



The LAGRANT Foundation
VOL. 24 | JUNE 2023



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WORTH

**The Ethnographic Marketing,
Communications & Content Company**

we unlock the business value and cultural impact of
historically underestimated communities

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MISSION STATEMENT

The LAGRANT Foundation is a nonprofit 501 (c)(3) organization whose mission is to increase the number of ethnic minorities in the fields of advertising, marketing, and public relations by providing scholarships, career & professional development workshops, mentors, and internships/jobs to African American, American Indian/Native American, Asian American/Pacific Islander and Hispanic/Latino undergraduate and graduate students. Our goal is to open the proverbial “door” for minorities by providing the necessary resources and tools not commonly available to many minorities entering the fields of advertising, marketing, and public relations.

BCW is proud to support The LAGRANT Foundation
in its mission to increase diversity in the fields of
advertising, marketing and public relations.

*Congratulations on your
25th anniversary!*

Congratulations to The LAGRANT Foundation

for 25 years of opening doors for a more
racially diverse advertising, marketing,
and public relations industry.

*WE is committed to diversity, equity
and inclusion, and creating a culture
where everyone belongs.*



The LAGRANT Foundation



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CHAIRMAN & CEO MESSAGE



Kim L. Hunter
Chairman & CEO
The LAGRANT Foundation

Over the past two decades, TLF has awarded approximately \$3 million and 841 scholarships to undergraduate and graduate students.

In honor of our 25th anniversary, TLF awarded 86 scholarship recipients a total of \$250,000. Eighty-Six scholarship recipients were recognized in New York City, NY, Portland, Oregon & Minneapolis, MN awarding \$2,500 scholarships to 58 undergraduate students and \$3,500 to 28 graduate students.

We celebrate 25 years of impact on the lives of ethnic minority students pursuing degrees in the fields of advertising, marketing and public relations. We value the dedicated individuals who have made it all possible.

I would like to express my sincere gratitude to the members of our 2023 Host Committee, whose invaluable contributions made this celebration possible. In New York City, I extend my deepest thanks to Juli Huston-Rough, Executive Director of Social Impact Communications at General Motors, for serving as the Chair. I would also like to acknowledge Chris Foster, CEO of Omnicom Public Relations Group, who graciously took on the role of this year's Host Committee Co-Chair.

In Portland, I would like to extend my appreciation to KeJuan Wilkins, Executive Vice President and CCO at Nike, for serving as the Host Committee Chair. Additionally, I would like to express my gratitude to Kathryn Addo, Managing Director at Nike, Wieden + Kennedy, for her invaluable support as the Co-Chair.

Lastly, in Minneapolis, I am thankful to Torod Neptune, SVP of Corporate Marketing, Brand & CCO at Medtronic, for his role as the Chair. I would also like to thank Gail Heimann, CEO of Weber Shandwick, for serving as the Co-Chair.

I also want to express my gratitude and say thank you to our devoted board members. Over the course of the past 25 years, the board's dedication has remained unwavering and true. I would especially like to recognize IW Group Chairman & Chief Connectivity Officer Bill Imada, who has served on TLF's board of directors since its inception in 1998. The incredible support from our board members and generous donors is never lost on me and I thank each of you for your role in the important work we do.

The past 25 years of impact have proven to me that TLF is so much more than a check issued in support of tuition. We build lasting bonds and relationships that have proven priceless to the TLF Alumni Network. I'm reminded of Jessica Shih who received a scholarship in 1999 as an undergraduate student majoring in communications at UCLA. Nearly 25 years later and I'm proud to call Jessica a protégé whose success has embodied TLF's mission in every way. She is just one such example of the lasting impact TLF has had on hundreds of lives.

Congratulations to this year's scholarship recipients. I'm confident each of you will uphold The LAGRANT Foundation's mission in your various careers within our beloved industry. I invite you to take full advantage of the resources TLF offers. The aforementioned individuals are all members of the TLF network who have been passionate about supporting students like you for the past 20 years and certainly for at least 20 more years to come.

The LAGRANT Foundation
 Would like to thank the following donors
 for their generous contributions of \$10,000 or more

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Mike Doyle
President & CEO
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AJ Jones II
Executive Vice President & Chief
Communications Officer of Public Affairs
Starbucks Coffee Company



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SVP Corporate Marketing and
Global Communications
Chief Communications Officer
Medtronic



Jim Weiss
Founder & Chairman
Real Chemistry



KeJuan Wilkins
Executive Vice President
Chief Communications Officer
Nike, Inc.

BOARD MEMBER SPECIAL REMARKS



Bill Imada
Chairman &
Chief Connectivity Officer
IW Group
American Advertising Federation
Hall of Fame

It has been an absolute privilege for me, Bill Imada, to serve The LAGRANT Foundation since its inception in 1998. Over the past two decades, I have had the incredible opportunity to dedicate my time and efforts to empower and support diverse talent in the communications and marketing industries.

As the Chief Connectivity Officer at IW Group, a leading multicultural communications agency, I have always been a staunch advocate for diversity and inclusion in the workplace. The LAGRANT Foundation's mission perfectly aligns with my personal and professional values, and I am honored to have been a part of its journey.

Throughout my involvement with The LAGRANT Foundation, I have actively engaged in mentoring, scholarship programs, and career development initiatives. It has been truly rewarding to offer guidance, mentorship, and access to industry networks to aspiring professionals. Witnessing their growth and success has been the greatest reward for me.

I firmly believe that diversity drives innovation and creativity in any industry. By serving The LAGRANT Foundation, I have been able to contribute to the advancement of diversity in the advertising, marketing, and public relations fields. It is my conviction that everyone deserves an equal opportunity to succeed, regardless of their background. Through the foundation, I have been able to make a tangible impact in creating a more inclusive and equitable industry landscape.

Looking back on the accomplishments of TLF and the countless lives it has touched, I am filled with gratitude. I am grateful for the opportunity to serve and be a part of an organization that shares my commitment to empowering diverse talent. Together, we have made significant strides in shaping the future of the industry.

As I conclude my journey with The LAGRANT Foundation, I am excited about the endless possibilities that lie ahead. I am confident that our collective efforts will continue to drive positive change and create a more inclusive environment for aspiring professionals.

I cherish the privilege of serving TLF since its inception in 1998. My involvement reflects my unwavering dedication to diversity, inclusion, and empowerment. I am immensely grateful for the opportunity to contribute to the foundation's success and look forward to the continued growth and impact we will achieve together.



IW Group congratulates

The LAGRANT Foundation Scholarship Recipients

**Your commitment and talents light
the way for our industry's future.**



*IW Group is an award-winning multidisciplinary
advertising and PR agency that creates authentic
brand experiences powered by cultural insights.*

COVER STORY

The LAGRANT Foundation (TLF) celebrated a momentous occasion as it marked its 25th Anniversary by announcing the recipients of its 2023 Scholarship Program. In a remarkable display of support and commitment, TLF granted a total of \$250,000 in scholarships to 86 college and university students from diverse ethnic backgrounds across the nation.

Among the recipients, 28 graduate students were honored with scholarships worth \$3,500 each, while 58 undergraduate students received scholarships valued at \$2,500 each. In recognition of their exceptional achievements, four undergraduate students were awarded an additional \$500 each for achieving a perfect score of 110/110 points.

To commemorate this special milestone, TLF hosted three scholarship programs in different cities. In New York, NY, the event was chaired by Juli Huston-Rough, the Executive Director of Social Impact Communications at General Motors, and co-chaired by Chris Foster, the Chief Executive Officer of Omnicom Public Relations Group. Beth Roden, the Senior Vice President & Head of Communications at Bayer US and Head of Communications Consumer Health North America, served as the dinner host.

In Portland, the event was chaired by KeJuan Wilkins, Executive Vice President, Chief Communications Officer at Nike, with co-chair Kathryn Addo, the Managing Director-Nike, Wieden + Kennedy.

In Minneapolis, Torod Neptune, the Senior Vice President of Corporate Marketing, Brand & Chief Communications Officer at Medtronic, served as the host committee chair, alongside co-chair Gail Heimann, the Chief Executive Officer of Weber Shandwick. The keynote speaker for the event was Geoff Martha, the Chairman and Chief Executive Officer of Medtronic. Additionally, Jennifer Smoter, the Senior Vice President & Chief Communications Officer at UnitedHealth Group, served as the dinner host.

The 25th Anniversary of the TLF Scholarship Program was a remarkable milestone, reflecting the foundation's enduring dedication to empowering diverse students in Communications. Beyond providing crucial financial support, these scholarships celebrated the exceptional achievements and potential of these talented individuals. TLF remains steadfast in its mission to promote diversity and inclusivity in the communications and marketing industries, with these celebrations and scholarship opportunities as a testament to their ongoing commitment.

Career & Professional Development Workshop

Real Talk



Soon Mee Kim and the panelists from Real Talk Career and Professional Development.



2023 TLF Scholarship Recipient Jade Holiday connecting with Juwan Thompson.



Board Member Soon Mee Kim and Chairman & CEO Kim L. Hunter share a laugh after the event.



Board Members Soon Mee Kim and Mike Doyle with the panelists from Real Talk.



PREP SCHOOL

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Fellowship Program



Dedicated to changing the face of PR.

Learn more about Golin and our commitment to recruiting and retaining diverse leaders.

golin.com/careers

GOLIN Together, we create change that matters. **13**

2023 TLF Professional Internship Placements



Ashton Akinrimisi - Bowie State University
Verizon Adfellows 7.0 - Adfellow



Emmaunel Flores - DePaul University
Padilla/Weber Shandwick - Twin Cities PR
BIPOC Career Explorer Program



Bailee Ojogho - Loyola Marymount University
Bayer US - Communications Professional Intern



Gift Bonat - Biola University
LAGRANT - Intern



Brendon Brown - University of Hartford
WE Communications - Microsoft Global Strategy
& Campaigns Fall Intern



Hannah Rubin - Hampton University
MSL - Graduate Fellowship



Briana Woodley - Alabama State University
Real Chemistry - Summer Intern
PR & Integrated Communications



Isiah Nevarez - California State University, Long Beach
LAGRANT - Account Coordinator Intern



Caroline Kaynor - UNC Chapel Hill
H/Advisors Abernathy - Summer Intern



Jennie Le - University of Southern California
Marina Maher Communications - Fellowship



Demetrius Williams - University of Miami
Verizon Adfellows 7.0 - Adfellow



Jeremiah Estrada - University of Southern
California
LAGRANT - Marketing & Comms Intern

2023 TLF Professional Internship Placements



Jasmine Hill - University of Maryland
Weber Shandwick - Business Analytics Intern



Juliana Regen - New York University
Verizon Adfellows 7.0 - Adfellow



Jessica Thomas - UM Twin Cities
Padilla/Weber Shandwick - Twin Cities PR BIPOC
Career Explorer Program



Julius Johnson - Seattle University
Weber Shandwick - PR Intern



Jordyn Edwards - Hampton University
Verizon Adfellows 7.0 - Adfellow



Kendall Battles - Elon University
Verizon Adfellows 7.0 - Adfellow



Joshua Harris - Drake University
Bully Pulpit Interactive - Fellow



Khrista Sayo -University of California, Santa Barbara
Porter Novelli - Marketing & PR Intern



Joshua Lee - Loyola Marymount University
LAGRANT - Marketing & Comms Intern



Kiara Villalobos - Northwestern University
Padilla/Weber Shandwick - Twin Cities PR
BIPOC Career Explorer Program



Julia Liu - San Jose State University
HP - Digital Experiences Intern



Maya Ransome - University of Maryland, College Park
HP - Corporate Affairs Intern

2023 TLF Professional Internship Placements



Micah Lim - Seattle Pacific University
Blue Origin- Communications Intern



Sahra Hussein - UM Twin Cities
Padilla/Weber Shandwick - Twin Cities PR BIPOC
Career Explorer Program



Nikkia Hurt-Bey - Fordham University
Bully Pulpit Interactive - Fellow



Santiago Daza Quintero - University of Cincinnati
Padilla/Weber Shandwick - Twin Cities PR BIPOC
Career Explorer Program



Roxanne Gonzalez - California State University,
Dominguez Hills
LAGRANT - Intern



Taeshon Trotter - University of Houston
H/Advisors Abernathy - Associate Pool Program



Raymond Reyes - University of Texas at Austin
Medtronic - Communications Intern

2023 TLF Professional Full-Time Placements



Keri Quillin - Hampton University
P&G - Brand Manager



Stephanie Guzman - CCNY
Hill + Knowlton - Senior Account Manager



Nicolas Armenta - Pepperdine University
MARS - Strategic Business Communications
Specialist

We are proud to support The LAGRANT Foundation

and its commitment to diversity in advertising, marketing, and PR for students and young professionals. We believe this diversity enriches the counsel we provide to our clients and meaningfully contributes to the future of the industry.

