- Authored and critiqued sixth grade Social Studies and Humanities unit and lesson plans in partnership with the Ascend Network Humanities curriculum program.

- Facilitated professional development sessions on organization, time management, instructional strategies, and professional relationships.

Founding Mathematics Teacher, Fifth Grade

- 85% of students received scores of "meeting or exceeding" grade level standards on the New York State Mathematics Assessment, an increase of 17% from cohort's previous scores (2011-2012).

PAVE Academy Charter School 2010-2011

Founding Teacher, Third Grade

- Led and determined agenda items for grade-level meetings to collaboratively analyze data and design rigorous year, unit, and day-to-day plans to ensure 85% mastery of grade level standards.
- Designed and authored rigorous, standards-based mathematics curriculum, including scripted lesson plans, class work, and assessments.

Director of Saturday Academy, Third Grade

- Managed logistics, staff, and students to ensure smooth and effective bi-weekly learning sessions.
- Selected curriculum and designed rigorous scope and sequence for bi-weekly Saturday Academy sessions.

Excellence Boys Charter School 2009-2010

Lead Teacher, Third Grade

- 90% of students received scores of "meeting or exceeding" grade level standards on the New York State English Language Arts and Mathematics Assessments.
- Tracked and analyzed student data weekly to facilitate student enrichment and remediation in all subjects.
- Mentored summer interns to become successful classroom teachers, providing professional support, evaluations, and feedback.

Teach for America/P.S. 126 2007-2009

Classroom Teacher, Third Grade

Selected from approximately 20,000 applicants nationwide to join national teacher corps of recent college graduates who commit two years to teach in under-resourced public schools and become lifelong leaders in a wide range of careers

- 100% of students received scores of "meeting or exceeding" grade level standards on the New York State Mathematics Assessment (2008-2009).
- 98% of students achieved passing scores on New York State English Language Arts and Mathematics Assessments (2007-2009).
- Collaboratively designed corps member fund-raising campaign to secure 67% donor participation.

The Stanford Daily 2006-2007

Director of Alumni Relations

- Established newspaper's first alumni program: catalogued 70 years of alumni records, created and maintained database of 5,600 newspaper alumni.
- Managed logistics to plan bi-annual banquet and first silent auction event: wrote proposals, secured sponsorships, and created publications.
- Developed long-term frameworks to maintain alumni network opportunities.

The Stanford Fund 2003-2006

Student Manager; Caller

- Managed calling center: hired, trained, coached, and coordinated payroll of over 60 callers.
- As part of management team, calling center saw growth from \$1.9 million to \$2.4 million in pledged donations.
- Raised nearly \$100,000 by directly contacting university alumni; received Caller of the Week honors twice.

EDUCATION

Pace University, New York, NY

Masters of Science in Teaching

(Childhood Education) 2009

- New York State Public Teacher Certificate, Grades 1-6

STANFORD UNIVERSITY, Stanford, CA

Bachelor of Arts in Sociology 2007

- Awards: Stanford Class of '07 Award of Excellence recipient

PUBLICATIONS

The Stanford Daily

Break barriers through teaching February 2016 2016

INTERESTS

- Stanford University Alumni Connections; 2007-2017 Stanford Alumni Magazine Class Notes correspondent; 5th and 10th year Stanford Class of 2007 Reunion Committee Member; Alumni Admissions Interviewer.
- Pi Beta Phi Fraternity for Women
- Girl Scout Gold Award Recipient, 2003
- Interested in domestic education policy and advocacy.
- Avid mystery novel reader and passionate about dog rescue.



Yesenia Cuadrado

DIVISIONAL DIRECTOR
LIBERTY RESOURCES



PROFESSIONAL EXPERIENCE

Liberty Resources, Inc.

Family Services Director
2016 - Present

Responsible for developing and overseeing programs in multiple counties. This includes supervision of the development, operation and management of these programs. In addition, the Director is responsible for assisting in the Division's CQI process, assisting in new program development and serving as an administrative back up to the Vice President.

