



## 2023 FORUM

Stand up. Stand Out.

### AGENDA

#### TUESDAY, JULY 25

**2:00 pm – 2:05 pm CT** (*Brazos Ballroom*)

**Welcome**

**2:05 pm – 2:45 pm CT** (*Brazos Ballroom*)

#### **The Waymakers: Illuminating Your Leadership Promise**

We often say that people are our greatest asset, but when time gets short and lists get long, our actions tell a different story. In this session, **Tara Jaye Frank, CEO of TFJ Career Modeling and author of The Waymakers**, reminds us of the opportunity and responsibility we hold to lead every person well and illuminates a path toward reclaiming what is important to us all: creativity, courage, and connectedness.

**2:45 pm – 3:30 pm CT** (*Brazos Ballroom*)

#### **Ripple Effects: When Women Stand Up for Women Who Stand Out**

There are leaders who stand up for women who stand out – and when they do, it directly impacts the bottom line and culture of a business. **Trudy Rautio, Board Director at The Donaldson Company, Inc. and Securian Holding Company** and retired CEO & President of **Carlson Companies**, and **Molly Biwer, Chair, Brand, Strategy at Mayo Clinic** are leaders who do just that. In this intimate and inspiring conversation, led by **Nicole Wright, Regions Market Manager at NextUp**, they'll share stories about how they've created ripple effects in their lives and in the careers of the women on their teams.

**3:30 pm – 3:45 pm CT**

**Break**

**3:45 pm – 4:15 pm CT** (*Brazos Ballroom*)

#### **The Status Game: How to Play for Maximum Impact**

In a sweeping rethinking of human psychology, **Will Storr, the bestselling author of The Status Game: On Human Life and How to Play It**, has created a compelling argument that our irrepressible craving for status ultimately defines who we are. This unconscious need for status is hard-wired into humans and drives some of our best and worst behaviors. In this fascinating



conversation led by **Danit Schleman, VP of Strategic Value at NextUp**, you'll hear how you can tap into the power of status-seeking to motivate your team to new heights.

**4:15 pm – 5:00 pm CT** (*Brazos Ballroom*)

**Legendary Leadership: Ideas for Staying Power**

Leaders are made in times of great uncertainty. In this session, **Libby Saylor Wright, COO, US Retail & Consumer Goods at Microsoft** leads a discussion with **Laura Maxwell, SVP, Supply Chain, PepsiCo Foods North America** and **Sri Rajagopalan, Chief Customer Officer at General Mills**. You'll hear their thoughts on what creates legendary leaders who can navigate issues including supply chain disruptions, inflation and recession fears, and digital evolution.

**5:00 pm – 6:30 pm CT**

**Free Time**

**6:30 pm – 9:00 pm CT** (*Hill Country Pavilion*)

**Big Skies + Bright Stars**

An evening soirée with cocktails and dinner.

**DRESS CODE: Casual chic to enjoy the beautiful indoor/outdoor venue.**

**WEDNESDAY, JULY 26**

**7:45 am – 8:45 am CT** (*Hill Country Pavillion*)

**Affinity Breakfast**

Start your day with nourishing conversations and powerful connections.

**9:00 am – 9:05 am CT** (*Brazos Ballroom*)

**Welcome to Day 2**

**Dagmar Boggs, NextUp Board Vice Chair, President. Foodservice & On-Premise, The Coca-Cola Company** opens Day 2 of the NextUp Executive Forum.

**9:05 am – 9:45 am CT** (*Brazos Ballroom*)

**Culture Shift: Meeting the Future of Business**

How do you shift the culture of a 333-year-old company? That's the task **Nami Yamamoto, CEO and Helene Pamon, President of Yamamotoyama U.S.A. and Stash Tea Company** are attempting. In this fascinating conversation led by **Veronica Fernandez, NextUp Board Director-at-Large, and SVP, Regional Head of North America Business Solutions at Visa**, you'll



be inspired by the gifts and challenges of transforming a company rooted in a male-dominated past into a more diverse, inclusive organization.