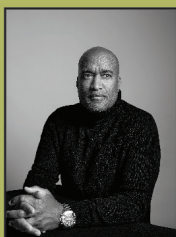




HOST COMMITTEE



Chair
Craig Buchholz
Former SVP, Global
Communications and
Corporate Giving
General Motors



Co-Chair
Chris Foster
CEO
Omnicom Public
Relations Group



Chair
KeJuan Wilkins
EVP, Chief
Communications
Officer
Nike



Co-Chair
Kathryn Addo
Global Managing
Director – Nike
Wieden + Kennedy



Chair
Torod Neptune
SVP Corporate
Marketing, Brand &
CCO
Medtronic



Co-Chair
Gail Heimann
CEO
Weber Shandwick



Bill Imada
Chairman & Chief
Connectivity Officer
IW Group



Beth Roden
SVP & Head of
Communications,
Head of Communications,
Consumer Health N.A.
Bayer US



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Communications
Officer, SVP
Communications
Boeing



Barby K. Siegel
CEO
Zeno Group



Corey duBrowa
Former Vice President
Global Communications
and Public Affairs
Google



Damon Jones
Chief
Communications
Officer
Procter & Gamble



Gerry Tschopp
SVP, Head of Global
External
Communications
& CCO N.A.
Experian



Jenn M. Smoter
SVP & Chief
Communications
Officer
United Health Group



Joe Carberry
Managing Director &
Head of Corporate
Relations
Charles Schwab



Katie Ioanilli
Chief Global Impact
& Communications
Officer
Ralph Lauren



Matt Kucharski
APR, President,
Padilla



Kimberley Goode
Chief
Communications &
Social Impact Officer
BMO Financial Group



Michelle Flowers-Welch
Chairman & CEO
Flowers
Communications Group



Ron DeFeo
Chief
Communications
& Marketing Officer
American Airlines



Pamela Erickson
SVP, Chief
Communications
Officer
Raytheon
Technologies



Scott Allison
Chairman & CEO
Allison + Partners



Sheryl Battles
Vice President
Global
Diversity, Inclusion
& Engagement
Pitney Bowes



Terry M. Clark
Chief Marketing Officer
United Health Group
Chief Marketing &
Customer Officer
Optum

#TLF25YRIMPACT

American Airlines



The power of inclusion

“Diversity, Equity & Inclusion are core to American’s culture that creates a place where people want to work with us, customers want to fly with us, and those who believe in our vision for the future want to invest in us.” - Cedric Rockamore, Chief Diversity Officer



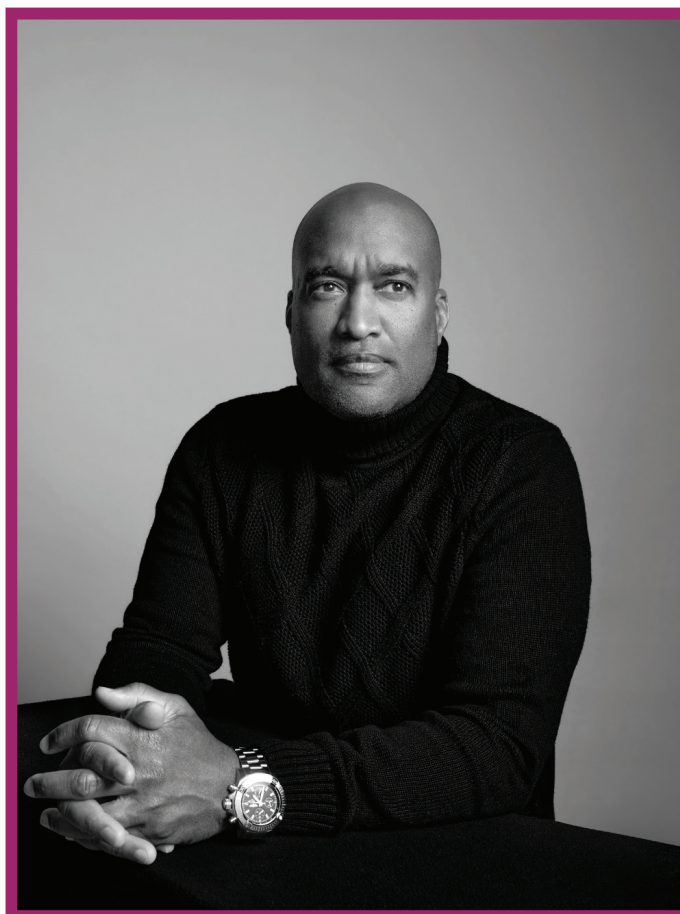
Chair - New York
Juli Huston-Rough
Executive Director
Social Impact Communications
General Motors

Since joining General Motors 23 years ago, Juli has held several leadership positions within the company's Communications team. In August 2022, Juli assumed her current role leading GM's external media strategy for Social Impact Communications.

During her tenure, Juli has touched nearly every facet of the company's extensive communications organization, including director of corporate news relations; managing U.S. grassroots outreach; design, advanced technology and IT communications. She also gained valuable business insights and perspectives while performing plant and aftermarket communications assignments early in her career.

Juli's team was tasked with engaging key audiences on advanced technologies like electric and self-driving cars. She continues to collaborate with GM Brand Marketing to inspire brand advocates using digital communications and innovative content models. She is actively engaged in communications research.

She graduated from the University of Michigan in 1989 with a bachelor's degree in Interpersonal and Organizational Communications. Before joining GM, she spent 11 years in non-profit management for the American Lung Association and the American Red Cross, both in Flint, Michigan.



Co-Chair - New York
Chris Foster
CEO
Omnicom Public Relations Group

Chris Foster is the CEO of Omnicom Public Relations Group, overseeing 15 communications, consulting, and public affairs firms within Omnicom. In his role, he is focused on talent, innovation, and cross-agency collaboration to drive growth.

He has led national and global public awareness and communications campaigns for organizations such as the U.S Department of Defense, Centers for Medicare and Medicaid Services, Social Security Administration, Pfizer, AstraZeneca, Amgen and Intel. He specializes in working with the federal government and private companies on understanding reputation risk and leveraging communications analytics to drive enterprise-wide strategy.

In 2022, he was named one of Savoy Magazine's Most Influential Black Executives in Corporate America and was included in PRWeek's "U.S. Power List" for the second year in a row. Chris has been a guest lecturer at Columbia University School of Continuing Studies, the University of Maryland and Western Kentucky University and published his first book, "Reputation Strategy and Analytics in a Hyper-Connected World," a cross-disciplinary resource for communication and digital professionals alike.

Chris earned an M.S. in Applied Behavioral Counseling from The Johns Hopkins University and a B.A. in Philosophy from The University of Virginia.



Chair - Portland
KeJuan Wilkins
EVP,
Chief Communications Officer
Nike

As Nike's Executive Vice President, Chief Communications Officer, Wilkins is responsible for leading all corporate communications for the company, including communications for the office of the CEO, Finance, Strategy, Human Resources, Corporate Reputation & Issues Management, and Global Employee Engagement. Before his current role, Wilkins was the Vice President of Enterprise Communications for Nike's North America geography, where he oversaw communications for the region. Throughout his 16-year career at Nike, Wilkins has held several communications positions across Nike and Jordan.

Before joining Nike, Wilkins held communications roles at several organizations, including the New York Knicks, where he spent nearly five seasons working in its public relations department.

A native of Flint, Michigan, Wilkins holds a Sports Management and Communications degree from the University of Michigan. He and his family reside in the greater Portland area and have actively spent time volunteering with many mentoring and community organizations. He also serves on the Advisory Board for The LAGRANT Foundation and previously served as a member of the Sports Management Advisory Board for the University of Michigan.



Co-Chair
Kathryn Addo
Global Managing
Director-Nike
Wieden + Kennedy

Kathryn Addo is the Managing Director responsible for Wieden+Kennedy's global relationship with Nike - a 40-year relationship that has produced some of the world's most iconic advertising. Kathryn's career has spanned time in the UK at agencies such as M&C Saatchi and Fallon in London - the same city where she started her Wieden+Kennedy career in 2010 - as well as 10 years in Amsterdam at W+K, where she looked after Nike, Facebook, Instagram, and Visa.

A skilled global creative thinker, she has been at the helm of several award-winning campaigns and successful brand initiatives and in 2022, she made the move to the agency's headquarters in Portland, Oregon to head up the Nike relationship globally. In this role, she also forms part of W+K's Network Leadership team, overseeing teams across the agency's 9 offices.

Recognized by her peers, Kathryn was named on Ad Age's Women to Watch List in 2020, and in 2022 she was named an honoree in Campaign Magazine's '40 over 40' list. She also dedicates her time to supporting and mentoring creative talent from diverse and underrepresented backgrounds. When she's not managing her team at work, she's managing two little children at home - her most demanding clients of all.



Chair-Minneapolis
Torod Neptune
Marketing & Global
Communications CCO
Medtronic

Torod Neptune is Senior Vice President, Chief Communications Officer, and a member of the Medtronic Executive Committee. He is responsible for Corporate Marketing, Corporate Communications, Corporate Brand and oversees the Medtronic Foundation and Medtronic's social business enterprise, Medtronic LABS, a health systems innovator developing community-based, tech-enabled products and services for underserved patients globally.

Experienced at helping some of the world's most respected companies establish leadership at the intersection of business strategy, public policy, and corporate reputation, Torod is a respected counselor on creating stakeholder value, building performance-driven cultures, and maintaining trust amid complex global societal change.

Torod earned a BA in Government and International Affairs from the University of South Carolina, and an MS in Communications Management from Syracuse University.

He serves on a variety of academic, charitable, and civic organization boards of directors including The LAGRANT Foundation, the Arthur W. Page Society, the University of Southern California Annenberg School for Journalism and Communications, and the University of North Carolina at Chapel Hill Hussmann School of Media and Journalism. In 2022, Torod was named to the top 50 PR executives list by PRWeek, 100 most influential in-house communicators by PProvoke Media, and Most Influential Black Executives in Corporate America by Savoy Magazine.



Co-Chair Minneapolis
Gail Heimann
CEO
Weber Shandwick

Gail Heimann is Chief Executive Officer of Weber Shandwick and oversees The Weber Shandwick Collective (TWSC), the leading earned-first network – a strategic communications and consulting powerhouse built for “the era of earned.”

TWSC is fueled by a breadth and depth of sector and service expertise across 12 brands with offices in 6 continents. Its wide range of proficiency spans from organizational transformation to public affairs to digital transformation. Gail is dedicated to continuing to build a global organization differentiated by the power of its specialist expertise, its commitment and willingness to innovate and its culture of collaboration.

Gail has spent the better part of her career at the epicenter of solving through idea-creation. She brings a relentless pursuit of ideas that touch, move, build, transform and deliver results. Gail has helped to build brands and burnish reputations for organizations across the industry spectrum – from the technology and finance sectors to food & beverage to healthcare.



Beth Roden
SVP & Head of
Communications, Head of
Communications, Consumer
Health North America
Bayer US

Beth leads the divisional and corporate communications teams at Bayer in supporting the U.S. organization's efforts. To accelerate growth through broader transformation efforts while continuing to build Bayer's reputation in the U.S. She also leads strategic communications for Consumer Health, North America. Beth serves as the site leader for the NJ campus and as the Executive Sponsor of the ENABLE Business Resource Group. She is a member of the Country Leadership team.

Beth's tenure at Bayer began in 2004 and she has held various positions in internal and external Communications in the U.S. and North America. Before moving to Germany, Beth was Director of Communications for the U.S. Crop Science organization for North America. In this role, she drove an integrated approach to communications to achieve business goals and develop the team. Under her leadership, the award-winning North American Bayer Bee Health Program helped Bayer further educate the public about pollinator health. As a member of the North American Executive Team, Beth led the culture and change management program for the business and was a Board Member on the Bayer USA Foundation.

A more than 25 year communications veteran whose career spans non-profit, corporate and associations, Beth has led high-performing teams and brought award-winning campaigns from concept to reality, including the Youth Ag Summit, a unique program that connects and empowers the next generation of agricultural change-makers. Beth was named PR Week Women of Distinction 2022, PR Health Influencer 30 in 2021 and 2022, Ragan's Top PR Women 2019 and Top Women in PR 2018 by PR News.

Beth received a bachelor's degree in mass communications and journalism from St. Bonaventure University in Upstate New York. Outside of the company, she serves on the Board of The LAGRANT Foundation and N.C. Plant Sciences Institute External Advisory Board.



*Be our
talent.*
Be Bayer.



Apply for your next
Internship or Entry
Level role here!





Bill Imada
Chairman & Chief Connectivity
Officer
IW Group

Bill Imada is Founder, Chairman and Chief Connectivity Officer of IW Group, Inc., a Los Angeles-based agency that specializes in the growing multicultural markets here in the U.S. For more than 25 years, Bill and his agency have offered services in ethnic marketing, advertising and public relations. Bill and his team represent some of the best-known brands in the country, including AARP, Coca-Cola, Godiva Chocolatier, McDonald's USA, Nissan North America, Pacific Gas & Electric Company, Southern California Edison, The California Wellness Foundation, Verizon Wireless, Walmart Stores, Walt Disney Imagineering, Warner Bros. Pictures Entertainment, Wells Fargo Bank, Westfield, and many others.

Bill is an avid writer and contributes to Advertising Age and Racing Toward Diversity magazine. He is also active in the community and serves on seven national and regional nonprofit boards, including The LAGRANT Foundation and the Advertising Educational Foundation. Bill is also a co-founder of the Asian & Pacific Islander American Scholarship Fund and the newly established Asian/Pacific Islander American Chamber of Commerce & Entrepreneurship (ACE).

Recently, Bill was appointed by President Barack Obama to serve on the President's Advisory Commission on Asian Americans and Pacific Islanders.



Damon Jones
Chief Communications Officer
Procter & Gamble

Damon Jones leads efforts to ensure the world's largest consumer goods company is recognized as one of the most trusted brands in the world. He leads a global organization responsible for P&G's image and reputation and that of its nearly 100 brands.

P&G's global communications discipline includes brand and corporate communications, digital and social media, stakeholder engagement, issues advocacy and crisis management. Leveraging P&G's significant industry presence, advertising spending and convening power, Jones also directs a broad portfolio of citizenship and advocacy efforts focused on driving equality for women, people of color and other under-represented groups.

A trusted advisor to the C-suite, Jones has a proven track record of leveraging reputation and relationships to drive brand and business success, while guiding and enabling the company to be a force for good and a force for growth.

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Collaborative.
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Inclusive. Fearless.**

We focus on value and values
equally to deliver real business
and societal impact.

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FEARLESS
PURSUIT
OF THE
UNEXPECTED



Barby K. Siegel
CEO
Zeno Group

Barby K. Siegel is the Chief Executive Officer of Zeno Group, the award-winning, global integrated communications agency. Zeno works with some of the world's most influential companies to drive real business and societal impact.

Zeno accolades under Barby's leadership have included the 2021 and 2019 Agency of the Year Awards from PRWeek and Provoke and Provoke 2021 Global Creative Agency of the Year. In 2021, Zeno was ranked No. 1 by PProvoke as the Best Agency to Work For in North America and recognized as PRWeek's Best Place to Work in 2016, 2017 and 2021.

Siegel oversees a global organization of 750 staffers with operations across North America, Europe, and Asia Pacific. Outside of the firm's six primary U.S. offices, Zeno international hubs include Canada, the United Kingdom, France, China, Singapore, India, and Australia. Under Siegel's leadership for the last 12 years, Zeno has experienced annual double-digit growth, exceeding \$100 million in revenue while staying true to the firm's core values of being: inclusive, ambitious, kind, entrepreneurial, collaborative, and fearless.

Beyond her passion for client work, Siegel is a staunch supporter of advancing diversity, equity and inclusion for the agency and the industry.



Brian Besanceney
Chief Communications Officer
Boeing

Brian Besanceney is Chief Communications Officer of The Boeing Company and senior vice president of Communications. He oversees all aspects of Boeing communications, including business unit communications, corporate communications, media relations, public affairs, leadership communications, employee engagement and corporate branding, as well as channel and content marketing. He is also a member of the company's Executive Council.

A seasoned global executive and recognized corporate affairs leader, Besanceney brings more than 25 years of strategic communications, government relations and corporate social responsibility experience.

Besanceney currently sits on the Board of Directors for Orlando Health and the Board of Trustees for the Institute of Public Relations and is a member of Page. He previously served on the boards of the Trust for the National Mall and Florida Chapter of The Nature Conservancy.

A native of Cincinnati, Ohio, Besanceney received a degree in history and political science from The Ohio State University.



