7th Annual AscendNAAMBA Conference & Career Exposition

New York Hilton Midtown | New York City
September 9 – 10, 2016

Presenting Tomorrow’s Leaders Today!

EMPLOYERS
- Acquire Pan-Asian MBA/Graduate Talent
- Brand Your Company
- Advance Your Leaders

MBA/GRADUATE SCHOOLS
- Showcase Your MBA/Graduate Program Offerings
- Assist Your Students in Job Search by Connecting with Employers

STUDENTS & JOB SEEKERS
- Find a Job!
- Gain Invaluable Resume Tips
- Develop Your Talent
- Expand Your Network
- Find Mentors & Coaches
- Scholarship Opportunities

www.ascendleadership.org
**Thanks to our Partners**

**Silver**
- The Home Depot
- PNC

**Bronze**
- AlixPartners
- Transamerica Financial Advisors, Inc

**Corporate**
- AT&T
- CapitalOne
- Cohn & Reznick
- Comcast NBCUniversal
- DHG
- Deloitte
- EY
- HSBC
- Johnson & Johnson
- MERCK
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- S&P Global

**Government**
- CFPB
- Federal Housing Finance Agency
- FDIC

**Non-Profit**
- ETS

**Academic**
- David Eccles School of Business
- Johns Hopkins Carey Business School
- DiversityComm

**Media Partners**
- Thomson Reuters

**Supporting**
- Accenture
- MGM Resorts International
- Uber
Message from Ascend National President

Dear Conference Guests,

I am so excited to welcome you to the 7th Annual AscendNAAMBA Conference & Career Exposition, here in the Big Apple!

AscendNAAMBA is Ascend’s national non-profit organization for MBA/Graduate professionals and students. Our aim is to empower and advance Pan-Asian students, professionals and the community across the country and around the globe. Developing MBAs and students is a critical part of Ascend’s mission as a lifecycle organization and students are key in building future Pan-Asian leaders. This year’s highlights include the Career Exposition, Mentoring Breakfast, Employer Showcases, the Leadership Summit Presented by the Women’s Leadership Council (WLC) and the Benefit & Awards Dinner. In addition, we are proud to announce two invite only events: Corporate Executive Initiative (CEI) Leadership Summit and Multicultural Forum.

The AscendNAAMBA conference is all about you - our students! My ask for you is to make your time at the conference count! Boldly engage with senior executives and professionals, take in the career development advice from our mentors, connect with recruiters and let your own personal brand shine through! Network with other attendees – together you will build powerful networks. Our desire is for AscendNAAMBA to be that valuable resource for you to develop the leadership skills you need to succeed and continue to ascend in your careers.

Our Conference would not be possible without our Partners. Their continuing support of our efforts indicates their commitment to advancing diversity in the workplace. Please be sure to stop by their booth at the Career Exposition and thank them for their support. In addition, I want to thank our AscendNAAMBA Executive Committee (EC), the Women’s Leadership Council (WLC), the Ascend Board of Directors, our driven student and professional chapter leaders from across the country, dedicated volunteers and our National Headquarters staff.

I invite you to become an AscendNAAMBA member and join our journey. Also, get engaged on social media! Follow us on Instagram and Twitter, tag your photos with our hashtags –#NAAMBA2016 and #AscendLeadership – friend us on Facebook, and become a part of our growing and increasingly influential LinkedIn group.

I wish you the very best for a successful Conference!

Warmest regards,

Jeff Chin
National President, Ascend

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2017 Ascend National Convention
Greetings,

On behalf of the White House Initiative on Asian American and Pacific Islanders (WHIAAPI), I send my warmest welcome to this year’s attendees of the National Association of Asian MBAs (NAAMBA) Conference. I commend NAAMBA’s mission to support the professional development and career enhancement for Asian American and Pacific Islander MBA leaders.

In 2013, President Obama reauthorized WHIAAPI to improve the quality of life and opportunities for the AAPI community through increased access to and participation in federal programs, in which they remain underserved. The Initiative seeks to highlight both the tremendous unmet needs in AAPI communities as well as the dynamic assets that can be leveraged to meet those needs. With your involvement, we can work to promote the narratives of AAPIs in business and across the board.

I applaud NAAMBA’s commitment to enabling young professionals and MBAs to pursue their dreams and achieve new professional heights. I wish you a most sincere congratulations and continued success in the years to come.

Sincerely,

Doua Thor
WHIAAPI Executive Director
Make the Most of Your Time at the Conference


Find a Mentor. Find a Coach. Find Your Champion.


CHANCE TO WIN GREAT PRIZES!