**9:45 am – 10:30 am CT** (*Brazos Ballroom*)

**Global Leadership Insights: Thriving in a Dynamic World**

In this session, **Elaine Bowers Coventry, Chief Customer & Commercial Officer, The Coca-Cola Company**, will share her experience keeping consumers and value creation at the center of one of the largest brands and distribution systems in the world. Drawing upon her expertise from working across over 200 countries and territories, Elaine will share the leadership behaviors that help inspire, create understanding, and scale action despite an ever-changing world.

**10:30 am – 10:45 am CT**

**Break**

**10:45 am – 11:30 am CT** (*Brazos Ballroom*)

**Disruptive Leadership: How to Push Past the Expected**

The farther up the ladder you are, the longer the fall. In this discussion, executives including **Erin Newkirk, CMO, Caribou Coffee** and **Michele Allen, VP, Region Sales, Altria Group Distribution Company**, and **Margot Goodson, VP, Head of North America Diversity & Inclusion, SAP** will share insights on what it takes to be a disruptive leader who pushes beyond the status quo. **Stuart Claxton, VP, Marketing & Communications at NextUp** leads a discussion on how to create new ways to address complex challenges and how to prepare for changing customer needs, advances in technology, and workforce challenges.

**11:30 am – 12:15 pm CT** (*Brazos Ballroom*)

**Driving Burnout: How to Lead Your Teams to Health**

Jim Young was a driven c-suite executive. In a recent article on LinkedIn, he described how he led his team to burnout, which resulted in high turnover in his organization. In this insightful twist on the burnout topic, **Jim Young, author and founder of The Centered Coach** and **Newton Cheng, Director, Global Health & Performance at Google** join NextUp Strategic Partner, award-winning author and executive coach **Jacquelyn Fletcher Johnson** to discuss what driving burnout looks like and things leaders can do to stop it.

**12:15 pm – 1:45 pm CT** (*Hill Country Pavillion*)

**Lunch**

**1:45 pm – 2:15 pm CT** (*Brazos Ballroom*)



### **Moonshot Thinking: Marrying Technology & Humanity**

**Dr. Radhika Dirks, CEO and Co-founder of XLabs**, is a tech visionary who works on moonshots - the big ideas that will change the way we live and think. In this inspiring keynote you'll hear how artificial intelligence (AI) and quantum computing are helping companies take bigger moonshots than ever before. That also raises the risk of unintended consequences. In this talk, you'll see how you can wield moonshot technology paired with ethical considerations to step into the next era of your leadership.

**2:15 pm – 3:00 pm CT** (*Brazos Ballroom*)

### **The Future Has Arrived: Putting Tech to Work**

The advancements in virtual reality, artificial intelligence, and automation are impacting all industries. In this session, **Beth Marrion, NextUp Board Treasurer, Senior Managing Director, Global Retail Consulting Practice at Accenture** talks with **Anshu Bhardwaj, SVP & COO, Walmart Global Technology & Walmart Commerce Technologies, Walmart Global Tech**, about uncovering ways to best use cutting-edge technology in ways that support growth and enhance human lives.

**3:00 pm – 3:20 pm CT**

**Break**

**3:20 pm – 3:30 pm CT** (*Brazos Ballroom*)

### **Meet the CEO**

**Lisa Baird, President & CEO** is leading what's next for NextUp. Discover her vision for the future of women's leadership.

**3:30 pm – 4:00 pm CT** (*Brazos Ballroom*)

### **Untapped Talent: The Case for Accessibility**

Disabled people are the largest historically underrepresented group, numbering over one billion worldwide. In this talk, **Haben Girma, winner of the Helen Keller Achievement Award, a Forbes 30 Under 30 recipient, and author of *Haben: The Deafblind Woman Who Conquered Harvard Law***, shares how a more inclusive approach to business can help you tap into a world of untapped talent that can facilitate innovation and growth.

**4:00 pm – 5:00 pm CT**

### **Advisory Council Think Tank** (*Brazos Ballroom*)

In this facilitated, interactive session, we've paired you with a pod of leaders who can help you stand up and stand out. During this experience you'll build your network and discuss today's biggest leadership challenges and opportunities.



