

Leadership

TODAY & TOMORROW

NAWMBA Conference 2009

Career Opportunities for MBAs

Friday, October 30, 2009

9:45 am – 10:30 am

**Aerospace Industry Close-Up: Dispelling Myths about Women in Aerospace –
Sponsored by: Boeing**

**Panel Includes: Kim Murrell, Director of Financial Operations, Boeing
Pam Mabry, Director of Human Resources, Boeing C3Networks
Peggy Berry, Director Boeing Supplier Management for C3Networks
Jeaniel Hill, Director of Contracts & Pricing for California Operations,
United Launch Alliance**

Historically the Aerospace industry has been thought of as a male-dominated and primarily engineer-driven field. Panelists will present other non-technical career opportunities that Boeing has to offer. The panelists will also share their experience in advancing at Boeing and what attributes allowed them to stand out and be noticed in such a large company. The value of an MBA at Boeing will be addressed.

Marketing – Sponsored by: Campbell Soup Company

Panel includes:

**Deborah Arcoleo, Business Director US Soup Innovation, Campbell Soup
Lindsey Brady, Brand Manager, Campbell Soup
Linda Vytlačil, Vice President for Member Insights and Innovation, Sam's Club**

Do I want to be a Brand Manager, Database Manager, or Marketing Researcher? Do I want to work in a marketing position for a working in a consumer goods company, a gas and energy company, or a bank? What are all the different types of marketing careers, how do I know which is right for me, and how do I know which type of company to work for. Join us and listen to this panel of industry professionals discuss:

- Different Marketing positions
- What it is like to work in a marketing position for various types of companies
- The career paths of different marketing professionals

Noon – 1 pm (Lunch Workshops)

Green MBA Opportunities

Kim Carlson, Principal, EarthSmart

Kim Carlson Green is everywhere these days! How can you, as an MBA, tap into this trend benefiting your business, your future and the planet all at the same time? Kim will teach you the what, why and how of greening your organization. She will also share green marketing tips and help you avoid accidental greenwashing with product or service claims. Whether you are

a seasoned green business veteran or new to the concept, Kim will help you make progress on the journey to green your work.

Consumer Goods – Sponsored by: Campbell Soup Company

Panel Includes:

Karen de Jesus, Senior Brand Manager, V8 Juice, Campbell Soup Company

Rosalyn Taylor O'Neale, Vice President Chief Diversity & Inclusion Officer,

Campbell Soup Company

Melanie Marein-Efron, Director of Finance, Campbell USA Sauces and Beverages

I have heard a lot about the Consumer goods and think I might want a career Consumer Goods but I am not sure. What types of positions are available in consumer goods for an MBA? What is it like to work the Consumer Goods? What does a career path in consumer goods look like? Join us and learn about:

- Working in consumer goods
- Different types of positions in consumer goods
- Career paths of different individual in consumer goods

Human Resources

Panel Includes:

Michele Lockwood, Director of Performance & Learning Solutions, Freddie Mac

Dedra Dogan – Vice President of Field People, Sam's Club

Jeanne Wood, Freddie Mac

We all know that Human Resources departments play a critical role in recruiting and retaining talent within organizations. But have you ever wondered what other functions that the Human Resources division is responsible for within an organization? Come learn more about how Human Resources professionals impact an organization's operations and success. Explore areas including Talent Acquisition, Talent Development, Employee Relations and Diversity, all of which are key functions within Human Resources.

- Is a career in HR right for you?
- How do you begin a career in HR?
- How do HR positions vary in different industries? Different companies?
- What are all of the different functions within HR

Saturday, October 31, 2009

Noon - 1 pm (Lunch Workshops) Working as an MBA in the Hospitality/Tourism/Airline Industry – Sponsored by: Delta Airlines

Panel Includes:

Sandra Genovese, General Manager, Finance, Delta

Lindsay Vandromme, Manager, Revenue Forecasting & Analysis, Cargo Division, Delta

Valerie Royal, Senior Manager, Minority Business Development, Walt Disney World Resort

The Travel and Tourism Industry is one of the largest industries in the United States. Actually in 29 states Travel and Tourism is either the first, second, or third ranked industry in the state. Join us and learn about:

- Working in the travel and tourism industry
- The different types of travel and tourism companies
- What types of jobs are available in the travel and tourism industry

1:15 pm - 2:15 pm

One Year into a Plan for Entrepreneur

Rebecca Cooke, President and Founder, RoundTableau

You've started your venture and are pursuing your goals. Some things are working well, some aren't. You want to do everything you can to ensure your venture is successful. This session will:

- Guide you through a strategic roadmap for future success
- Teach you how to assess what's working well
- Empower you to make changes where necessary
- Give you strategic techniques that can be used now and in the future

2:30 pm - 3:30 pm

Working as a Woman in the Financial Industry – Sponsored by: Prudential

Stacey Gordon, Prudential Agent, Prudential

As women, it is has always been our responsibility to take care of our families and more and more, this means financially as well as emotionally. Our role in business, as well as the home, is continually increasing. And with the changing economic times, it is important to know and understand the financial options available to us. In this workshop, we'll explore the bias of gender and how that affects us financially, in addition to the generational differences in women's financial attitudes and behaviors.