LAS VEGAS GETAWAY!
2 night stay in a Bellagio Fountain View Suite, including VIP transportation upon arrival and departure to/from McCarran International Airport (LAS)
$400 Food & Beverage credit to be used at any Bellagio restaurant
Two tickets to “O” by Cirque Du Soleil

AUTOGRAPHED NEW YORK KNICKS MEMORABILIA!
Cleanthony Early jersey
Willis Reed basketball
Carmelo Anthony photo

Here are the ways to win:
1. Download the Convene app! Show the app at Badge Pick Up and you will get one 50/50 ticket.
2. Attend as many sessions at the conference as possible. We will be issuing 50/50 tickets upon session completion.
3. Four lucky winners will be drawn at the Benefit & Awards Dinner on Saturday, September 10. You MUST attend the conference and Dinner in order to receive the prizes.
About Ascend®

Ascend is the largest, non-profit Pan-Asian membership organization for business professionals in North America. Established in 2005, our network includes over 60,000 senior executives, professionals, and MBA/undergraduate students involved in 17 professional chapters and 34 student chapters*. As a career lifecycle organization, we offer robust leadership and professional development and networking programs designed to cultivate Pan-Asian talent by supporting our members in reaching their career potential and by supporting our corporate partners to develop a strong, diverse, and inclusive workforce to achieve business growth.

Objectives

- Connect Pan-Asian leaders across industries through a network of seasoned professionals and emerging leaders
- Enable young professionals and emerging leaders to pursue their dreams and achieve new professional heights
- Assist our partners and sponsors to achieve business growth through world-class diversity and inclusion practices

Value for Corporations

- Business growth through relationships and access to Ascend’s networks and Fortune 500 global executives
- Talent acquisition, talent development and retention utilizing Ascend’s networks and leadership programs
- Diversity enhancement through partnerships with Employee Resources Groups (ERGs) and utilization of Ascend’s programs, executive networks and best practices
- Recognition from community and workforce for proactive leadership in supporting Pan-Asians

Value for Professionals

- Further advancement opportunities through career-enhancing programs
- Leadership development opportunities through mentorship and access to sponsors
- Networking with senior executives and peers across industries
- Recognition from corporations and community for contributions and leadership

*Includes AscendNAAMBA chapters
In 2013, National Association of Asian MBAs (NAAMBA) joined the Ascend family and together both organizations are committed to the empowerment and advancement of Pan-Asian professionals and students, globally.

AscendNAAMBA provides Competent, Committed, Competitive, and Collaborative global MBA leaders to fulfill diverse talent pipelines.

Programs:
- **Women's Leadership Council (WLC)**
  The Women's Leadership Council (WLC) aspires to create opportunities for multicultural women leaders in order to propel them to new professional heights. The WLC hosts the Women’s Leadership Summit (WLS) at the AscendNAAMBA Conference each year.

- **AscendNAAMBA Conference and Career Exposition**
  The Annual AscendNAAMBA Conference and Career Exposition offers powerful professional development seminars, engaging networking sessions, and a diversity Career Exposition providing Pan-Asian MBA job seekers a unique opportunity to connect with recruiters from global companies across industries offering domestic and international career opportunities. For our partners, this signature AscendNAAMBA Conference provides unique branding, a top MBA talent acquisition platform, and professional development opportunities for their employees.

**Employer Connection**

**Job Board and Resume Database Powered by:**

**WorkplaceDiversity.com**

The Source For Diversity Talent

**For Employers and Recruiters:** One-stop shop to meet your diverse talent acquisition and branding objectives.

**For Job Seekers:** Gain visibility to employers across industries seeking diverse Pan-Asian MBA/graduate talent.
The Home Depot is proud to sponsor this year’s Tools for Success scholarship

As the world’s largest home improvement retailer, diversity is something we champion every day at The Home Depot.

We are proud to support the many people whose leadership is demonstrated by a passion for continuous improvement each day. If you’re ready to join a Fortune 50 company that believes in a diverse workforce, consider an opportunity with us.

APPLY TODAY!
work4homedepot.com/NAAMBA16

Search Home Depot Careers: 

The Home Depot is an Equal Opportunity/M/F/Vet/Disabled Employer. Available positions may vary by location. Bilingual candidates are encouraged to apply.
2016 AscendNAAMBA Scholarships
Sponsored by The Home Depot & PNC Financial Services Group, Inc.

Scholarship winners will be announced at the Benefit & Awards Dinner.

The Home Depot
Undergraduate & Graduate Scholarships

PNC Financial Services Group, Inc.
Undergraduate Scholarship

About CPE Credits
We are offering Continuing Professional Education (CPE) Credits for various sessions. You must attend a CPE eligible session during the conference and AscendNAAMBA will provide a CPE Certificate, which you will need to present to your credit sponsor. A completed post-conference survey for each eligible session attended is required to receive CPE Certificates. The surveys will be matched up with your attendance record. Surveys must be filled out by 9/30/16. CPE Certificates will be emailed to the email address you provided at registration. All CPE sessions are basic level.

CPE Credits Available
• Personal Development
you can share your values at work.

PNC is home to a culture of diversity and inclusion that helps create deeper relationships with our customers, coworkers and communities. Join us in celebrating the people who make us strong.

We invite you to visit us during the 7th Annual AscendNAAMBA Conference & Career Exposition in New York City.

To learn more, visit www.pnc.jobs
Get Connected with Convene

THE MOBILE APP FOR THE ASCENDNAAMBA CONFERENCE

We are excited to be featuring the Convene mobile app by Thomson Reuters, our Media Partner at the AscendNAAMBA Conference & Career Exposition. The easy-to-use app will include helpful event information, as well as information on the agenda and speakers. Available on iOS and Android smartphones and tablets, Convene provides you with a one-stop resource to get the most from the event.