**5:00 - 6:30 pm CT**

**Free Time**

**Luminaries Dinner**

**6:30 pm – 9:00 pm CT** (*Hill Country Pavilion*)

A special dinner to illuminate leaders who light up opportunities for all women.

**DRESS CODE: Dress en blanc (in white) for this special event to celebrate all who stand up for women who stand out.**

## **THURSDAY, JULY 27**

**7:45 am – 8:45 am CT** (*Hill Country Pavillion*)

**Affinity Breakfast**

Start your day with nourishing conversations and powerful connections.

**9:00 am – 9:15 am CT** (*Brazos Ballroom*)

**Welcome to Day 3**

**9:15 am – 10:00 am CT** (*Brazos Ballroom*)

**Slam Dunk: The Power of Active Allyship**

**Kiesha C. Nix, VP Charitable Affairs and Executive Director of the Los Angeles Lakers Youth**

**Foundation** joins **Lisa Baird, President and CEO of NextUp** to share how she landed her career-defining role with the help of a powerful ally. In this conversation, you'll hear an inspiring story about just how game-changing it is when allies stand up to truly advocate for women who stand out.

**10:00 am – 10:15 am CT**

**Break**

## **DEEP DIVE MASTERMINDS**

**10:15 am – 11:45 am CT**

**TRACK 1** (*Brazos Ballroom E*)

**Generative AI: Friend, Foe, or Both?**

The intersectionality between humans and technology is transforming the way information is accessed, content is created, customer needs are served, and organizations are run. Generative AI will optimize tasks, augment human capabilities, and open new avenues for growth and



creativity. In this session, **Tamara Fields, Managing Director** and **Heather Hildebrand, Managing Director at Accenture**, will help you reimagine how work gets done and help you see what's possible through hands-on demonstrations.

#### **TRACK 2** (*LLano*)

##### **Power Tactics to Retain Talent and Drive Growth**

Your organization already has an asset that can help you dramatically increase retention, impact culture, and drive business results. **Kristin Lee, EdD, Director of Research** and **Danit Schleman, VP of Strategic Value at NextUp** lead a discussion with **Alicia Petross, Chief Diversity Officer at The Hershey Company** and **Heather McIntyre, VP Sales, Grocery at The Kellogg Company**. In this deep-dive, you'll hear about innovative strategies you can use to unlock the hidden power of ERGs.

#### **TRACK 3** (*Brazos Ballroom F*)

##### **Building High-Performing Teams**

What does it take to keep your teams engaged and committed to the work when work is more complicated than ever? In this session, led by **Kat Ortiz, Manager, Learning and Organization Development at NextUp**, thought-leaders **Jen McCuen, Owner & Founder of FutureEdge Advisors**, **Kylee Eblin, Executive Director, North America Supply Chain at SC Johnson** and **Neale Graham, Global Commercial Excellence Officer at Beam Suntory** share strategies for creating high-performance teams that you can put into action right away.

#### **TRACK 4** (*San Jacinto*)

##### **Maximize Your Wealth**

What are the top financial concerns that executives face today? Is your financial house in good shape? Do you invest in the causes you care about and have the life you want? In this Mastermind, you'll hear the smartest ways to grow your money and how to avoid the pitfalls of executive compensation while enjoying the benefits. You'll also hear the latest trends in impact investing, how to approach investing in AI, and various ways to recession proof your assets. Led by financial advisors **Christine Armstrong, Executive Director, Wealth Management** and **Danene Cronin, Vice President, Wealth Management, of The Armstrong Group at Morgan Stanley**, you'll hear real-life stories – both heart wrenching and joyful – to help you maximize your wealth.

#### **TRACK 5** (*Brazos Ballroom G*)

##### **Think Bigger: Stepping Into the C-Suite**

In the business world, high-level women often face barriers and roadblocks in their careers that men do not. This keeps women from breaking into the C-Suite when they're more than



qualified. **Luann Abrams, the founder of CEOX**, an organization that connects visionary companies with top female CEO candidates, will help you create new ways for you to see and communicate your value and leave you with actionable steps to break through the glass ceiling.

**11:45 am – 12:00 pm CT** (*Brazos Ballroom Foyer*)

**Closing: Attendee Appreciation**

# MAIN LEVEL MAP