Jennifer M. Smoter
SVP & Chief Communications
Officer
UnitedHealth Group

Jennifer Smoter joined UnitedHealth Group in March 2021 as Senior Vice President and Chief Communications Officer. She leads the Corporate Communications team responsible for enhancing the reputation of UnitedHealth Group. In this role, Smoter oversees External Communications, Digital and Social Media, Employee Engagement and Human Capital Communications.

Previously, Smoter was senior vice president, External Affairs & Communications at the biotech startup company, Intellia Therapeutics, Inc. Before Intellia, she was head of Communications & Brand at AbbVie, and held various global communications leadership positions at Abbott Laboratories, Inc.



We're proud that we are powering opportunities and helping to create a better tomorrow.

At Experian®, our business success is a direct result of our amazing and diverse team. We embrace a truly inclusive culture where everyone has a real sense of belonging. Our team members know that they can show up every day and be who they are professionally and personally, bringing their own backgrounds, perspectives and approaches to work. This diversity of thinking, and the way we harness it, fuels our innovation, helps us develop better products and ultimately drives our ongoing success.

Our culture of inclusion is something to celebrate, and that's because of every single person in the Experian family. We are truly proud of the exceptional people who make up our business!





Gerry Tschopp
SVP, Head of External
Communications & CCO N.A.
Experian

Gerry Tschopp is responsible for global external communications for Experian, the world's leading information services firm. He leads a team of communications professionals from all major regions for Experian, including United Kingdom & Ireland; North America; Latin America; Europe Middle East & Africa; and Asia Pacific.

His responsibilities include public relations, crisis communications and social media; he serves as chief media spokesperson. He works closely with government affairs, investor relations, legal and risk management. In addition to his role as Head of Global External Communications, he also serves as Chief Communications Officer for North America, with direct oversight of external and internal communications in North America.

Gerry joined Experian North America in 2010 and is based in the North American headquarters in Costa Mesa, California. With nearly 30 years of public relations experience, Gerry's background is diverse, having worked in the automotive industry, consumer goods and the quick service restaurant industry.

Gerry is a graduate of California State University, Long Beach (CSULB) with a degree in Journalism and Public Relations, and a minor in Marketing. He is a member of Page and the Institute for Public Relations and serves on the Journalism and PR Advisory Board at California State University, Long Beach (CSULB), and mentors seniors in the CSULB School of Business.



Joe Carberry
Managing Director,
Head of Corporate Relations
Charles Schwab

Joe Carberry is Managing Director and Head of Corporate Relations for Charles Schwab, one of the world's most-admired financial services firms. In this role, he serves as the organization's Chief Communications Officer as well as overseeing the Charles Schwab Foundation, Schwab's community services, and events and production services.

Carberry has led high-profile communications and reputation management efforts for some of the world's leading brands, both in-house and as an advisor. Prior to Schwab, Carberry led global communications for eBay Marketplaces and was head of global public affairs at Visa Inc. He was a partner at Brunswick Group, President of the Western U.S. Region at MSL Group, and served in client-facing roles at Fleishman-Hillard and Stoorza, Ziehaus & Metzger. Carberry began his career in the political arena, working as deputy press secretary to San Diego Mayor Susan Golding and on the campaign for California Gov. Pete Wilson.

He holds an MBA from Pepperdine University and a BA in journalism and graphic design from San Diego State University.



Michelle Flowers-Welch
Founder & Chairman
Flowers Communications Group

An award-winning public relations and marketing veteran, Michelle Flowers-Welch is a visionary entrepreneur and expert in the field of communications. With more than 25 years in the business, she is founder and CEO of Flowers Communications Group, one of the nation's top multicultural integrated marketing agencies. Known as an innovative, strategic thought leader, her depth of communications experience includes the agency, nonprofit and corporate sectors.

Her diverse experiences enable her to bring clients a creative, results-oriented and integrated approach that fully taps into the marketing mix. Throughout her impressive career, Flowers-Welch's work has been recognized by respected industry peers, including induction into the Northwestern University Hall of Fame and the PR News Hall of Fame. She has received the Publicity Club of Chicago's Lifetime Achievement Award, the Black Public Relations Society's Founders Award and was named one of Chicago's "Top 100 Black Business and Professional Women." Flowers-Welch's work at FCG alone has garnered more than 100 industry awards for campaigns created for such blue-chip brands as McDonald's, Mary Kay, MillerCoors, Unilever, Sears/Kmart, Wells Fargo, and Honda.



Matt Kucharski, APR
President
Padilla

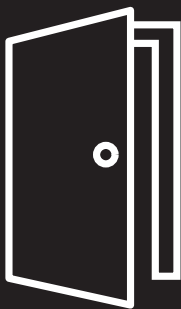
For more than 30 years, Matt has been a continuous trend watcher, learner, educator and innovator in public relations and strategic communications – helping the agency and clients stay ahead of “what’s next.” As president of Padilla, he directs a highly talented and experienced leadership team supporting all the firm’s offices and brands.

He has planned and implemented strategic communications, brand building and reputation management programs and projects for a wide range of Padilla clients, from global Fortune 500 enterprises to promising category challengers in a range of sectors including health, technology, manufacturing, nonprofits, and professional services.

To stay connected with the next generation of professionals, Matt spent more than 15 years as an adjunct instructor in undergraduate and master’s programs at the University of Minnesota, and serves as a panelist, guest speaker and moderator on a range of strategic communication, marketing, and business strategy topics.



Let's build fewer walls and instead create more doors.



We're honored to celebrate and support The LAGRANT Foundation's goals of removing barriers, expanding opportunities and bringing awareness to the lack of racial diversity within advertising, marketing and public relations. See how we transform with purpose at PadillaCo.com.

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transform with purpose



Ron DeFeo
Chief Communications & Marketing
Officer
American Airlines

Ron DeFeo is American Airlines Chief Communications and Marketing Officer. He is responsible for all internal and external communications, marketing, sponsorships, community affairs, team member recognition and event management.

Previously, Ron served as American's Senior Vice President of Global Engagement and Vice President of Global Communications, where he oversaw media relations, social media, employee communications, content services, employee engagement and community relations.

Prior to joining the airline, Ron served as Senior Vice President of Communications for Darden Restaurants, where he managed internal and external communications. From 2003 through 2011, he led media relations and brand strategies for The Home Depot, handling social media, reputation and issues management, and crisis communications. Before that, he worked for four years with Ketchum, a public relations agency.

Ron is a member of Page, the world's leading professional association for senior communications executives, and serves on the Ad PR Executive Advisory Council at the Grady College of Journalism and Mass Communication at the University of Georgia. Previously, he served nine years on the Board of Advisors at The Plank Center for Leadership in Public Relations at the University of Alabama.

Ron earned a bachelor's degree in communication from DePauw University and a Master of Business Administration from the University of Georgia.



Katie Ioanilli
Chief Global Impact &
Communications Officer
Ralph Lauren

Katie Ioanilli is Chief Communications Officer at Ralph Lauren Corporation, a global leader in the marketing, design and distribution of apparel, footwear & accessories, home, fragrances, and hospitality. She is responsible for building and protecting Ralph Lauren's reputation around the world and leads corporate communications, public affairs, and employee engagement globally. Katie joined Ralph Lauren in 2017 and is a member of the Executive Leadership Team and Executive Operating Committee. Katie also serves on The LAGRANT Foundation's Board of Directors, which she joined in 2020.

Throughout her career, Katie has guided companies across the retail, consumer, and technology sectors through reputation-defining moments. Prior to joining Ralph Lauren, Katie was a Partner at Brunswick Group LLP where she advised on mergers and acquisitions, shareholder activism situations, change management and corporate positioning initiatives as well as a range of crisis moments in New York and London. She began her career at APCO Worldwide and is a graduate of the SI Newhouse School of Public Communications at Syracuse University.



Kimberley Goode
Chief Communications & Social
Impact Officer
BMO Financial Group

Kimberley Goode was appointed Chief Communications & Social Impact Officer of BMO Financial Group in 2021.

In this role, she is accountable for global communications, media relations, government relations and social impact. She leads a team accountable for positioning North America's sixth largest bank in assets and managing the company's reputation as a corporate citizen.

She is a seasoned communications and social impact executive, Kimberley has vast experience in large global companies across multiple industries, including financial services, health care, consumer packaged goods, travel and technology. She has been a champion of diversity, equity, and inclusion in every role throughout her career.

Kimberley is a storyteller at heart. She earned a bachelor's degree from the Medill School of Journalism at Northwestern University and previously was a journalist for the Grand Rapids Press. She has earned numerous honors as a public relations professional and a corporate leader, including being named among Crain's Chicago Notable Black Leaders.

Kimberley serves on the following non-profit boards: Chicago Public Media, Carol Shields Prize Foundation, California State University Foundation Board of Governors, and the Board of Trustees for the San Francisco General Hospital Foundation. She is also a member of the Executive Leadership Council, Alpha Kappa Alpha Sorority, Inc. and the Links, Inc. and is a mentor for students, emerging leaders, and entrepreneurs.



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through
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At BMO, our purpose is to Boldly Grow the Good in business and life. That means doing our part to create a more equitable and inclusive society.

We're proud to be working together with organizations like **The LAGRANT Foundation** to reach zero barriers to inclusion.

Learn more about our \$40 billion commitment to the communities we serve at bmo.com/empower



Pamela Erickson
SVP, Chief Communications Officer
Raytheon Technologies

Pamela Erickson leads Communications & Corporate Affairs for Raytheon Technologies. She is responsible for the company's global marketing, public relations, employee communications, executive communications, digital and social media platforms and corporate social responsibility programs.

Erickson has more than 20 years of experience applying communications and marketing to advance company reputation, increase shareholder value and accelerate business growth, particularly in the aerospace and defense, finance, and technology industries.

Before joining Raytheon Technologies, Erickson was senior vice president of Communications for E*TRADE Financial Corporation, where she managed global corporate communications. She was also managing director for Cunningham Communications, a pioneering high tech public relations agency, where she led strategic programs for business-to-business and business-to-consumer clientele.

Erickson serves on the boards of Student Veterans of America and the John F. Kennedy Library Foundation. She holds a bachelor's degree in communications and journalism from Simmons College in Boston.



Scott Allison
Co-Founder
Global Chairman
& CEO
Allison + Partners

Scott is global chairman and CEO of one of the fastest-growing global communications firms in the industry. Known for its unique culture, Scott founded Allison+Partners with a vision to build a positive and entrepreneurial environment where talented people at all levels could do great work and thrive.

Scott oversees the firm's Global Board, while continuing to provide communications counsel to many high-profile executives and clients. He is an expert in issues management and crisis communications; presentation and media training; and is regularly called upon to speak about issues facing the public relations industry. Prior to founding Allison+Partners, Scott was the West Coast president of Connors Communications and a senior vice president and partner at The Gable Group.

Scott is a member of the Arthur W. Page Society and serves on the advisory board for ISOThrive, The Fraternity and the Church of the Resurrection. He is a recipient of the Monty Award given to San Diego State University alumni and was a finalist for both the EY Entrepreneur Of The Year® and the American Business Award's Communications Executive of the Year. A patron of San Diego State University's School of Journalism and Media Studies, Scott provided a founding gift to the Glen M. Broom Center for Professional Development in Public Relations and funds a scholarship that supports internship opportunities for students.



Sheryl Battles
Vice President,
Global Diversity, Inclusion & Engagement
Pitney Bowes

As Vice President, Global Diversity, Inclusion and Engagement for Pitney Bowes, Sheryl leads the company's strategies, operations, and storytelling at the intersection of diversity, inclusion, and employee engagement to help create a high-performance culture. This role combines her extensive communications expertise, deep understanding of business strategy, strength in analytics and passion for creating inclusive experiences. She also co-leads a multi-functional team exploring the future of work.

Sheryl graduated from Stanford University in Palo Alto, CA with a degree in Human Biology. A sampling of media coverage on Sheryl's career and thought leadership includes: profile in "Diverse Voices: Profiles in Leadership"; Puget Sound PRSA, Spotlight on DEI; PR Masters Series Podcast; PR Week Podcast; The Harvard Business Review ("Leadership in Your Midst: Tapping the Hidden Strengths of Minority Executives"); Time Magazine ("Pathways to Power" – photo caption on mentoring); and Ebony Magazine "100 Most Promising Black Women in Corporate America."

Sheryl has received numerous honors a few of which include: 2022 Diversity Leaders Award from Profiles in Diversity; Mother of the Year, Stamford Norwalk Chapter of Jack & Jill of America; the Public Relations Society of America's D. Parke Gibson Award, its highest individual honor in diversity; 100 Most Influential Blacks in Connecticut; Commitment to Community Service Award from the Urban League of Southern CT; 2-time Savoy Magazine's Top Influential Women in Corporate America; Donald H. McGannon Award from the National Urban League; and Walter H. Wheeler, Jr. Award from Pitney Bowes.



Congratulations to The LAGRANT Foundation on your 25th Anniversary

Pitney Bowes is a long-time supporter of The LAGRANT Foundation. We salute your 25 years of scholarships and services to promote diversity and inclusion in advertising, marketing and public relations. Throughout our 100+ year history at Pitney Bowes, like TLF, we have worked to create an inclusive environment that celebrates the value of our differences and acknowledges that we can deliver more together, than alone. Together we are stronger.

To learn more about Pitney Bowes visit
www.pitneybowes.com





Terry M. Clark
Chief Marketing Officer
UnitedHealth Group
Chief Marketing &
Customer Officer
Optum

Terry Clark was named Chief Marketing Officer for UnitedHealth Group in 2014 and added responsibility as Chief Marketing and Customer Officer for Optum in 2022. In this role, Clark leads UnitedHealth Group's marketing, brand, and customer experience efforts – focusing on transforming how people experience the company's products and services. Previously, Clark served as chief marketing officer, UnitedHealthcare Medicare & Retirement, leading UnitedHealthcare's direct-to-consumer efforts.

Clark joined UnitedHealthcare in 2006 from IAC/InterActiveCorp, a consumer marketing and technology company comprised of leading digital brands, where he last served as executive vice president, sales, and marketing, for the Entertainment Publications division.



Craig Buchholz
Former SVP, Global Communications
and Corporate Giving
General Motors

***Currently U.S. CEO, Hill + Knowlton**

Craig Buchholz has more than 20 years of experience in multiple disciplines of communications. Craig was named senior vice president, Global Communications for General Motors, in April 2020. As GM's top communications executive, he is responsible for the company's overall global communications strategy as it executes an unprecedented transformation to become a leader in mobility across electric vehicles, autonomous technology, and connected services. He is a member of the Senior Leadership Team and a senior advisor to CEO Mary Barra.

Prior to joining GM, Craig served as the Chief Communications Officer for Procter & Gamble where he served as a key advisor to the CEO and executive leadership. In his role, he led teams across six business units and five regions that are responsible for driving core messaging to frame the company's narrative with consumers and stakeholders. He oversaw all elements of communications, including: media relations; policy; financial; crisis management; employee; and corporate citizenship.