You will receive an email containing your Convene username and temporary password. Once you have received these, visit any of the following stores to install the app to your mobile device.

Install Convene today to get the latest AscendNAAMBA Conference & Career Exposition information at your fingertips!
DAY ONE » FRIDAY, SEPTEMBER 9
2:00pm – 7:00pm  Registration  [2nd Floor East Promenade]
8:30am – 5:00pm  Corporate Executive Initiative (CEI) Leadership Summit (invite only)  [Murray Hill East]
1:00pm – 5:00pm  Ascend’s Multicultural Forum (invite only)  [Gibson]
5:00pm – 6:00pm  CEI & Multicultural Forum Private Reception (invite only)  [Murray Hill West]
6:00pm – 8:00pm  Conference Kick-Off Networking Reception  [Nassau Suite & South Corridor]

DAY TWO » SATURDAY, SEPTEMBER 10
7:00am – 2:00pm  Registration  [2nd Floor East Promenade]
7:30am – 9:30am  Mentoring Breakfast & Program  [Gramercy Suite]
11:00am – 4:00pm  Career Exposition  [Rhinelander Gallery North/Center]
11:30am – 1:30pm  Resume Coaching I  [Rhinelander Gallery North/Center]
12:45pm – 1:45pm  Breakout Session – Resume Optimization: A Practical Career-Enhancing Workshop  [Nassau West]
1:00pm – 3:00pm  Exhibitor Lunch  [Rhinelander Gallery North/Center]
2:00pm – 4:00pm  Resume Coaching II  [Rhinelander Gallery North/Center]
2:00pm – 3:00pm  Breakout Session – Graduate Students Preparing for International Careers  [Nassau West]
3:15pm – 4:15pm  Breakout Session – Secret of Life and Financial Success presented by Transamerica  [Nassau West]
5:00pm – 5:30pm  Networking Reception  [South Corridor]
5:30pm – 8:00pm  Benefit & Awards Dinner  [Gramercy Suite]

CPE: Personal Development

All CPE Sessions are basic level.
CORPORATE EXECUTIVE INITIATIVE (CEI) LEADERSHIP SUMMIT *(invite only)*
8:30am – 5:00pm | Murray Hill East

For this year’s leadership summit, our Ascend Corporate Executive Initiative (CEI) group is gathering senior Pan-Asian executives for an interactive session on The Path to the Board of Directors. Current Pan-Asian board directors and other subject matter experts will share what goes on inside the boardroom and give practical advice on becoming a prime candidate. In addition to sharing key drivers for a successful executive career, this leadership summit will further strengthen the Pan-Asian network of influential leaders.

ASCEND’S MULTICULTURAL FORUM *(invite only)*
1:00pm – 5:00pm | Gibson

Engage in rich dialogue and network among the industry’s top D&I leaders at Ascend’s Multicultural Forum. This event, which was a recommendation put forth at the February 2016 CDO Forum, will include Chief Diversity Officers along with members of Ascend’s alliance partners, such as Hispanic Association on Corporate Responsibility (HACR), Prospanica, Catalyst, National Black MBA Association (NBMBAA) and National Association of Black Accountants (NABA). Our goal is to create a platform that is inclusive across age, gender, and ethnicity, among other variables so that organizations get to know the culture of their employees better and to take our conversation to be inclusive of all with a more holistic point of view.

CONFERENCE KICK-OFF NETWORKING RECEPTION
6:00pm – 8:00pm | Nassau Suite & South Corridor

Join us as we kick-off our 7th Annual AscendNAAMBA Conference & Career Exposition at the New York Hilton Midtown Hotel. Partake in robust conversations and network with fellow conference attendees!
DAY TWO » SATURDAY, SEPTEMBER 10

Mentoring Breakfast

Marketing: The Power of Emotional Connections with Consumers  
CPE: Personal Development

7:30am – 9:30am | Gramercy Suite

ARTURO NUNEZ  
KEYNOTE SPEAKER & MENTOR
Head of Marketing, Latin America, Apple

Arturo is the Head of Marketing for Latin America for Apple. He is responsible for Marketing Communications, Corporate Communications, Product Marketing, Education Content, Enterprise Marketing and Developer Relations across all 38 countries in Latin America and the Caribbean with special focus on Brasil, Mexico, Colombia, and Chile. Arturo joined Apple in October of 2014. Arturo has previously held senior level marketing positions at Nike, The NBA, Diageo, Colgate Palmolive, and Johnson and Johnson. A native of Harlem, New York and son of Venezuelan and Cuban parents, Nunez attended Florida A&M University, where he studied Business Administration and Economics. He is fluent in English, Spanish and Portuguese and resides in Pinecrest, Florida. In his spare time, Arturo collects art, DJ’s and is a member of a number of groups with the mission of helping others realize their dreams. These include Summit Series, Conversations in The Park and the New Fania Collective.