Multisystemic Therapy (MST)
Program Director
2013 - 2016

Oversees clinical practice within division to ensure production of desired program and client outcomes. Develops, maintains, evaluates and works to improve assigned programs to ensure high quality, effective and efficient treatment and service delivery; provides direct program administrative oversight and consultation for assigned programs. Responsible for assisting in the promotion of MST program growth. Supervises program supervisors and staff. Monitors and evaluates service delivery. Leads quality assurance process for assigned programs. Develops and maintains relationships with other service providers and community organizations. Provides administrative back up to staff/supervisor on call.

Multisystemic Therapy (MST)
Program Supervisor
2011 - 2013

Supervised program staff in the day-to-day implementation of program services. Reviewed and assigned referrals. Reviewed and approved treatment plans. Maintained and updated required records and documents. Maintained collaborative working relationship with referral sources and community services providers. Provided support to Therapists and crisis intervention to families by carrying back up crisis pager.

Multisystemic Therapy (MST)
Therapist
2008 - 2011

Primarily responsible for the provision of family counseling to children and families involved in the MST program to prevent out of home placement of identified youth. Conducted intakes, utilized diagnostic and assessment information to develop preliminary and comprehensive treatment plans and prepare reports. Provided therapeutic counseling, including individual and family sessions. Provided crisis intervention services.

COSEY (Humacao, PR)

Bilingual Teacher
2002 - 2007

Teacher for Title I - Federal Program with the No Child Left Behind Law #107-110. This program offers supplemental assistance to children who are at risk of falling subjects. Also, providing training for new and current teachers about all areas of the program.

ADDITIONAL EXPERIENCE AND SKILLS

- Millennial Women Making Moves Learning Community, Class of 2018
- Identification and Reporting of Child Abuse and Maltreatment Training
- Managing and Leadership Training
- Fully Bilingual in both English and Spanish (Conversational and Grammar)
- Computer Knowledge (Word, Excel, Power Point Presentations, Internet)

EDUCATION

Interamerican University of Puerto Rico

Post Graduate Studies, MA in Psychology
Concentration- Counseling Psychology

University of Puerto Rico

BA- Social Science in Criminal Justice
Concentration- Forensic Psychology

CNSPS, Private School

General Education
CNSPS, Private School

MWMMLC is...

a 6-month long leadership development program running from April through October 2018. This program is specifically designed to develop and accelerate the leadership development and career paths of early- and mid-career professional women of color. The Millennial Women Making Moves Learning Community is made possible at no cost to the participants due to a grant from National Grid.

MWMMLC participants engage in monthly workshops led by successful established women leaders on topics strategically identified as important to the development of women leaders.

Participants in the program are also assigned a personal mentor who is a senior leader in the participant's professional industry. Mentors and participants will meet throughout the learning community to assist MWMMLC participants in developing the philosophies, skills, career strategies and behaviors of effective women leaders. Upon completion of the program, participants will develop and present a comprehensive leadership development plan they will use to guide decisions about their careers over the next 36 months. This plan will be presented during their graduation ceremony in front of a panel of established women leaders who will provide feedback for applying this plan to ongoing career development.



Millennial Women Making Moves

LEARNING COMMUNITY GRADUATION

Today's Program

- 8:00 Network and Breakfast
- 9:00 Welcome and Introduction
Caeresa Richardson, You Can't Fail Board President
- 9:30 Introduction of Presentation Format and Reaction Panelists
Gwen Webber-Mcleod, Founder of You Can't Fail
- 9:45 Strategic Leadership Presentations and Reaction Panel Feedback
- 12:00 MWMMLC Cohort Recognition Ceremony
Judi Dixon, MWMMLC Coordinator
- 12:10 Closing Remarks
Gwen Webber-Mcleod, Founder of You Can't Fail
- 12:20 Thank-you and Dessert!

Leadership Presentation Reaction Panel

- Dr. Christine Allen Workplace Psychologist and Executive Coach
Insight Business Works
- Kimberly Boynton CEO
Crouse Hospital
- Sharon Owens Deputy Mayor
City of Syracuse