Prior to joining P&G, Craig led the Corporate Communications team at Merck, a global healthcare leader. There, he oversaw strategic communications on behalf of the company's prescription medicines, vaccines, biologic therapies, consumer care and animal health products. Craig also led the team responsible for executive communications, including support of Merck's Chairman and CEO. He was closely involved in Merck's \$41 billion acquisition of Schering-Plough.

Before his role at Merck, Craig held a variety of positions at Johnson & Johnson, Pharmacia (now Pfizer), and several public relations and advertising agencies.

Craig is a Fellow of the Aspen Institute, and serves as a Board Member for the Detroit Children's Fund, The LAGRANT Foundation, and the Drexel University Kline School of Law where he received his J.D. Craig holds a B.A. from Temple University.



Corey duBrowa
Former Vice President,
Global Communications
& Public Affairs
Google

***Currently CEO, BCW Global**

Corey duBrowa has served as Google's vice president of global communications and public affairs since joining the company in 2018. Prior, he was executive vice president and chief communications officer at Salesforce during the period in which that company was named to the top spot in Fortune's "Future 50" most innovative companies in the world and was also awarded Forbes' "innovator of the Decade."

Prior, he served as senior vice president of global communications for Starbucks, which he helped raise to the status of fourth-most-admired brand in the world, according to Fortune.

Corey has earned multiple industry awards over the past 20 years, including four Sabres, three PRSA Silver Anvils, two PR Week Global awards and was also named to the University of Oregon's School of Journalism and Communications Hall of Fame (Corey served as President of the UO Alumni Association for two years and was on the board for nearly ten).

He currently serves on the executive committee for the Arthur W. Page Society's Board of Trustees, and is a founding member of the USC Annenberg School's Board of Advisors. In addition to his day job, Corey was also a music journalist for two decades, with more than a thousand bylines in publications ranging from Rolling Stone to Village Voice to GQ. He lives in Berkeley, CA with his wife Courtney and son Tanner, a student at the University of Oregon.



Strategic Connected Effective

About

LPA partners with leading businesses, foundations and government entities to strategically navigate the crossroads of policy, politics and communications on the issues that define California's future.

Based in Sacramento, we specialize in developing and executing high-level reputation, issues management and strategic communications campaigns.

Expertise

We work across issue areas from energy and education to health care, technology, land use, tourism, insurance, transportation and more.

Our talented team of practitioners brings diversity of thought and experience along with strong political, business, media and NGO connections to deliver smart strategy and results.

We are proud to donate our time, talent, passion and resources to a wide variety of organizations working to bring positive change to the Capitol community and beyond.



#TeamLPA celebrates LAGRANT and shares a commitment to moving the needle on racial diversity in our sector for 25 years. Congrats to Kim Hunter and team!



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**Thank you to The LAGRANT Foundation's
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2023 Scholarship Recipients






Diversity shapes the stories we tell.

As communicators, perspective is everything. The more lenses through which we can see the world, the more our stories will resonate in the communities we seek to serve. That is why Duke Energy is proud to support The LAGRANT Foundation’s mission of increasing the number of ethnic minorities working in advertising, marketing and public relations. Their diverse perspectives will enrich these professions and the work we do together.



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Kamillah Collins
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Experience Design & Branding
Virginia Commonwealth University



Roderic David
Branding & Integrated Communications
The City College of New York



Sabah Hashmi
Health Policy and Management,
Marketing
The City College of New York



Derly Duque Velásquez
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Columbia University



Jade Holiday
Branding & Integrated Communications
The City College of New York



Stephana Eghan
Branding & Integrated Communications
The City College of New York

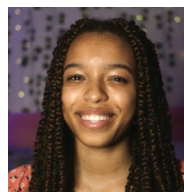


Jason Liu
Branding & Integrated Communications
The City College of New York

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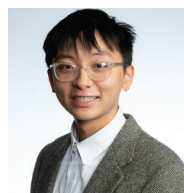
Sidney Berry
Public Relations
Florida Agricultural and Mechanical
University



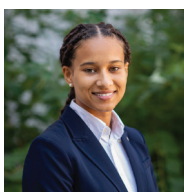
Annie Givhan
Strategic & Legal Communications
Howard University



Jada Bromberg
Communications
Temple University



Bill Le
Public Relations & Sociology
Boston University



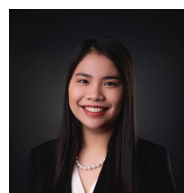
Camille Burt
Marketing
University of Maryland College Park



Donelle Leak
Strategic Communications
Elon University



Lorena Castano-Arias
Business & International and Global
Studies
Brandeis University



Sarah Lynch
Integrated Marketing Communications
& Digital Media Arts
Canisius College



Krista Chen
Advertising
Pennsylvania State University



Cristina Mariné
Strategic Communications &
Cinema & TV Arts
Elon University



Ishika Patel
Business Advertising
University of Southern Florida

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Media Management
Howard University



Rachel "Simi" Sodipe
Public Relations
University of Texas at Austin



Stephen Piner
Marketing
Howard University



Cesar Vazquez
Media & Communication
The City College of New York



Santiago Daza Quintero
Communications
University of Cincinnati



Anaiya Whaley
Mass Communications
& Psychology
Claflin University



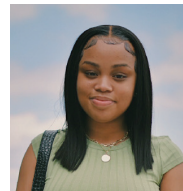
Fabianna Rincon
Journalism & Political Science
American University



Nia White
Strategic Communications
Hampton University



Leah Ross
Mass Communication
Delaware State University



Shaneel Young
Marketing
Howard University



Wanying "Emily" Zhang
International Studies & Business
University of Pennsylvania

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We're proud to support
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mission of increasing diversity in
advertising, marketing, and
public relations.

Cristal G.
LAGRANT scholarship recipient.
Former Schwab intern. Current Schwab employee.



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The City College of New York



Joshen Mantai
Public Relations & Advertising
University of Southern California



Jeremiah Estrada
Public Relations & Advertising
University of Southern California



Tai Le
Strategic Communications
University of Oregon



Sara Fernandez
MBA, Brand Management
University of California, Los Angeles



Petra Owusu
Public Relations & Advertising
University of Southern California

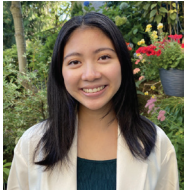


Alexis Haskins
Business Administration
University of Denver



Adriana Villa
Mass Communications
San Diego State University

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Alissa Chavez
Marketing & Information Systems
University of Washington, Seattle



Bailee Ojogho
Business
Loyola Marymount University



Madeleine Diagne
International Business
University of Houston



Obiajulu "Crystal" Okoh
Advertising
University of Texas at Austin



Priya Dutta
Marketing
Loyola Marymount University



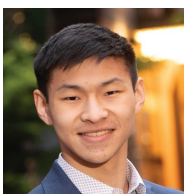
Jillian Ped
Journalism, Advertising
San Diego State University



Bereket Kebede
Communications
University of California, San Diego



Citlaly Ramirez
Business Administration & Marketing
California State University, Northridge



Joshua Lee
Marketing
Loyola Marymount University



Raymond Reyes
Public Relations
The University of Texas at El Paso



Lauren Lewis
Marketing
University of Nebraska



Savan Shah
Advertising
University of Texas at Austin



Julia Liu
Business Administration
San Jose State University



Samia Tasnim
Public Relations
University of Texas at Austin

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KaRa Awakoaiye
Marketing
DePaul University



Ayselah Smith
Arts & Web Design
University of Florida



Sandra Guzman
Media & Communications
Kansas State University



Rohit Kandala
Computational Analysis, Public Policy
& Advertising
University of Chicago



Britney Huston
Branding & Integrated
Communications
The City College of New York



Kyle Stanley
Mass Communications & Public
Affairs
Louisiana State University



Ebonee Johnikin
Media & Communications
University of Southern Mississippi



Alexia Thomas
Marketing
University of Cincinnati

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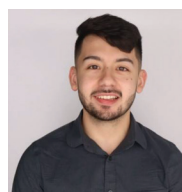
Sneha Amrit
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University of Cincinnati



Constance "Connie" Duopu
Strategic Communications
University of Minnesota



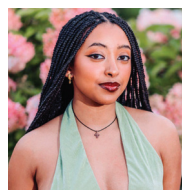
Kotis Atkinson
Marketing & Biology
Kansas State University



Eduardo Frausto
Marketing
Georgia State University



Gisselle Bahena
Advertising & Public Relations
DePaul University



Liya Gebremariam
Strategic Communications
University of Minnesota



Jessica Martinez Casillas
Communications & Integrated
Marketing
Mount Mary University



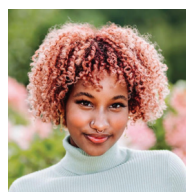
Holly Giese
Marketing & International Business
University of Cincinnati



Rosinella D'Ostilio
Business Administration
University of Florida



Jaida Headley
Public Relations
University of Miami



Sahra Hussein
Media Info, Communications
University of Minnesota

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Public Relations
Louisiana State University



Chloe Porter
Political Science & Integrated
Communications
Northwestern University



Mea Morrell
Mass Communications
& Public Relations
Louisiana State University



Raven Peoples
Journalism & Fashion Merchandising
Western Michigan University



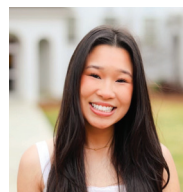
Jonathan Nhan
Communications
Denison University



Jessica Thomas
Strategic Communications
University of Minnesota



Kylie Parisien
Marketing
University of South Dakota



Victoria Tran
Public Relations
Auburn University



Elena Pauker
Business
Washington University in St. Louis



Kiara Villalobos-Hernandez
Communications
Northwestern University



Fametta Zubah
Strategic Communications
University of Minnesota



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Welcome Dinner & Fireside Chat with Bayer US



Hillary Caldwell, Chairman & CEO Kim Hunter & Fireside Chat Host Beth Roden



Hillary Caldwell was the Moderator for the Fireside Chat Welcome Dinner with Beth Roden.



Chairman & CEO Kim Hunter with Beth Roden and her team from Bayer US.



2023 New York Scholarship Recipients eating at Red Rooster in Harlem for Fireside Chat Welcome Dinner.



Donelle Leak speaking to her peers about her experiences and networking.



Stephen Piner, Beth Roden, Sidney Berry and Ishika Patel networking and discussing their future opportunities.



“Emily” Wanying Zhang, Annie Givhan & Fabianna Rincon show off their goodie bags provided by Bayer US.

CONGRATU



ULATIONS!

Refuel Agency celebrates
LAGRANT Foundation's 25
years of success—changing
lives and the advertising
industry through 700+
scholarships.

Refuel Agency is proud to serve on the LAGRANT Foundation Board. We are a specialist agency and the largest provider of Media + Marketing services reaching select target consumers throughout the United States. For over 35 years, Refuel has delivered multicultural audiences, including media planning and buying (print, radio, ooh, and digital) for hundreds of agencies.

Princeton. New York. Santa Barbara. Los Angeles. Miami.



OUR EFFORT SHAPES A NEW REALITY

Working together unlocks a brighter future. As General Motors strives to be the most inclusive company in the world, it's important that we acknowledge the LAGRANT Foundation's 25th Anniversary scholarship and donor recognition souvenir journal. Empowering the future while paving the road for all.



everybody in.

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Scholarship recipient Krista Chen and Emily Zhang working with their team to develop a campaign for General Motors.



Scholar Sidney Berry connects with Professional from General Motors.

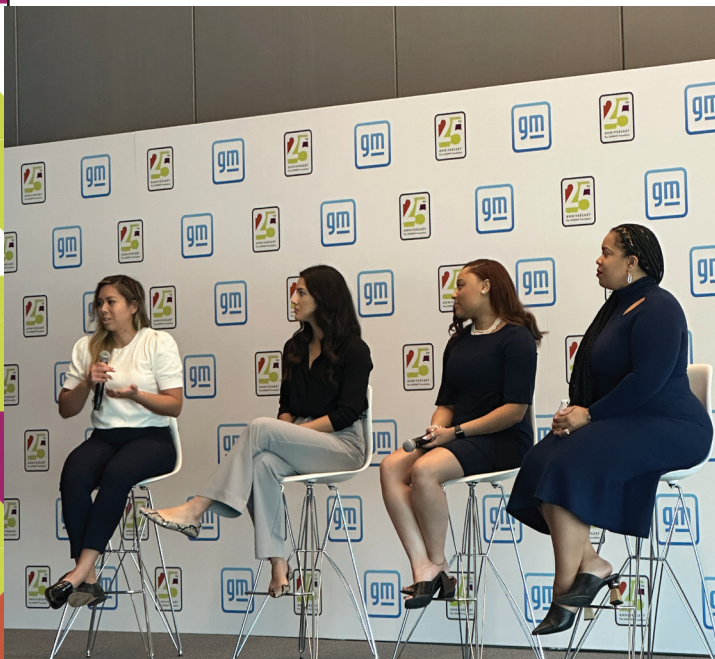
Career & Professional Development with General Motors



2023 New York Scholarship Recipients with General Motor's Cadillac luxury line of Cars.



Starting the Career & Professional Development with General Motor's with Ice Breaker activity.



General Motor's Panelists sharing their experiences with TLF 2023 Scholarship Recipients.



TLF Scholarship Recipient Lorena sharing with her peers & General Motor's Professionals.



During the icebreaker, TLF Scholarship recipients and General Motor's staff were asked to organize themselves by birthday without using verbal communication.



25th Anniversary Scholarship & Donor Recognition Reception



Chairman & CEO Kim L. Hunter is joined by TLF 2023 Scholarship Recipients and TLF Alumni.



Les Trent and Jason Liu as he receives his Scholarship.



Shaneel Young and Nia White networking with guests at the 25th Anniversary Scholarship and Donor Recognition Reception.



Lesly Rodriguez sharing closing remarks at the 25th Anniversary Scholarship and Donor Recognition Reception on the #TLF IMPACT.



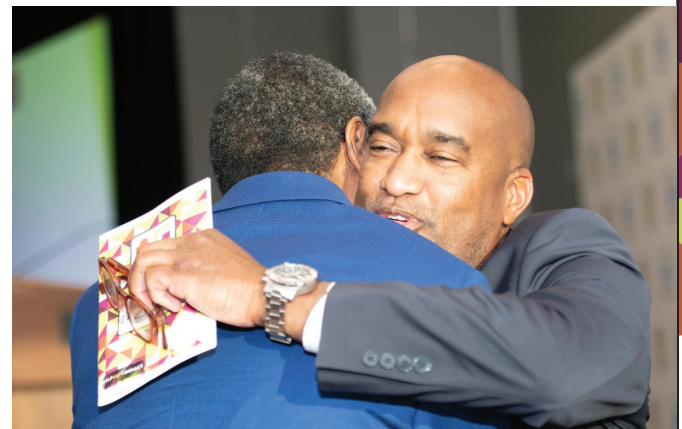
Scholarship Recipient Santiago Daza Quintero and his family gathering for a photo recognizing his achievements.