JANELLE AAKER  
MODERATOR & MENTOR
Director, Talent Acquisition, lululemon athletica

Janelle Aaker is the Director of Talent Acquisition at lululemon athletica where she has responsibility for leading and developing a team of world-class recruiters. Prior to joining lululemon in 2015, Janelle spent 9 years at Nike, Inc. where she held various roles in HR, including Talent Acquisition, Talent Development, HR Operations and HR Generalist. She also spent 3 years working in Global Sales and Brand Marketing. A passionate advocate for diversity, Janelle held numerous leadership roles in Nike’s employee resource groups including the Asia Pacific Network and the Native American Network. She is currently on the Board of Directors for AscendNAAMBA and is on AscendNAAMBA’s Women’s Leadership Council.

BARTHOLOMEW JAE (B. JAE)  
MASTER OF CEREMONIES & MENTOR
Senior Manager, Accenture Strategy

Bartholomew has over 22 years of professional experience working with organizations to enable their business performance and employee engagement through talent development. He is currently a Senior Manager at Accenture Strategy. Bartholomew’s career includes leadership positions at PwC, Acadient Inc., and Scudder Kemper Investments. He is also the current President of Ascend New England and a proud father of two toddlers.
DAY TWO » Saturday, September 10

MENTORS

Fireside Chat will be followed by group mentoring where our seasoned professionals will mentor students and young professionals on a chosen topic.

YOGENSHA BAHAL
Managing Director, AlixPartners

Yogesh Bahl is a Managing Director at AlixPartners LLP, a leading global business advisory firm specializing in high impact situations. Yogesh is an advisor to executives implementing significant change in their organizations; he focuses on providing operations improvement, investigation, and litigation services. Yogesh dedicates personal time to support women’s and children’s rights. He is a board member of the New York Asian Women’s Center, an organization empowering women and children survivors of domestic violence, human trafficking, and sexual assault to govern their own lives. Yogesh holds an MBA in Finance/Statistics and a BS in Accounting/International Business from NYU’s Stern School of Business.

GUOXING CHAI
Global Head of Business Analytics, HSBC

Guoxing manages a team of analytical professionals across the globe, specialized in mining data and creating insights for consumer banking products through advanced analytics, ranging from customer targeting, spend behavior analyses, life-cycle management, and product pricing. The team operates from worldwide geographies, including off-shore centers in India and China. Before joining HSBC, Guoxing had numerous leadership roles in GE Capital, including Chief Credit Officer, GE Capital Bank, Poland and Chief Operating Officer, GE Specialty Commercial Insurance in USA. Guoxing is a board member of Midwest Ascend.

STEVEN M. PAE
Senior Vice President and Chief Information and Operations Officer, CIT Group

Steven M. Pae is Senior Vice President and Chief Information and Operations Officer, Business Capital Technology. In this role, Steven leads technology and operations for the capital businesses across CIT including Capital Finance, Commercial Services, Direct Capital, Equipment Finance, and Lender Finance. This includes technology and operations strategic direction, service delivery and overall alignment of technology and operations services with business unit goals and objectives. Steven joined CIT in 2013. Prior roles include technology and product development at Goldman Sachs, Morgan Stanley and Bank of America. Steven serves as a National Board member of Ascend.

ARUN RAJAPPA
Senior Director, Audit, Capital One

Arun Rajappa joined Capital One’s Internal Audit Department in 2011. As part of the Technology Audit practice, Mr. Rajappa has led the Commercial, Card, and Financial Services audit portfolios. Mr. Rajappa is currently leading the department’s efforts related to reimagining the future of the internal audit profession. Prior to joining Capital One, Mr. Rajappa spent ten years at KPMG where he was a Director in the IT Advisory practice. In addition to his client service responsibilities, he served as a National Coordinator and drove methodology and practice enhancements across the firm. Mr. Rajappa holds a Bachelor’s and Master’s degree from the University of Maryland and is a Certified Information Systems Auditor.

JIM TIETJEN
Executive Vice President & Chief Auditor, Capital One

Mr. Tietjen has over thirty years of banking experience and a successful record of integrating the discipline and practice of audit and risk management into the corporate leadership agenda and organizational culture. As Chief Auditor at Capital One, he is responsible for establishing and developing Capital One’s audit and security strategies and ensuring that the company maintains a sound control and compliance environment. Prior to joining Capital One, Mr. Tietjen served as Principal at Deloitte & Touche. Mr. Tietjen received his BA and MBA at The University of Toledo. He attended the Wharton Executive Education Program and holds professional designations as a CBA, CISA and CIA. Mr. Tietjen is a member of the Bank Administration Institute, ISACA, and the IIA. He serves as a board member of the Heart of America Foundation.
DAY TWO ★ SATURDAY, SEPTEMBER 10

MENTORS

OURAPHONE SIRIOUTHAY WILLIS
Director of Global Diversity and Military Recruiting, Talent Acquisition, United-Health Group (UHG)

Ouraphone SiriOuthay Willis joined UnitedHealth Group in September 2008 as the Director of Diversity Recruiting. She is responsible for developing and leading the global diversity and transitioning military and veteran talent acquisition and sourcing strategy for the corporation. In addition, she is a member of the Diversity and Inclusion Council, a group comprised of leaders throughout the organization that provides overall guidance, feedback and direction on the corporation’s diversity efforts. She has been featured as a thought leader in the May/June 2009 and 2014 issues of Diversity Journal and in the 2013-14 issue of Equal Opportunity Magazine. She has also been recognized by the MN Twins and Beyond the Yellow Ribbon organizations for her work in helping UnitedHealth Group become a more military-and-veteran-friendly company. Ouraphone graduated with a B.A. in Journalism from the University of Minnesota, with an emphasis in public relations. She serves on the Executive Committee of AscendNAAMBA and on the Advisory Board of its Women’s Leadership Council (WLC).

VANCE YOUNG
Senior Manager Client Support, Americas, HSBC

Vance is a Senior Manager of IT Client Support and Delivery at HSBC where he has established a strong reputation for building relationships across businesses and functions. Vance joined HSBC in 1997 as a desktop support analyst and in 2006 was promoted to manager of his team. In 2012, Vance was promoted to Senior Manager and Regional Support and Delivery Manager for the Americas. Vance has also been an active leader in HSBC’s Diversity & Inclusion as well as Corporate Sustainability programs. He held various positions in the Asian & Pacific Islander Committee (APIC) ERG since 2006 and has led the NYC Chapter as Chair since 2014.
“Be yourself; everyone else is already taken.” - Oscar Wilde

Trying too hard to be some polished version of the “perfect professional”? Overthinking your “professional brand”? Stressed at work trying to keep up a persona that doesn’t feel like the real you? Caught up in expectations and pressure from your family, your peers, your industry, and your own anxiety-producing sense of accomplishment?

During this year’s Women’s Leadership Summit, we will hear perspectives from powerful, accomplished multicultural women in the corporate world who have successfully found an authentic and unique voice that has propelled them into high levels of leadership. This search for voice and inner power involves tapping into an unshakable confidence, a high level of comfort with one’s whole self in all its glory and human flaws, a level of comfort with creativity, risk-taking, and making mistakes, and connecting with one’s sense of personal purpose. Panelists will explore the role of relaxation, fun, self-expression, authentic relationships, purpose, trust, and effortlessness in their professional journeys.

Panel sub-topics will include self-awareness, how family and cultural conditioning impacted their search for self-empowerment and voice, and maintaining authenticity while navigating complex organizational politics.

ANNA MOK REMARKS
Partner, Deloitte & Touche LLP; Executive Vice President, Ascend

Anna Mok is currently the leader for China & Southeast Asia for Deloitte & Touche LLP which includes the audit and advisory businesses. In addition, she is the financial services leader for the Strategic Risk practice and serves as a global client leader. She was previously the National Managing Partner, Clients & Client Excellence and the National Regions Leader. During her 25+ year career at Deloitte, she has served some of its largest and most prestigious clients in various industries. Anna has received numerous awards and recognitions including The Most Influential Women Award and the Minority Business Leader Award, and is an active community leader that focuses on education, economic access, gender and race equality and international business. Anna also serves on numerous non-profit boards and is a founder of Ascend Pinnacle (The Pan-Asian Corporate Board Initiative) and the Women of Ascend.

GLORIA S. CHAN MODERATOR
Best-selling Author, Speaker, Coach; Senior Vice President, CoachDiversity Institute

Gloria S. Chan, JD, PCC is a leadership and diversity expert and award-winning author of Colorful Leadership: How Women of Color Transform Our World. She is an ICF-certified leadership coach and consultant for social visionaries, executives, and change-makers. She is also Senior Vice President of CoachDiversity Institute, the only institute whose mission it is to empower diverse communities through coaching. Prior to becoming a leadership coach, Gloria spent seven years in Asian American and Pacific Islander national politics and held various executive positions in government and nonprofit sectors. Gloria received academic degrees from Harvard Law School and Swarthmore College.

HETAL JOSHI PANELIST
Vice President, Private Client Group Team Leader, PNC Bank, N.C.

Hetal Joshi is Private Client Group Team Leader, VP for PNC Bank, N.A. She is actively connected to the community as Director of Community Development for Asian American Employee Business Resource Group in New Jersey Chapter for PNC Bank. Hetal serves on the Advisory Board for Dedicated Indians of America - a Non-Profit organization focused on educating underprivileged children. She holds Bachelors in Computer Engineering and MBA Degrees from Sardar Patel University in India. She resides in Montville, NJ with her 2 young children, husband and caring parents.
DAY TWO » Saturday, September 10

JAY SUKUMARAN PANELIST
Director, Talent Management, AlixPartners

Jay is the Director of Talent Management for the Leadership & Organizational Effectiveness practice in AlixPartners with responsibility for the Talent lifecycle for the LOE community. Jay is part of the LOE Senior Leadership Team and also a member of the AlixPartners Diversity Council – Talent community. Prior to AlixPartners, Jay was a Talent Leader in Deloitte Global with Talent responsibilities for a 700 member team in the global organization. She was the Deloitte Lean-In location Talent lead for Princeton, NJ. Jay has an undergraduate Law degree from the University of Mumbai and a Masters in Human Resource Management from Rutgers University.