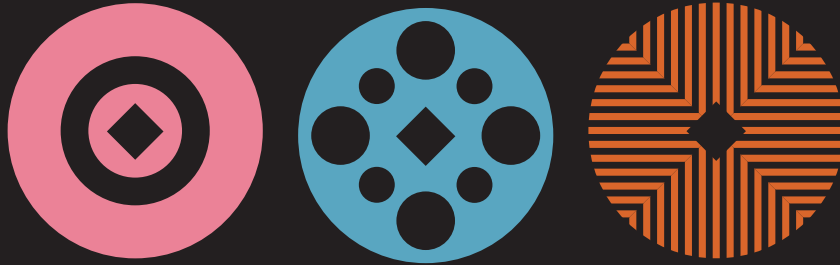
Juwan Thompson imparting the importance of sharing your narrative with scholars and guests.



Procter & Gamble Anitra Marsh and Juwan Thompson networking with scholarship recipients and TLF Alumni.



Damon Jones embraces Les Trent as they share the podium to give their remarks.



Congratulations to The LAGRANT Foundation on 25 years of making impact

OPRGSM

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OUR WORLD

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Career & Professional Development with Omnicom Public Relations Group



2023 Scholarship Recipients started the morning off at Omnicom Public Relations Group with Fearless Dialogues.



Sidney Berry, Sarah Lynch, Ishika Patel, Krista Chen, Camille Burt and Derly Duque gathered together at OPRG.



Fearless Dialogue Team is all smiles with Scholarship Recipients Bianca Fernandez, Roderic David & TLF Staff Nick Neptune.



Soon Mee Kim shares a warm welcome to Scholarship Recipients to OPRG and introduces Fearless Dialogues.



Closer look of the speed social networking opportunity with OPRG Professionals.



TLF Scholarship Recipients had the opportunity to speed network with OPRG professionals.



Annie Givhan and Santiago Daza Quintero sharing with OPRG Professional.



Board Member Soon Mee Kim and Chairman & CEO Kim Hunter with 2023 Scholarship Recipients.

Innovation driven by inclusion

Our teams are united in pushing the boundaries of imagination and excellence. We are proud to support The LAGRANT Foundation in advancing representation and inclusion.



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TLF Scholarship Recipients and Alumni with Procter & Gamble's Brent Miller and EGAMI Group Team.

Networking Dinner with Procter & Gamble



TLF Graduate Scholarship Recipients Derly Duque & Mario Castro, TLF Alumni Vanessa R. and P&G CCO Damon Jones.



P&G Beauty CCO & TLF Board Member Anitra Marsh joined with P&G Team Member Samantha.



TLF Staff Nick Neptune networking with TLF Scholarship Alumni, Vanessa, Giana, Sola, Carmen, Hillary and Lesly at Las Lap.

TLF Scholarship Recipients, Kenneth Hargrove, Elijah Pearson, Annie Givhan and Camille Burt engaging with TLF Alumni Vanessa Santana.



Chairman & CEO Kim L. Hunter is joined by TLF Alumni Vanessa Santana, Vanessa Rojas-Castillo and Stephanie Guzman.

Career & Professional Development with Ralph Lauren



TLF Chairman & CEO Kim L. Hunter with Ralph Lauren Chief Communications Officer & Board Member Katie Ioanilli and TLF Alum Carmen Ma with TLF 2023 Recipients, Volunteers and Staff.



TLF Board Member Katie Ioanilli Welcomes TLF 2023 Scholarship Recipients to Ralph Lauren Office.



Ralph Lauren Team Member Frank, moderating a Panel of Communications and Marketing Professionals from Ralph Lauren. Angela Ball is sharing with TLF Scholars.



TLF Scholarship Alumni Carmen Ma with 2023 Scholarship Recipients sharing her experience and what it's like working at Ralph Lauren.



Sabah Hashmi, Shaneel Young, Ishika Patel, Santiago Daza Quintero and Kenneth Hargrove asking questions to understand the industry through a fashion perspective.



The largest surprise of the day was giving TLF Scholarship Recipients the opportunity to meet, Chief Branding and Innovation Officer David Lauren, son of Ralph Lauren.



David Lauren sharing his experiences with TLF Scholarship Recipients.



NURTURING DREAMS FOR THE NEXT GENERATION

Flowers Communications Group believes in the power of unity, the strength of diversity, and the beauty of shared dreams.

We are proud to stand shoulder-to-shoulder with The LAGRANT Foundation in their mission to create pathways of opportunity for underrepresented talents in advertising, marketing, and public relations.



Brinton Flowers, Michelle Flowers Welch, & Jasmine Flowers Mazyck

SEE HOW WE



P O R T L A N D





TLF Scholarship Alumni Walter Douglas Moderating Welcome Dinner & Fireside Chat with Wendy Carhart from Real Chemistry.

Welcome Dinner & Fireside Chat with Real Chemistry



Wendy Carhart sharing with Portland TLF Scholarship Recipients essential tips to be elite communicators.



Wendy Carhart sharing her experience with 2023 Scholarship Recipients and addresses the ever changing communications Landscape after COVID.



TLF Scholarship Recipients from Loyola Marymount University, Priya Dutta, Joshua Lee and Bailee Ojogho.



TLF Scholarship Recipients from University Of Southern California, Jacqueline Cao, Petra Owusu, Joshen Mantai and Jeremiah Estrada.

Career & Professional Development with Nike



Nike welcomed TLF Scholarship Recipients to the Nike Company Store for two hours of shopping in Beaverton, Oregon allowing the scholars the opportunity to get gear and understand the brand from a retail perspective.



Executive Vice President and Chief Communications Officer and TLF Board Member KeJuan Wilkins welcomes 2023 TLF Scholarship recipients to Nike World Headquarters.



2023 Portland Scholarship Recipients



Inspirational quotes like "Be True" were hidden throughout the Nike World HQ.



Scholarship Recipients were given a tour of the Michael Jordan building which houses a single shoe of every Jordan released.



TLF Scholarship Recipients got the opportunity to explore Nike HQ and got the privilege to go inside the Michael Jordan Building.



TLF Scholarship Recipients saw the Serena Williams room and looking at the artwork that Nike has displayed.

FOX SPORTS PROUDLY SALUTES



THE LAGRANT FOUNDATION

**AND ITS 25 YEARS OF DEDICATION TO DIVERSITY, EQUITY AND INCLUSION
IN ADVERTISING, MARKETING AND PUBLIC RELATIONS**





Friends and Family of 2023 Scholarship Recipients are all smiles as they await the 25th Anniversary Scholarship and Donor Recognition Reception to commence.

25th Anniversary Scholarship & Donor Recognition Reception



Chair KeJuan Wilkins delivering remarks.



Co-Chair Kathryn Addo proving insight into the industry.



2023 Portland Scholarship Recipients with Board Members.



Scholarship Recipient Priya Dutta winning an American Airlines raffle.



MC Dhani Jones and Sheryl Swoopes with TLF Scholar Carmelli Maria Hess.

TLF Scholarship Recipient Tai Le rises ecstatically from his seat to receive his scholarship.



Hillary Caldwell providing words of wisdom in her closing remarks in Portland at Nike World HQ.



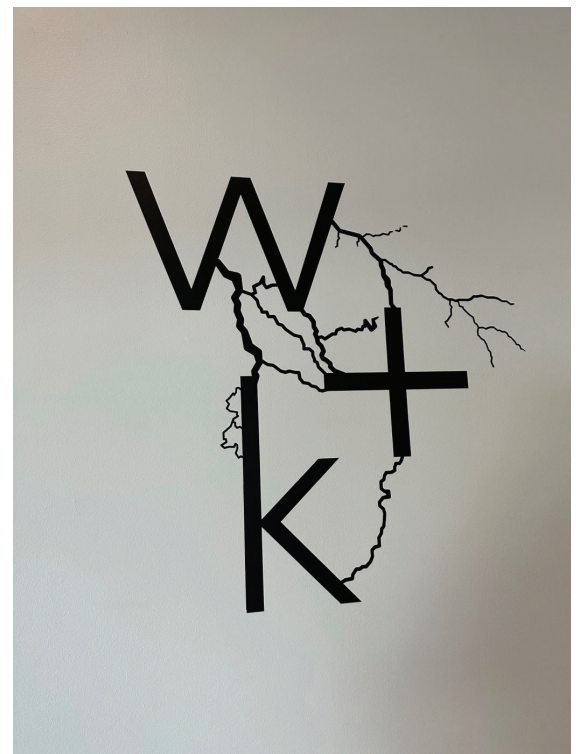
TLF 2023 Scholarship Recipients with Wieden + Kennedy Team and Chairman & CEO Kim Hunter.



Career & Professional Development with Wieden + Kennedy



Group 2 won Wieden + Kennedy's Campaign challenge as Raymond Reyes shares their influencer strategy.



Bailee Ojogho shares her teams campaign with the Wieden + Kennedy team to gain better insights.



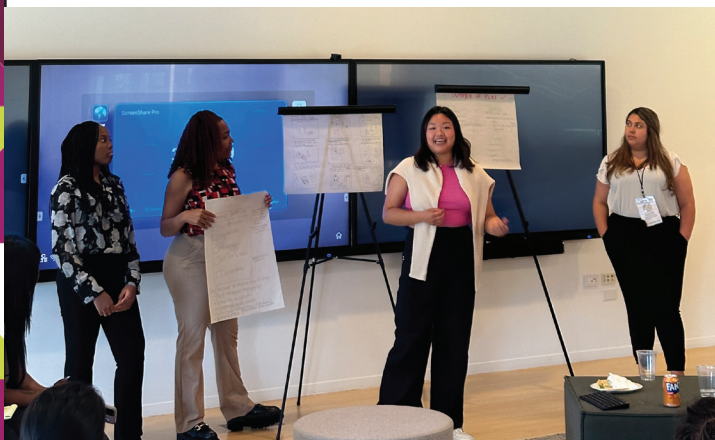
Wieden + Kennedy CEO Neal Arthur greets the Scholarship Recipients and introduces himself and Wieden + Kennedy.



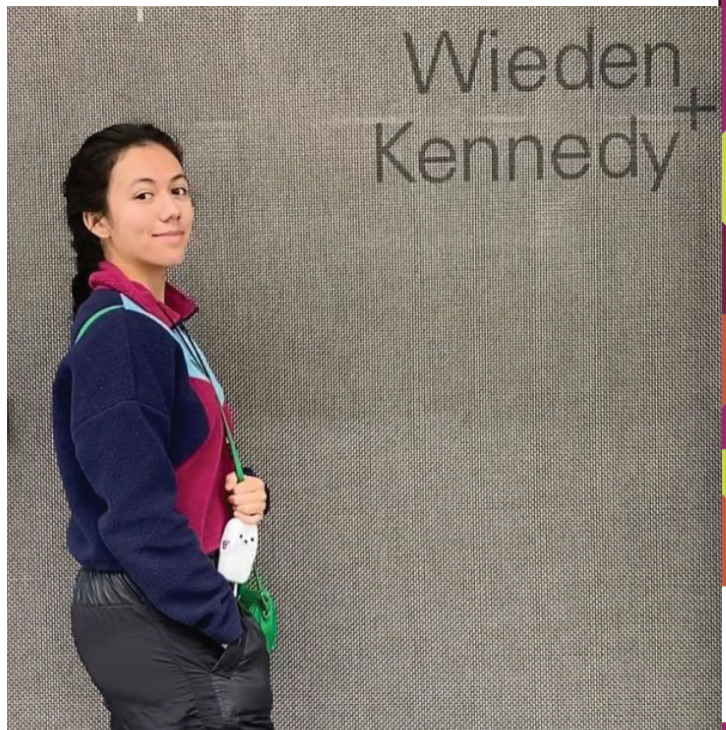
TLF scholarship recipients take a tour of the Wieden + Kennedy Office.



Wieden + Kennedy totem pole at the center of their office.



Scholar Jacqueline Cao sharing her teams pitch.



Scholarship Recipient Carmelli Maria Hess poses for a photo next to the Wieden + Kennedy Logo.



We are proud to support the LAGRANT Foundation.

Wieden
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M I N N E A P O L I S





Scholarship recipients engaging with the Welcome Dinner and Fireside Chat hosted by UnitedHealth Group.



Jennifer Smoter and Terry M. Clark from UnitedHealth Group with Moderator Karen Kyi.

Welcome Dinner & Fireside Chat with UnitedHealth Group



TLF Staff Nick Neptune & Joseph Rodriguez, with TLF Scholars, Kiara Villalobos-Hernandez, Elena Pauker, Jessica Martinez Casillas and Rosinella D'Ostilio.

TLF Alumni Karen Kyi and Kim Albataew from UnitedHealth Group with TLF Scholarship Recipients Ayselah Smith, Sneha Amrit and Liya Gebremariam.





Jessica Thomas, Giana Darville, Sneha Amrit, Holly Giese, Jessica Jefferson, Britney Huston and Angie all gather as they socialize before the Fireside Chat.



Leo Rodriguez, Nick Neptune, Jonathan Nhan, Kotis Atkinson & Eduardo Frausto connect with Angie from UnitedHealth Group.



Jennifer Smoter and Moderator Karen Kyi as they have a Fireside Chat for the scholars.



TLF Scholarship recipients Kylie Parisien, Victoria Tran, Fametta Zubah, Mea Morrell, Jaida Headley and Raven Peoples are all smiles as they prepare for the Fireside Chat with UnitedHealth Group.

Building an innovative, diverse and inclusive culture together

UnitedHealth Group is proud to partner with The LAGRANT Foundation in its mission to increase the number of ethnic minorities in the fields of advertising, marketing and public relations.

As a company, we approach diversity, equity and inclusion as a business priority, as we continue to build a workforce reflective of the diverse people and communities we serve.

Together, we are opening the doors of diversity for students and young professionals. And, we are helping people live healthier lives and helping make the health system work better for everyone.

sustainability.uhg.com



Career & Professional Development with Medtronic



Medtronic CEO Geoff Martha welcomes TLF 2023 Scholarship Recipients to Medtronic Mountain Mounds Campus.



TLF Scholars had the unique opportunity to tour the US Bank Stadium and see the locker room.



Chief Marketing Officer for the Minnesota Vikings, Martin Nance connecting with TLF Scholars.



Victoria Tran, Kylie Parisien, Chair and Board Member Torod Neptune, Fametta Zubah, Sahra Hussein and Mea Morrell gather together for lunch.



TLF Scholars Jessica, Gisselle and Rosinella are all smiles as they receive their gifts from Medtronic and await the program to begin.