CELESTE WARREN PANELIST
Vice President, HR and Chief Diversity Officer, Merck

Celeste Warren is Vice President, Human Resources & Global Diversity and Inclusion Center of Excellence. In this dual role, Celeste has responsibility for the strategic and operational Human Resources support of Merck’s Global Legal, Compliance and Policy, Communications and Population Health (PCPH) Organizations. As the leader for Merck’s Global Diversity and Inclusion Center of Excellence, she is responsible for working with Merck’s global leaders to advance and embed diversity management as a strategic approach to maximize business performance and create a competitive advantage. Ms. Warren joined Merck in 1997 and has held numerous positions of increasing responsibility within its Human Resources organization.

History of WLC

The NAAMBA WLC hosts the Women’s Leadership Summit (WLS) at the Annual Conference.

2011 - New York
WLC Launched
1st Annual WLS
Breakout: Thrive in Your Career: Bring Your Whole Self to Work
Breakout: Developing Multicultural Women

2012 - California
2nd Annual WLS
Leadership Luncheon: Developing Tomorrow’s Multicultural Women Leaders Today: Opportunities & Challenges
Sponsored by Home Depot
Breakout: Women in Business: Importance of Personal Branding

2014 - Boston
3rd Annual WLS
Breakout: Securing Your Seat at the Table
Breakout: Work/Life Balance - Mission or Myth?
Leadership Luncheon: Women Leading Change
Sponsored by Home Depot and Bank of America

2015 - Washington D.C.
4th Annual WLS
Plenary: Career Storytelling: A Conversation with Industry Leaders, Career Development Staff & Students in Partnership with The Johns Hopkins Carey Business School
### CareerExposition

11:00am – 4:00pm | Rhinelander Gallery North/Center

#### Booth Listing

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<tr>
<th>Booth</th>
<th>Organization</th>
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<tbody>
<tr>
<td>101</td>
<td>AlixPartners</td>
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<td>303</td>
<td>AT&amp;T</td>
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<td>503</td>
<td>Capital One</td>
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<td>CohnReznick</td>
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<td>401</td>
<td>Consumer Financial Protection Bureau (CFPB)</td>
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<td>404</td>
<td>David Eccles School of Business, University of Utah*</td>
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<td>Deloitte</td>
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<td>Dixon Hughes Goodman (DHG)</td>
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<td>402</td>
<td>Educational Testing Service (ETS)</td>
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<td>304</td>
<td>Federal Deposit Insurance Corporation (FDIC)</td>
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<td>201</td>
<td>Federal Housing Finance Agency</td>
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<td>202</td>
<td>Gloria S. Chan, Career &amp; Leadership Coaching*</td>
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<td>HSBC Bank USA, N.A.</td>
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<td>Johns Hopkins University Carey Business School*</td>
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* not recruiting
** booth # available on-site
DAY TWO ✅ SATURDAY, SEPTEMBER 10

CAREER EXPOSITION
11:00am – 4:00pm | Rhinelander Gallery North/Center
Booth Map

| Escalators | 202 | 201 | 200 | 101 | 100 |
| 203       | 303 | 302 | 301 | 300 |
| 304       | 403 | 402 | 401 | 400 |
| 404       | 503 | 502 | 501 | 500 |
| Resume Coaching | | | | |
| Interview Area | | | | |
Resume Coaching

Resume Coaching takes place parallel to the Career Exposition, offering a valuable opportunity for job seekers to have their resumes reviewed by resume coaches who provide constructive tips for improving one’s resume for optimal results.

11:30am – 1:30pm | Rhinelander Gallery North/Center

**Resume Coaches**
- Saguna Anderson  Recruiting Manager, Capital One
- Patrick Holton  Director, Employer Relations, St. John’s University, Peter J. Tobin College of Business
- Paul Rollison  Assistant Director, Lerner College Career Services, University of Delaware

2:00pm – 4:00pm | Rhinelander Gallery North/Center

**Resume Coaches**
- Fred Burke  Director, Graduate Career Management Center, The Zicklin School of Business, Baruch College
- Frank D. Gomez  Office of the Chief Administrative Officer, Educational Testing Service (ETS)
- John Hyde  Dean, Career Services & Alumni Relations, New York Institute of Technology (NYIT)

Breakout Session

**Resume Optimization: A Practical Career-Enhancing Workshop**
12:45pm – 1:45pm | Nassau West

Join Frank Gómez for a one-hour interactive workshop on how to develop a winning résumé which will include resume tips on: how to get your résumé read and noticed, the use of key words to get attention, the best format to use, what to include and exclude, optimal resume length and how to land an interview! Frank will bring copies of his and other articles on Résumé Optimization which will help participants now and for the long term. Participants will also be able to email him with questions about their documents and job search.

FRANK D. GOMEZ
Office of the Chief Administrative Officer, Educational Testing Service (ETS)

A retired Foreign Service Officer, he served in Colombia, Costa Rica, Washington, Mali and Haiti, ending up as Deputy Assistant Secretary of State for Public Affairs. He joined a Fortune 50 company in New York City. In 2005, he joined Educational Testing Service as Executive Director of Corporate Communications. He was a founder of the National Association of Hispanic Journalists and the National Hispanic Leadership Agenda. He holds degrees from the University of Washington and George Washington University and certificates from the Woodrow Wilson School of Public and International Affairs, New York University and Kellogg Graduate School of Management.
Welcome to the 7th Annual AscendNAAMBA Conference & Career Exposition! We hope that your experience throughout the entire conference is a rewarding one. As you await your chance to meet with a resume coach, please review this document for tips on optimizing your resume. This information will also help you manage your time with the coach more efficiently.