Scholar Sneha Amrit takes a photo for her peer Scholars Alexia Thomas and Holly Giese.



Torod Neptune, Martin Nance and Geoff Martha with Scholar Eduardo Frausto.



Jonathan Nhan, Rohit Kandala and Kyle Stanley gather together as they enjoy lunch at Medtronic Mountain Mound Campus.



Jessica, Holly, Sneha and Rohit talk as they wait for the reception to begin.



MC Giana Darville and Scholar Raven Peoples.

25th Anniversary Scholarship & Donor Recognition Reception



Medtronic planning staff Pankti and Vanessa with TLF Staff Joseph.



Ayselah Smith and her family cheerfully celebrate her Accomplishments at the scholarship reception.



Chairman & CEO Kim L. Hunter with Board Members, Chair and Co-Chair, Torod Neptune and Gail Heimann and Medtronic CEO, Geoff Martha.



Chairman & CEO Kim L. Hunter and Board Member Torod Neptune with TLF 2023 Scholarship Recipients.



US Bank Stadium Medtronic Club, TLF Scholarship Reception full house.



Leo Rodriguez providing the closing remarks.



TLF Scholars Liya Gebremariam, Chloe Porter and Kiara Villalobos-Hernandez in the US Bank Medtronic Club.



The future of marketing and communications will be about agility. Ingenuity. And the ability to always push forward.

At Allison we: drive awareness and demand | increase cultural relevance | build and protect reputation | transform brands | elevate business performance

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Weber Shandwick's professional development workshop for TLF Scholars goes beyond conventional advice, providing valuable career insights, personalized guidance, and interactive activities.

Career & Professional Development with Weber Shandwick



Weber Shandwick employees guide TLF Scholars through a career and professional development workshop. With a personalized approach, the workshop offers insightful guidance and allows them to build a strong professional network. The Scholars actively participated, absorbing practical advice and leaving with newfound confidence to navigate their career journeys.



Brianna Gallett from Weber Shandwick provides advice to scholars on what it's like to work at an agency as they enjoy the rooftop patio.



Recipients are actively engaging with a presentation on pop culture and current social trends.




2023 Scholarship Recipients gather for a photo before they rush to the airport to head home!



Scholarship recipients had the opportunity to talk to a panel of Weber Shandwick employees in various roles to understand the agency culture and ask any questions.



TLF Scholarship Recipients Chloe Porter, Victoria Tran, Elena Pauker, Constance Duopu, Sahra Hussein, Kyle Stanley and Rohit Kandala enjoy the view from the rooftop of the Weber Shandwick Minneapolis Office.



At The Weber Shandwick Collective, **diversity** is fundamental to who we are. **Inclusion** is foundational to how we work. And **humanity** is at the core of everything we do.

Bravo to our partners at **The LAGRANT Foundation** for 25 years of opening doors – and inspiring change.



TLF ALUMNI SPOTLIGHT

TLF ALUMNI SPOTLIGHT



Danielle Calhoun
VP, Diversity Equity & Inclusion
Weber Shandwick

Danielle Calhoun is a highly accomplished professional currently serving as the Vice President of Diversity, Equity, and Inclusion. She works at Weber Shandwick and Creation in San Francisco, where she leads efforts in fostering diversity, equity, and inclusion within the organization. With her extensive background in strategic communication and integrated media storytelling, Danielle ensures that inclusive practices are integrated into all aspects of the company's operations.

In addition to her crucial role in promoting diversity and inclusion, Danielle brings a wealth of experience in developing award-winning social media campaigns for clients from various industries, including B2B tech, healthcare, and wine. Her exceptional leadership skills and dedication have earned her recognition as a member of the ADCOLOR FUTURES Class of 2014 and The LAGRANT Foundation Scholarship recipient in 2008 and 2009.

Danielle's academic achievements, as a summa cum laude graduate and Phi Beta Kappa from Kansas State, and her Master's degree in Strategic Communication from the University of Denver, reflect her commitment to personal and professional growth. As a first-generation college graduate and a third-generation Mexican American, she continues to be a trailblazer in the industry, leveraging her diverse background to drive meaningful change and create a more inclusive workplace.

TLF ALUMNI SPOTLIGHT



Juwan Thompson
Senior Communications Manager
P&G

Juwan Thompson is a passionate communications counselor that informs, inspires, and invents to deliver value that builds brands, people and communities. As the communications manager for some of P&G's most iconic brands, Old Spice®, Ivory®, Olay Body®, Aussie®, My Black is Beautiful®, Gold Series by Pantene®, Next of Us®, Juwan leads multifaceted PR teams responsible for winning the hearts and minds of hundreds of millions consumers across North America.

Some of Juwan's recent work include revamping influencer and PR strategies for Old Spice's 10-year anniversary of the iconic 2010 "Smell Like a Man, Man" campaign to evolving the brand to launch the new "Smell Ready for Anything" tagline and campaign that helps to meet the needs of consumers today.

He is most proud of his work leading the strategy and design behind Old Spice's social impact framework to commit to improving the lives of young guys by increasing the high school graduation rate by 10 percent in underserved communities by 2030. From reinventing Olay's body care business through the brand's new premium skin-inspired offerings, including introducing actress and singer Keke Palmer as the new ambassador to crafting the past two Old Spice Super Bowl campaigns, Juwan has a 24/7 pulse on cultural trends and experience in brand-building with celebrities, athletes, publishers and third-party organizations.

As a natural leader with a passion for diversity, inclusion and equity, Juwan regularly volunteers with The LAGRANT Foundation, a non-profit organization committed to increasing the number of multicultural talent in the "fields of advertising, marketing, and public relations;" and serves on the Syracuse University alumni board to create opportunities for underrepresented undergraduate and graduate students.

Originally from Atlanta, Georgia, Juwan received his bachelor's degree in marketing and entrepreneurship & emerging enterprises from the Martin J. Whitman School of Management at Syracuse University's and master's in strategic public relations from the S.I. Newhouse School of Public Communications at Syracuse University in Syracuse, NY.

In his free time, he enjoys traveling to discover new cultures, spending time with family and friends, and devoting time to care for animals.

TLF ALUMNI SPOTLIGHT



Carmen Ma
Media Marketing Associate
Ralph Lauren

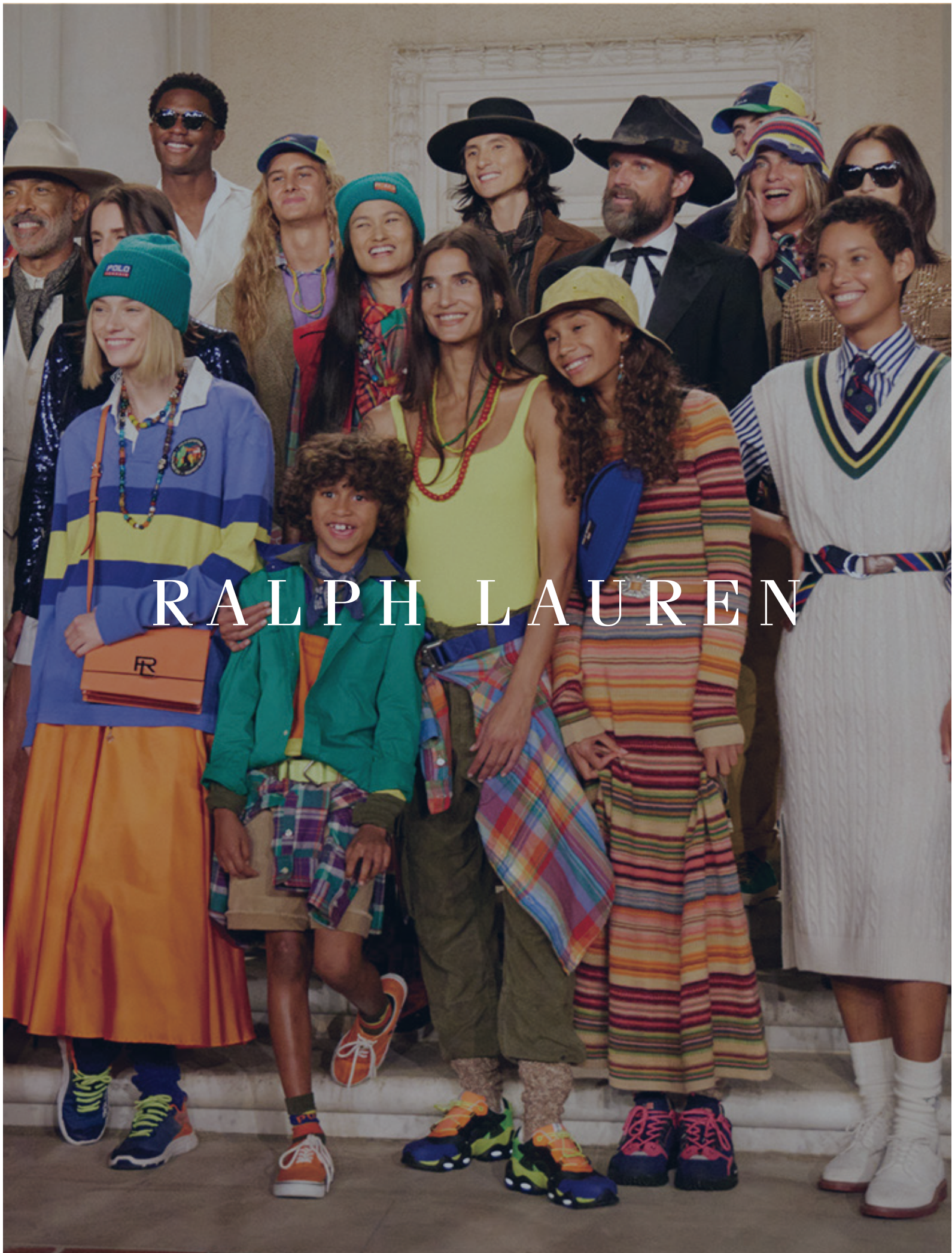
Carmen Ma is a highly accomplished professional with a strong background in media relations. Currently serving in a prominent role at RL, a renowned global brand.

With a successful tenure at RL, Carmen has demonstrated her exceptional skills in media relations and her ability to drive impactful communications strategies. Her experience working at one of the world's most esteemed fashion brands has deepened her understanding of the industry and strengthened her ability to navigate the media landscape.

In her current role at RL, Carmen has been instrumental in executing successful media campaigns and managing media relations for the brand. Her responsibilities include coordinating press releases, fostering relationships with key media outlets, and strategizing effective communication approaches to enhance RL's brand presence.

Carmen's collaborative mindset and adaptability have been crucial to her success at RL. She thrives in fast-paced environments and excels at building strong relationships with internal and external stakeholders. Her exceptional organizational and communication skills allow her to effectively manage multiple projects simultaneously, ensuring seamless coordination and successful execution of PR initiatives.

Passionate about the RL brand, Carmen has been deeply inspired by its ability to maintain its core brand DNA while embracing innovation and staying relevant in the ever-changing media landscape. She greatly appreciates RL's commitment to inclusivity and diversity. Carmen admires RL's support of The LAGRANT Foundation, which highlights their dedication to fostering diversity within the fashion industry and driving positive change.



RALPH LAUREN

TLF ALUMNI SPOTLIGHT



Stephanie Guzman
Senior Account Manager, Healthcare
Hill+Knowlton

Stephanie M. Guzmán is a Senior Account Manager for Hill+Knowlton's healthcare practice. Previously, she served as the Director of Communications for Brooklyn Borough President Antonio Reynoso in New York City and served as First Deputy Press Secretary for the country's largest public health system, NYC Health + Hospitals, during the COVID-19 pandemic. During the last nine months of the de Blasio administration, she served double duty coordinating all press relations for the NYC Vaccine Command Center, and earlier supported external affairs for the country's first coordinated COVID-19 test and trace efforts through the NYC Test & Trace Corps.

Hill + Knowlton will be Stephanie's second stint in the private sector. Before transitioning to the public sector in 2019, Stephanie worked for global PR firms that included Ketchum and Finn Partners with healthcare and nonprofit clients. Stephanie earned her Master's Degree in Public Policy Analysis and Management from The New School in NYC, and her Bachelor's Degree in Communications and Political Science from the City College of New York, CUNY. She is a native New Yorker, being born and raised in East New York, Brooklyn by her single mother. She is second-generation Dominican-American.

In her free time, she enjoys hosting formal dinner parties and experimenting with new pastry recipes. Her lifelong dream is to be cast on the Real Housewives of Miami.

TLF ALUMNI SPOTLIGHT



Johnny Miao
Associate Brand Manager
Henkel

Johnny Miao is a TLF alum from 2019 and 2020. He graduated from Fordham University in winter of 2021 with a major in Global Business, concentrating in Global Marketing.

He started off his career at L’Oreal as a Brand Marketing Associate on the Biolage haircare brand where he led product launches and creative asset production while contributing to brand marketing analytics. Now, he is at Henkel on the Dial soap brand as an Associate Brand Manager, owning the bar soap category and strategizing for brand equity/communications including commercials, celebrity partnerships, and brand sustainability.

Outside of work, he enjoys traveling (with a goal of 2 new countries a year), food (especially trying out new restaurants), and movies (attending at least 3 film festivals a year). With a commitment to making a positive impact both within and outside the workplace, Johnny embodies the values of diversity and sustainability in his professional and personal life.

TLF ALUMNI SPOTLIGHT



Hillary Caldwell
Marketing Manager
PEPSiCo.

Hillary is a 2020 MBA graduate from Goizueta Business School with a concentration in marketing and strategy. During her time at Goizueta, Hillary was a two-time recipient of The LAGRANT Foundation Scholarship, in both 2018 and 2019.

She is currently working at PepsiCo. as a Marketing Manager overseeing the Muscle Milk and Gatorade Sports Fuel brands. In this role, she manages commercialization and innovation strategy for the ready-to-drink portfolio of protein products. Previously, she worked on the Propel brand overseeing consumer engagement, including campaign development as well as the brand's digital and social strategy.

Prior to business school, her experience included brand management and business development for Lululemon Athletica and SoulCycle. She graduated from UCLA in 2013 with a B.A. in Psychology and a Minor in English. She was also a four-year member of UCLA's Division 1 Women's Crew team. Hillary is currently based in Chicago, IL.

TLF ALUMNI SPOTLIGHT



Luis Sanchez
Senior Communications Manager
Chicago International Charter School

Luis is a highly skilled communications and government relations professional with a strong focus on strategy, writing, and relationship-building. He brings extensive expertise in crisis communications, change and reputation management, media relations, corporate positioning, and business marketing initiatives. Throughout his career, Luis has held various roles in public affairs and communications in both Chicago and Washington, DC.

Educationally, Luis holds a Master's degree in Public Service Management/Public Policy and Public Relations and Advertising from DePaul University. He also earned a Bachelor's degree in Political Science/International Relations from Loyola University. These academic accomplishments have provided him with a solid foundation for his professional pursuits.

In recognition of his exceptional potential and dedication to the field, Luis was honored as a scholarship recipient of The LAGRANT Foundation (TLF) in 2014. This scholarship has played a significant role in supporting his educational and career endeavors, further contributing to his growth and success.

With his robust skill set and educational background, Luis continues to make a positive impact in the realm of communications and government relations. His proficiency in strategy development, writing, and fostering relationships positions him as a valuable asset in his field.

TLF ALUMNI SPOTLIGHT



Saata Bangura
Associate Creative Director
Ogilvy

Saata Bangura is an exceptional, award-winning, and multidisciplinary creative artist known for her remarkable expertise in crafting high-impact visual representations. As an art director, graphic designer, and fine artist, her illustrious career has spanned across prestigious organizations in the realms of advertising, marketing, technology, entertainment, and nonprofit industries. Notably, Saata has collaborated with distinguished brands such as Google, Disney, MTV, Under Armour, Major League Baseball, Baskin Robbins, Michaels, Marriott, and The 3% Conference, showcasing her versatility and skill in producing captivating campaigns.

Operating at the intersection of creativity, mindfulness, and curiosity, Saata boasts a track record of creating transformative change and leaving a meaningful impact. Her artistic philosophy revolves around delving into the core “why” of each project and anchoring that purpose in everything she creates, ensuring a profound resonance with her audience.

Proudly embracing her heritage as a second-generation American with roots in Sierra Leone, West Africa, Saata was born and raised in the vibrant Bay Area before finding her home in Los Angeles. Her deep connection to culture, music, dance, social justice, pop culture, and all forms of creativity fuel her passion and drive for producing authentic and purpose-driven artworks.

TLF ALUMNI SPOTLIGHT



Andrew Moreira
Director of Student Activities,
Leadership Development
Ringling College of Art and Design

Andrew, the esteemed Director of Student Activities and Leadership Development at Ringling College of Art and Design, is widely recognized for his remarkable achievements. He has received prestigious awards, including the 2018 Outstanding Leadership Award, 2018 Legacy Leader Award, 2018 Dean James Credle Award, 2017 Excellence in Leadership Award, 2016 Unsung Hero Award, and 2015 Emerging Leader Award.

In his current role, Andrew plays a pivotal role in guiding and empowering students at Ringling College of Art and Design. As Director, he works closely with individuals on a one-on-one basis, providing mentorship and support. Andrew also conducts engaging classroom presentations to promote LGBTQ visibility and advocacy, demonstrating his commitment to fostering inclusivity.

Andrew holds a Master's degree in Public Administration and a Bachelor's degree in Marketing from Rutgers University, showcasing his diverse academic background and expertise. His educational foundation, combined with his exceptional leadership abilities, enables him to excel in his role at Ringling College of Art and Design.

Recognized as a scholarship recipient of The LAGRANT Foundation (TLF) in 2017, Andrew has been acknowledged for his potential and dedication to diversity and inclusion. This scholarship has been instrumental in supporting his personal and professional growth.

Through his impactful work and dedication to fostering inclusive leadership, Andrew continues to inspire and empower students at Ringling College of Art and Design. His exceptional achievements and commitment to diversity position him as an invaluable asset within his organization and the broader community.

TLF ALUMNI SPOTLIGHT



Nichole Hamilton-Sandoval
Director,
Strategic Business Communications
VCA Animal Hospitals - a Mars
Veterinary Health company

Nichole Hamilton Sandoval (she/her) just started a new role as the Director, Strategic Business Communications at VCA Animal Hospitals, a Mars Veterinary Health company. In her role, she'll be responsible for building an employee engagement platform to inspire and inform VCA's associates and stakeholders around the world. Her role will also entail serving as a trusted thought partner to leadership, leading cross-functional initiatives and developing integrated communications strategies in partnership with the broader Corporate Affairs team.

Previously, Nichole spent two and a half years at Starbucks, where she was a Senior Manager on the Employee Experience Innovation team, focused on radically improving the experience of hourly retail store employees. In her role, she established an entirely new PMO, focused on facilitating effective cross-functional collaboration, ensuring company-wide integration, and leading the team's overall communications strategy. She served as a strategic advisor and thought partner to leaders at all levels, lending employee experience expertise and counsel for key employee programs.

Before joining Starbucks, she spent four years at The Walt Disney Company leading external and internal communications for the Disney Parks, Experiences and Products segment. As the Senior Manager, Employee Culture & Advocacy, she was responsible for driving segment-wide culture communication strategies, overseeing content amplification initiatives, and managing global ambassador and advocacy programs. Prior to that role, she was the Senior Manager, External Communications & Public Affairs, managing both proactive communications campaigns and launches, as well as responding to reactive issues and crises.

Prior to her time at Disney, Nichole spent four years at FleishmanHillard, a global public relations firm, doing executive visibility and corporate communications work for a variety of clients, including Samsung Electronics and AT&T. She started her career in the newsroom, spending two years as a News Producer for KABC-TV Los Angeles. Nichole graduated with a Bachelor of Arts degree in Journalism and Public Relations with a minor in Marketing from California State University, Long Beach. She obtained her Master of Business Administration (MBA) at University of Southern California in 2020.

In her free time, Nichole enjoys going to concerts and trying new coffee shops and breweries in her hometown of Los Angeles. She's also passionate about mentorship and serves as a mentor to rising professionals via The LAGRANT Foundation and University of Southern California. She resides in Los Angeles with her husband Joseph, their dog Marty, and their cat Leon.

TLF ALUMNI SPOTLIGHT



Jessica Shih
Communications Director
San Francisco Health Service System

Jessica Shih is a dynamic communications director at San Francisco Health Service System (SFHSS) who possesses a deep passion for uncovering captivating stories and connecting them with brand building campaigns. At SFHSS, she leads a dedicated team focused on educating and empowering over 120,000 members to make informed choices about their health benefits. Additionally, Jessica spearheads efforts to engage members in proactive health management.

Driven by a relentless curiosity, Jessica's ability to find intriguing narratives in everyday situations sets her apart. She goes beyond superficial PR metrics, inspiring her team to unleash their creativity and deliver innovative solutions that drive tangible business results.

Before joining SFHSS, Jessica held prominent roles such as director of strategic communications at Blue Shield of California, director of CSR and multicultural communications at Verizon, and led brand communication campaigns at Procter and Gamble. Her exceptional leadership has garnered recognition, with her brands winning two PRSA Big Apple Awards.

Committed to uplifting the next generation, Jessica served on the board of The LAGRANT Foundation, making history as the first alumni board member. She remains a staunch advocate for fostering diversity within the marketing and communications industry, championing for increased representation and inclusion. Jessica's dedication to supporting and promoting diversity aligns with her unwavering passion for making a positive impact in the field.

TLF ALUMNI SPOTLIGHT



Myles Worthington
Founder & CEO
WORTH1

Myles Worthington is the visionary Founder and CEO of WORTH1, an esteemed ethnographic marketing, communications, and content agency. WORTH1's mission is to unlock the business value and cultural impact of what they call "historically underestimated communities," and establish the cultural relevance between their needs and a brand's story, forging lasting connections.

As the CEO and principal strategist, Myles and his team collaborate with major brands such as Paramount+, Lionsgate, Hulu, Disney, Indeed, and P&G, among others. Recently, he was named one of Variety's 2023 New Hollywood Leaders, and his agency was listed as a finalist in Adweek's 2023 Multicultural Agency of the Year awards.

Before starting WORTH1 in 2022, Myles held various positions at communications agencies prior to joining Netflix. At Netflix, he created the Multicultural PR practice in 2016 and later transitioned to the marketing organization to spearhead the multicultural Brand & Editorial team. Under his leadership, groundbreaking initiatives such as Strong Black Lead, Con Todo, Most, and Netflix Golden were launched, focusing on creating content and fostering conversations for Black, Latinx, LGBTQ+, and AAPI audiences. Myles built these teams from scratch and successfully cultivated internal corporate enthusiasm for audience-focused work until he departed from the company in April 2022.

Driven by a desire to transform the industry and debunk the misconception that niche tactics lead to niche results, Myles is dedicated to achieving positive change. He believes that specificity is a powerful asset rather than a limitation.

Beyond his professional endeavors, Myles cherishes his role as a husband and father of four. He finds joy in outdoor activities, is an avid swimmer, and has a deep passion for cars.

TLF ALUMNI SPOTLIGHT



Steffanee Jagdeo
Senior Account Executive
The Martin Agency

Steffanee Jagdeo was a TLF scholar in 2017 and 2018. During her time in TLF, she was exposed to the world of PR and advertising and the importance of representation in these fields. She has gone on to begin a career in advertising after graduating from the University of Minnesota in 2020.

Steffanee is currently a Senior Account Executive at The Martin Agency working on OREO and RITZ. Prior to her position at The Martin Agency, Steffanee was an Account Executive at Colle McVoy where she fostered partnerships with clients and managed expectations while delivering work that was strategically sound and creatively driven. She also oversaw the agency's Inclusion Council that is responsible for fostering inclusion and belonging, manage ERGs, and be the Inclusion Council representative on the Cultural Leadership Team that is responsible for overall DEI&B at the agency. Outside of work she enjoys traveling, museums, volunteer work, and trying new foods.

TLF ALUMNI SPOTLIGHT



Giana Darville
Product Communications Associate
HP

Giana is a driven professional dedicated to fostering inclusive storytelling and communications strategy in the technology industry. As a 2018 LAGRANT Foundation Scholar and alumna of Oakwood University (Class of 2020), she has a strong passion for driving diversity and innovation in public relations. Giana's early career experiences at Apple, Amazon, and BCW have equipped her with valuable insights and skills.

Currently, Giana plays a vital role as a Personal Systems Communications Associate at HP, where she supports the company's consumer-focused communications efforts and product launches. Her contributions have garnered recognition from esteemed organizations such as The PR Council, The PRSA Foundation, and The Betsy Plank Foundation, among others.

Beyond her professional achievements, Giana's dedication to making a difference extends to her involvement in various initiatives. She has been honored as one of Oakwood University's 30 Under 30 and selected as a 2022 ColorComm NextGen HBCU Fellow. Additionally, she serves as a senior community and youth engagement trainer for Truth Initiative, a prominent nonprofit public health organization focused on eliminating nicotine addiction.

Giana's diverse experiences and accolades highlight her commitment to amplifying underrepresented voices and driving positive change in both the technology and public health sectors.

TLF ALUMNI SPOTLIGHT



Joseph Apodaca
Senior Manager, Public Relations
VIZIO

Joseph Apodaca is a senior manager of public relations at VIZIO. He is responsible for driving PR strategy and execution for VIZIO's consumer TV and Audio product portfolio. In addition to managing the strategy for the hardware and software divisions, he is responsible for growing relationships with key media, materials development, cross-functional collaboration and agency management.

Prior to his role at VIZIO, Joseph served as a lead public relations manager at AT&T. He was responsible for strategy and storytelling initiatives in support of the AT&T Consumer and Business Fiber teams, where he helped launch multi-gigabit fiber internet nationwide across AT&T's 21-state fiber footprint. Joseph also supported executives for external opportunities ranging from speaking panels to written bylines and social media strategy.

Prior to his in-house experience, Joseph was an Account Supervisor at FleishmanHillard Los Angeles. He spent 5+ years supporting the Samsung Electronics Global Visual Display division. In his role, Joseph was responsible for global communications efforts in support of Samsung's premium TV lineup, including materials development, monitoring and reporting, issues management, and event management/execution. In his time at FleishmanHillard, Joseph supported several consumer brand clients, including AT&T, Cisco Meraki, Hudson Pacific Properties, Poly (formerly Plantronics), HP Inc., Anheuser-Busch, Fleming's Prime Steakhouse, and Vans.

Joseph is a graduate of California State University, Long Beach, where he received a Bachelor of Arts in journalism and mass communications, with an emphasis in public relations, and minor in communication studies. He is a 2012 scholarship recipient of The LAGRANT Foundation. A native to Los Angeles, Joseph currently resides in Long Beach, California.

TLF ALUMNI SPOTLIGHT



Madeline Song
Personal Systems Demo Specialist,
Customer Briefing Coordinator
HP

Madeline Song graduated from UCLA with a degree in Communication. With a keen interest in Advertising, Marketing, and PR, she has now embarked on an exciting career journey as a Personal Systems Demo Specialist and Customer Briefing Coordinator at HP, a leading technology company.

Madeline's passion for the industry stems from her fascination with the power of digital media and the creative possibilities it offers. Her drive to gain practical experience led her to intern at Jane Owen Public Relations during her academic years. Additionally, she held leadership positions in various clubs and organizations at UCLA, including student government and the Undergraduate Communication Association, where she honed her skills in writing, social media management, and creating captivating digital content.

Building on her experiences and knowledge, Madeline now thrives as a Personal Systems Demo Specialist and Customer Briefing Coordinator at HP. In this role, she leverages her expertise to showcase the innovative products and solutions provided by the company. With a knack for presenting and coordinating customer briefings, Madeline plays a crucial role in delivering exceptional experiences for HP's clients.

Madeline's dedication to continuous growth and her passion for the industry have propelled her career forward. Her commitment to embracing the ever-evolving landscape of digital media positions her as a valuable asset in the advertising, marketing, and PR fields. Through her role at HP, she contributes to the company's mission of leveraging technology to transform lives and businesses.

TLF ALUMNI SPOTLIGHT



Natalie Godwin
Senior Director of External
Communications
Lowe's

Natalie Godwin is a highly accomplished professional in journalism, public relations, and strategic communications. Currently serving as the Senior Director of External Communications at Lowe's, she brings a wealth of experience and expertise to her role. With a background that includes working as a reporter and television news producer in various cities, Natalie has honed her skills in delivering compelling stories and managing media relations.

Transitioning from television to public relations, Natalie made significant contributions at NASA, where she implemented strategic communications plans for space shuttle launches and science missions. Her work extended to supporting minority affairs, education, and technology applications at the Jet Propulsion Laboratory. She then joined General Motors (GM) in Detroit, leading media relations efforts for the company's automotive brands. During her time at GM, Natalie played a crucial role in managing media relations for high-profile events such as auto shows, new product launches, and community engagements.

In 2011, Natalie joined Unum as a Public Relations Manager and rose through the ranks to Assistant Vice President of External Communications. Her extensive experience in media relations, crisis management, and strategic communications drove success for Unum, before she transitioned to lead external communications at Lowe's. Natalie's outstanding achievements have been recognized through multiple awards, including the prestigious PRSA Phoenix Awards and IABC Golden Flame awards.

She holds a master's degree in communication & Journalism from the University of Southern California and a bachelor's degree in Journalism and Mass Communication from the University of North Carolina at Chapel Hill, solidifying her academic foundation in the field.