1. **Showcase your value proposition**
   Why are you the best candidate for this job? What makes you stand out? Why should the company hire you and not someone else? These are the questions that you should be ready to answer not only during the interview, but should also be able to showcase in your resume. Quantify your accomplishments not just in words but also in numbers to showcase your value proposition and what you bring to the table.

2. **Include critical keywords & improve your resume’s "skimmability"**
   Hiring managers search for resumes using keywords pertaining to the job description. Be sure to read the job description closely and incorporate keywords from it into your resume. It will not only increase the probability of your resume popping up in their candidate searches but will also increase hiring managers’ ability to peruse through your resume at a faster pace!

3. **Show the competition**
   Congratulations on the accolades and the awards you have won in your academic/work life, or perhaps in sports! Now let’s put them to work for you. If you decide to include these in your resume, be sure to also mention the competition. For example, if you won a sports medal, mention how many athletes you were competing amongst.

4. **Be authentic!**
   During an interview you should be able to “live up to” every accomplishment you note in the resume. Write your resume with the expectation that you will be called for an interview and will be asked to further elaborate upon your noted accomplishments. That way you will present the information accurately and truthfully.

5. **Don’t forget a customized cover letter**
   This tip also answers a question you may have “Do I need a cover letter?” The answer is, “yes!” A cover letter is a great way to tell your full story. Studies have found that hiring managers spend six seconds perusing through a resume. This has implications for you as a job seeker – make your resume concise and use the cover letter to provide additional details. And, be sure to customize the cover letter to the company and the job description, it shows you care about the job you are applying for and have done your research.

Source: www.forbes.com, Ascend
Day Two ➤ Saturday, September 10

Breakout Sessions

Graduate Students Preparing for International Careers
2:00pm – 3:00pm | Nassau West

For graduate students and young professionals interested in an international career at the United Nations or other international organizations, former UN Senior staff member Marcia Brewster will lead a discussion on ways to prepare for such a career. She will provide concrete information on how to apply for internships and different career path opportunities including required credentials. She will provide insights from her own career on what skills are most valued and needed. The discussion will be open and wide-ranging.

Marcia M. Brewster
Former Senior Officer, Water Resources, United Nations (UN)

Marcia M. Brewster served as Senior Officer for water resources in the Sustainable Development Division at the UN in New York and the regional office for Asia and the Pacific in Bangkok, Thailand. She was Focal Point for the International Water Decade (2005-2015), covered the water agenda for the Commission on Sustainable Development, and was Manager of the Interagency Task Force on Gender and Water. She currently consults for Nautilus International Development Consulting, and recently completed assignments with the World Water Council on the Water and Green Growth Project and the City of Kingston NY on waterfront revitalization. She has an M.S. from Georgetown University and spent 13 years living and working in Asia.

Secret of Life and Financial Success presented by Transamerica
3:15pm – 4:15pm | Nassau West

Don’t you wish there was an easy formula to financial success? In an ever-changing competitive world, what used to be the ticket to the corner office and that bigger raise is no longer enough for job security. Likewise, having a perfect GPA of 4.0 or years of management experience no longer cut it. In this breakout session, serial entrepreneur and wealth builder Suzanna Lam will lay out a step by step process that anyone can follow to obtain financial success.

Suzanna Lam
Serial Entrepreneur, Author, Franchise Owner, Transamerica Corporation

Suzanna Lam, CPA, believes in helping people to empower themselves by taking control of their lives and being an independent thinker and doer. As a serial entrepreneur, she has a proven track record in real estate investment and creative real estate financing deals. Suzanna loves to coach and mentor young professionals on topics such as leadership and wealth building. She is an author of a book entitled “Millionaire Baby: Cracking the Wealth Code”, available on Amazon.
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EY is a proud supporter of the 7th Annual Ascend NAAMBA Conference & Career Exposition.

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DAY TWO  »  SATURDAY, SEPTEMBER 10

NETWORKING RECEPTION
5:00pm – 5:30pm | South Corridor
Open to all conference attendees!

BENEFIT & AWARDS DINNER
Find Your Winning Streak!
5:30pm – 8:00pm | Gramercy Suite
Join us at our coveted Benefit & Awards Dinner as we celebrate leadership and honor exceptional talent.

MICHELLE YU  MASTER OF CEREMONIES
Sportscaster, SNY
Michelle Yu is an Emmy Award winning sports anchor at SNY, TV home of the New York Mets. She joined the network in 2009 as an anchor/reporter and prior to joining SNY, Michelle was a sports reporter at NY1 News. Michelle began her sports journalism career in print, writing for Gannett Newspaper’s The Journal News and Sports Illustrated For Kids magazine. In 2003, Michelle made the transition from print to television when she joined College Sports Television. She has also spent time as a sports reporter on Time Warner Cable’s ‘Sportstime’ show in New Jersey. A Bronx native, Michelle co-authored her first novel, China Dolls, in 2007, and her second novel, Young, Restless and Broke, was published in 2009. Michelle graduated from Manhattan College with a degree in communications and currently lives in Manhattan.

JEFF CHIN  WELCOME REMARKS
National President, Ascend
Jeff is the founder and the inaugural president of Ascend, the premier non-profit organization dedicated to enhancing the presence, influence and visibility of current and future Pan-Asian business leaders. Founded in 2005, Ascend has rapidly grown to become the largest, non-profit Pan-Asian membership organization for business professionals in North America. Jeff is also a retired partner of EY having served nearly 30 years with the firm. He founded EY’s Asian American affinity network, EY/ASIA. Jeff holds a BSc degree from Pennsylvania State University and an MBA from St. John’s University. He is a CPA and a member of the American Institute of CPAs and currently serves on the AICPA’s Commission on Diversity and Inclusion.

FRED KATAYAMA  FIRESIDE CHAT CO-MODERATOR
Anchor, Reporter, Producer, Thomson Reuters New York
Fred Katayama is an anchor, reporter and producer at Reuters in New York. In his multimedia career, he has worked as an anchor or correspondent at CNN, NHK, KIRO-TV, Fortune magazine and the Associated Press. Leaders and newsmakers he has interviewed include Henry Kissinger, Bill Gates, Lee Kuan Yew, Fidel Ramos and LeBron James. The Columbia University alumnus has won multiple reporting awards and the newsroom leadership award from the Asian American Journalists Association as well as the Overseas Press Club and the National Cable Center; among others. Katayama was a founding board member of the U.S.-Japan Council. He currently sits on the Japan Society board and facilitates AAJA’s Executive Leadership Program.

LILY TANG  FIRESIDE CHAT CO-MODERATOR
Co-founder, The Everest Project; Board Member, Ascend; Executive Committee Member, AscendNAAMBA; Executive Sponsor, Women’s Leadership Council (WLC)
Lily Tang is recognized for her work in transformational leadership and strategic innovation. She is a certified executive and systems coach having worked for over 15 years in the areas of executive leadership, diversity and inclusion with client organizations at the highest levels. She is a lead author of the report “Women Redefining Corporate America,” published in 2016 and Co-founder of The Everest Project, a non-profit initiative. She is the former CEO of an international company and led a Wholly Foreign Owned Enterprise operating in China. She was also an associate professor, business journalist, and has led global organizational development engagements for companies across six continents. Lily is the founding Chair of the National Association of Asian MBAs and sits on the National Board of Directors of Ascend. She holds a doctorate in developmental psychology and an MBA in organizational development.
CHRIS PARK  FIRESIDE CHAT MARQUEE Speaker; Recipient of 2016 ASCENDNAAMBA Trailblazer Award
Senior Vice President, Growth, Strategy & International, Major League Baseball (MLB)

Chris Park is Senior Vice President, Growth, Strategy & International for Major League Baseball. He manages international business operations for MLB, as well as strategic planning and research pertaining to MLB’s key business initiatives. Chris has worked for Facebook and McKinsey & Co., and clerked for Judge Stephen F. Williams on the U.S. Court of Appeals for the D.C. Circuit. He is a magna cum laude graduate of Harvard College and Harvard Law School. Chris lives in New York City and serves on the Board of Directors for the Family Caregiver Alliance.

TARIQ KHAN  Speaker
Chief Executive Officer, Global Diversity Marketing; Board Member, Ascend; Executive Committee Member, AscendNAAMBA

Tariq Khan is founder and Chief Executive Officer of Global Diversity Marketing, a New York based management consulting firm focused on executive consulting in marketing strategy, diversity and social media. His client list includes major Fortune companies. Tariq has had a distinguished twenty-year career, mostly working at global Fortune companies including MetLife, Nationwide, and ING. He has held several senior management roles with major Fortune companies. Tariq serves on the Board of Directors for leading organizations including Asian & Pacific Islander American Scholarship Fund (APIASF), Asian Pacific Institute for Congressional Studies and Ascend, and is a Board of Trustee for Stratford University. Tariq is also an adjunct professor of marketing and public relations at New York University.

Employer of Choice for High-Achieving Pan-Asian Millennials Award
presented by AscendNAAMBA in Partnership with The National Society of High School Scholars (NSHSS)

The Employer of Choice Award for High-Achieving, Pan-Asian Millennials recognizes AscendNAAMBA partners specifically identified by NSHSS Pan-Asian members as their top employer of choice which is based on NSHSS's annual career survey findings. In NSHSS’s 9th Annual Career Survey, more than 13,000 high-achieving scholars (12% Pan-Asian), ages 15 to 32, share their opinions and attitudes in the areas of employment preferences, career planning, educational goals and life choices. To learn more, visit: www.nshss.org.

Presenting the Award on Behalf of NSHSS:
GABRIELLE NICOLINI  Director of Members Services, NSHSS

Acknowledgements

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- Networking with senior executives and peers across industries
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I pledge to become a member of AscendNAAMBA (National Association of Asian MBAs) and to support the larger Pan-Asian community.

☐ PROFESSIONAL    ☐ STUDENT

Name: _______________________________________________________________

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The AscendNAAMBA team will be in touch after the conference to complete your membership.

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