TLF ALUMNI SPOTLIGHT



Melissa M. Lopez
Communications Strategist
ACLU of San Diego & Imperial Counties

When I applied for The LAGRANT Foundation scholarship, I could not have imagined the profound impact it would have on my future and career. Back then, I was at California State University, Long Beach, striving to gain real-world experience in marketing communications but facing challenges in securing internships.

Receiving the scholarship was a turning point that jump-started my journey in the field. The Foundation connected me with Warner Bros Consumer Products for a summer internship and later with MSLGROUP for a full-time internship after graduation. These experiences laid a solid foundation for my career in public relations.

I then had the honor of becoming the first-ever employee of The LAGRANT Foundation, running their program and handling internship programs, scholarship applications, events, and media relations. Subsequently, I joined LAGRANT COMMUNICATIONS' Hispanic Practice, working on media relations and strategies for major clients.

Now, as the Communications Strategist at ACLU of San Diego & Imperial Counties, I have the privilege of leading a team of creatives in web design, advertising, branding, video and audio production, and handling public relations for both clients and our agency. The invaluable experiences provided by The LAGRANT Foundation have shaped me into who I am today. I remain closely connected to the Foundation, offering my assistance in scholarship reviews and mentoring as needed. Mr. Kim L. Hunter, the foundation's founder, continues to be one of my closest mentors, offering professional and personal guidance that has been instrumental in my growth. I owe my valuable experiences and relationships to The LAGRANT Foundation.

TLF ALUMNI SPOTLIGHT



Vanetia Cannon-Thurman
Innovation Marketing Manager
Molson Coors Beverage Company

Vanetia Cannon-Thurman is a dynamic communications professional, currently serving as the Innovation Marketing Manager at Molson Coors Beverage Company (MCBC). In her role, Vanetia is responsible for developing, ideating, and building white space opportunities that align with the company's portfolio strategy. She collaborates closely with brand teams, sales operations, and distributor organizations, overseeing a crucial joint-venture pipeline and managing all aspects of the product development process.

Prior to her role at MCBC, Vanetia held key positions at The Clorox Company, where she served as an Omnichannel Brand Manager & Sales Planner and Senior Associate Marketing Manager for Burt's Bees Skincare Innovation. During her tenure, she drove significant growth on Amazon, led the revitalization of anti-aging regimens, and pioneered mass expansion into topical CBD, showcasing her ability to navigate and excel in the rapidly evolving landscape of consumer goods. Vanetia's diverse background also includes valuable experience at MillerCoors, Hewlett-Packard, and Accenture.

Vanetia holds an MBA from the Kellogg School of Management at Northwestern University, where she majored in Marketing, Management & Organizations, and International Business. She earned a Bachelor of Science in Computer Science with a minor in Organizational Behavior from Washington University in St. Louis. Beyond her professional achievements, Vanetia is deeply committed to inclusion and diversity, serving as a founding member of the Clorox Marketing Inclusion, Diversity, Equity, & Ally-Ship Steering Committee and leading the Business Insights Committee for the Clorox Black Employee Resource Group.

TLF ALUMNI SPOTLIGHT



Lesly Rodriguez
Editorial & Communications Strategy
UPS

Lesly is a dedicated professional serving as the Manager of Editorial & Communications Strategy at UPS. In this role, she oversees integrated communications execution and ensures cohesive storytelling across UPS's earned and owned channels. She plays a crucial part in driving brand relevance by focusing on key storytelling priorities, including the environment, social impact, diversity, equity, inclusion, and business strategy.

Previously, Lesly worked as a Marketing Producer at General Assembly, where she spearheaded Atlanta's comprehensive marketing plan through impactful events and partnerships. Her efforts contributed to GA's growth, scalability, and transformative impact on individuals' lives. Additionally, as a proud Latina and immigrant, Lesly led General Assembly's Latinx Employee Resource Group (ERG) initiatives.

Prior to that, Lesly worked as an Associate at Weber Shandwick, where she served Corporate and Consumer clients, including McDonald's, Mattel, The Coca-Cola Company, Chevrolet, and the Metro Atlanta Chamber. She also took on a leadership role in driving diversity, equity, and inclusion (DEI) efforts at Weber Shandwick's Atlanta office.

With a background in event planning, strategy, content creation, media relations, and multicultural storytelling, Lesly brings a well-rounded skill set to her role. She holds a Bachelor of Arts in Journalism from Georgia State University, with a concentration in Public Relations and a minor in Studio Art.

Lesly's dedication to effective communications, impactful storytelling, and fostering diversity and inclusion in the industry contributes to her success in driving positive change and shaping meaningful brand narratives.

TLF ALUMNI SPOTLIGHT



Jose (Leo) Rodriguez
Senior Creative Strategist
Target

Leo is a storyteller, a community connector and a multipotentialite who is passionate about Marketing. As a Sr. Creative Strategist at Target, he brings the humanity needed for creatives to be inspired, moved, and create resonate marketing campaigns. His personal interests and outlook on life trickles into the work he does in the community & for others via his platform Corazón a Corazón.

He started with the retailer in 2018 as a marketing associate, before graduating to creative project manager and his current role. Leo has led multichannel campaigns and in-store activations at Target for Black History Month, Pride, and Seasonal Summer. Leo was a 2016 TLF Scholarship recipient.

TLF ALUMNI SPOTLIGHT



Chantel Zapata Pray
Interaction Designer
Google

Chantel's passion for creativity and design began at a young age, and her journey took her to the High School of Art and Design in New York City, where her love for advertising flourished. The LAGRANT Foundation scholarship became a pivotal stepping stone, enabling her to study Communication Design at Parsons School of Design despite financial challenges. As a Creative Director, she excelled in crafting compelling campaigns for top brands like Scholastic, Marvel, and Samsung, even launching the Amazon Kindle. In 2016, her career took an exciting turn when she discovered User Experience Design, igniting a new passion for storytelling and innovation.

Transitioning to UX Design, Chantel had the privilege to contribute her creativity to digital platforms for renowned organizations, including Marriott International, Google, Harvard Business School, and Reuters. Embracing her unique background as a Latina and the daughter of hard-working immigrant parents, Chantel is determined to be an advocate for diversity and inclusion in the industry. Her experience with The LAGRANT Foundation has not only provided essential support but also empowered her to embrace her voice and make a meaningful impact on the world through her creative endeavors.

As she embarks on her journey as an Interaction Designer at Google, Chantel remains dedicated to fostering diversity and belonging in the communications field, embodying the values of creativity, empathy, and collaboration in her every endeavor. Her father's unrealized dream of being in advertising motivates her to seize every opportunity to break barriers and create a more inclusive space for aspiring creatives. Chantel's passion for storytelling, combined with her commitment to diversity and representation, makes her a driving force in shaping a more vibrant and inclusive future for the communications industry.

TLF ALUMNI SPOTLIGHT



Karen Kyi
Account Manager
Waterhouse Brands

Karen is an account manager at Waterhouse Brands, where she collaborates closely with clients in the healthcare industry and project leads to develop and execute engaging marketing and communication projects. She is passionate about helping brands find their voice and identity to connect with their most relevant stakeholders.

Before Waterhouse, Karen worked at Google as a Platforms Solutions Specialist - supporting top advertisers utilizing the Google Marketing Platform. In this role, she worked with account executives, advertising agencies, and global brands to identify and resolve product or billing issues that may impact marketing and programmatic media campaigns.

She previously worked in the public relations industry as an Account Associate at Real Chemistry (formerly W2O Group). As an Account Associate, she developed communication materials, coordinated major client announcements, and managed media relations for small to mid-sized biotech companies. Karen graduated from the University of California, Santa Barbara in 2018 with a B.A. in Communication and a minor in Professional Writing. She is currently based in San Francisco, CA.

TLF ALUMNI SPOTLIGHT



Bjorn Trowery
Consumer Communications Director
Yelp

Bjorn Trowery is an experienced communications professional, having guided storytelling for some of the most well-known companies globally. Bjorn is head of consumer communications at Yelp, where he and his team spotlight the ways Yelp helps people make meaningful connections with the local businesses in their communities.

Previously, Bjorn was Brand Communications lead at Meta, where he drove consumer comms for Meta's brand and marketing campaigns, including the Super Bowl, Olympics, Black creator program, and more. Prior to Meta, Bjorn led comms and served as a spokesperson at Heineken USA and Toys“R”Us Inc., and began his career at Edelman NY.

Bjorn holds a degree in public relations from Penn State University and calls Oakland, CA home.

TLF ALUMNI SPOTLIGHT



Bella Santana
Manager, Integrated Media Planning
OMD USA

Bella, is a dedicated professional working in the field of integrated media planning at OMD. Having recently graduated with her Masters from CCNY's esteemed Branding & Integrated Communications program, she is passionate about staying at the forefront of this rapidly evolving industry.

Bella believes that growth is a lifelong journey, and is committed to nurturing her own professional and personal development. As she progresses in her career, Bella is eager to take on new challenges, collaborate with talented peers, and further expand her skill set.

She is a Delve media planning professional who is driven by a passion for innovation and excellence. With a solid academic foundation and a commitment to continuous growth, Bella is excited about the possibilities that lie ahead and the opportunity to make a lasting impact in the field of integrated media planning.

TLF ALUMNI SPOTLIGHT



Cortlan White, MBA
Senior Sourcing Manager
Target

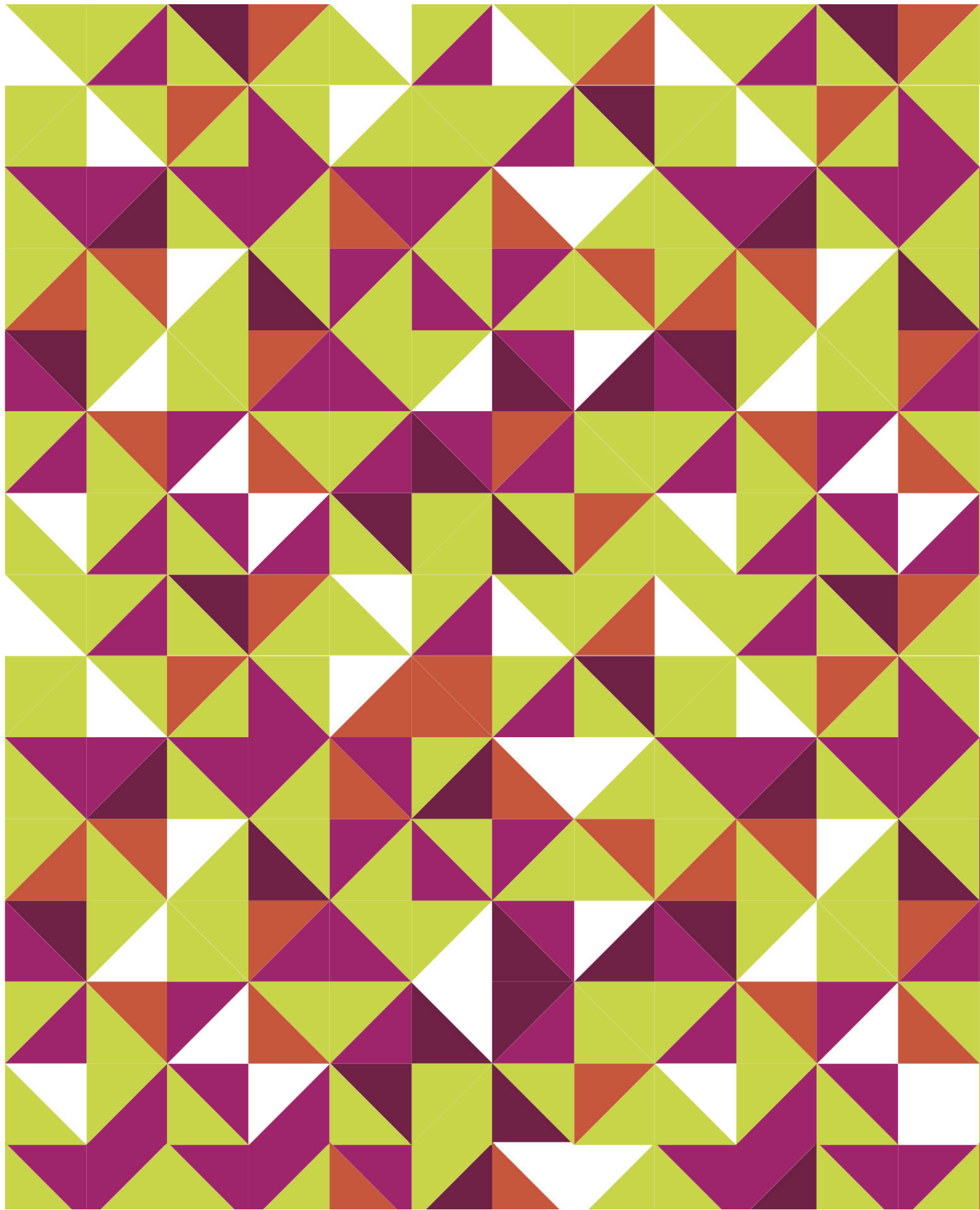
Cortlan White, MBA is a son, brother, uncle, entrepreneur, and servant leader. He focuses on serving the community, bringing people together, and helping others grow spiritually and professionally.

Before launching his real estate business and clothing brand (Crown and Cross Apparel), Cortlan was a business operations manager at Honeywell for three years, specializing in the Fire and Life Safety industry. He currently is a sourcing manager at Target where he works on private label brands such as Threshold designed with Studio McGee and Hearth & Hand designed with Magnolia.

A native of Detroit, Michigan, Cortlan earned a BBA at the University of Michigan's Ross School of Business in 2011 and then completed an MBA at Duke University's Fuqua School of Business in 2019.

During his time at Duke, Cortlan worked as a Graduate Resident Assistant for LEAD (Leadership Education and Development). A program that he attended as a high school student at Dartmouth College. He also served as the Social Chair of the Black Graduate and Professional Student Association. Cortlan worked as a night manager at the Mary Lou Williams Center for Black Culture. Through his work at the center, he organized the 2nd Annual Black Graduation for Graduate and Professional Students.

Currently, Cortlan resides in Atlanta, Georgia. He is active in the community, serving at Victory Church as a small group coach and team lead for guest experience. Personally, Cortlan is an avid basketball player and fan, a "Love is Blind" enthusiast and a culinary novice.



A photograph of a woman and a young girl sitting together on a chair. The woman is wearing a vibrant, multi-colored headwrap and a white long-sleeved shirt. She is smiling and looking down at the girl. The girl is also wearing a white long-sleeved shirt and is laughing joyfully with her mouth open. The background is a simple, light-colored wall.

Medtronic

Engineering the extraordinary

Better outcomes for our world

We're driven to expand access to healthcare technology
and pursue better outcomes for more people in more places.

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