

WOMEN IN BUSINESS

4th Edition



Elizabeth
Horvath



Madison
Rambo



Julia
Tomczyk



Kaitlyn
Ryan



Alexa
Nelson

meet the sophomores



Alyssa
Campen



Erin
Liebermann



Samantha
Longo



Tess
Ellithorpe



Sara
Porter



Who: Christina Kaufman
Hobbies: She loves practicing yoga, baking, and swimming!
Fun Fact: Her favorite book is Small Great Things by Jodi Picoult!



Who: Mary Voss
Hobbies: She loves to go shopping and hang out with friends and family!
Fun Fact: She has two nephews that are both under two years old!



Who: Jenna Anderson
Hobbies: Outside of school she enjoys working out, baking or cooking, and trying new coffee places. She also loves just relaxing & spending time with friends and family.
Fun Fact: She played volleyball for 8 years

EXECUTIVE SPOTLIGHT



Who: Hannah Gorsline

Position: Public Relations

Majors: Entrepreneurial Management and Marketing

Minor: Rhetoric and International Business

Who: Brittany Caskey

Position: V.P. of Technology

Majors: Marketing and Business Analytics

Minor: Mass Communications



Hometown: Bettendorf, Iowa

Fun Fact: I love to travel and studied abroad in Paderno del Grappa, Italy.

Favorite Thing About WIB: I look forward to connecting with future speakers and engaging with more of our members during our upcoming events!



Hometown: Geneva, IL

Fun Fact: I've lived in 5 different states!

Favorite Thing About WIB: I love getting to know lots of new people and meeting the different speakers!

GENERAL MEETING #5

Women in Business had the honor of hearing from the University of Iowa Tippie alumni, Sue Taylor. She serves as the Chief Information Officer of the Bill & Melinda Gates Foundation. She worked several jobs and changed college careers over the years, only to have a mentor finally guide her down the business path. **Her advice rang strong and clear - get a mentor early!!** As an established businesswoman and now CIO of such a predominant organization, she supports a \$68 million budget with over 2,000 other employees throughout the company. **The Bill & Melinda Gates Foundation "envision[s] a world where every person has the opportunity to live a healthy, productive life."** The campus for their company's headquarters opened in Seattle in 2011. This campus stands as a hub for innovation and a place for experts from all over the world to gather (before COVID) to implement new ideas to improve lives world wide.

The Foundation operates through grantees and partnership that helps finance new scientific and technological breakthroughs. Their work is also supported by the government, the private sector, communities, nonprofits, and individuals. **Sue Taylor loves working for an organization that allows her to lead with her heart and directly impact and improve lives worldwide.** As CIO of the Foundation, she has significantly transformed her team over the last four years. **Her initiatives have increased diversity at the Bill & Melinda Gates Foundation by 25%! She promised her team that she wanted to see more women working in IT positions, and she lived up to her commitment!** Sue's positive energy lit up our Zoom session. Sue stressed that there are no such things as closed doors. There is always a way to open a door for yourself, no matter how stuck you may feel. You can open these doors by enhancing and strengthening your super strengths. Instead of focusing on what you believe to be your weaknesses, capitalize on your STRENGTHS! She also stressed how far networking can take you throughout your career. Networking is not about meeting people that you can benefit from right at a specific moment in time. Networking is about building up a community of people that you trust that perhaps one day down the road you can turn to for advice or help! **Networking is about relationships! It is not a transactional process.**



Sue Taylor

Chief Information Officer of Bill & Melinda Gates Foundation

Contact: <https://www.linkedin.com/in/sueytaylor/>

“My journey was not a career ladder that only went up. It was a climbing wall, movement was even lateral or even downward.”



Key reflections on her career:

1. Learned to reduce complexities by focusing on Business 101
2. Set personal and professional goals
3. Build a plan, but be flexible
4. Know who controls your career (aka who controls your happiness)
5. Every experience is a learning experience

GENERAL MEETING #6

Women in Business also had the honor of hearing from a phenomenal panel of inspiring, accomplished women. **Sarah Kramer** serves as the President, Chief Client and Operations Officer, and Global Client Leader of Spark Foundry, out of New York. She works in advertising and media and has over 20 years of experience leading clients such as P&G, GM, Kraft, Allstate, Macy's, and Campbell's in global and domestic roles. Sarah and her family have also lived and worked in Shanghai, China as the interim CEO for the Greater China region.

Lisa Giacosa serves as the President of Data. and Technology and Analytics of Spark Foundry, out of New York. She is a true global citizen, having worked and lived across three different regions over her career. She has traveled the world in various global roles for Advertising and Media Holding companies such as WPP and Publicis currently. It should come as no surprise that Lisa met her husband in an airport restaurant and she continues to be a culture vulture starving for more international travel opportunities to open up!

Sylvia Wong works as the Innovation Lead for the United Nations Population Fund in New York. In this role, she leads the organization's global work to source and scale proven innovations that improve the health and well-being of women, girls, and youth in low-and-middle income countries. She runs global innovation challenges, manages partnerships, advises country teams, and oversees a portfolio of projects that leverage digital health, data, and frontier technologies for women and girls.

Donna Szatkowski-Zych is a senior-adult partner at Deloitte in New York. She has extensive international experience, including overseeing the audit services delivered to her clients by Deloitte's participating offices throughout the world, with a particular focus in the Latin America region, and having completed a banking secondment in Moscow, Russia.

- **Worry less and take opportunities where they arise. You can't plan everything out in life because as we saw some of these women's most rewarding experiences came in places they least expected!**
- **TRAVEL - seeing the world outside your bubble enhances your life!!**
- **Traveling is transformative because it forces you to live in new cultures where you may not speak the language and have to adopt to a new way of life, benefiting you personally and professionally!**



TAKING CARE OF YOUR HEALTH

Karen Grajczyk delivered a presentation surrounding stress management, nutrition, intuitive eating, and resiliency. She stressed how all these factors significantly impact your performance at work. Good habits can get you on the right track to do well in your career and in school.



"You'll never change your life until you change something you do daily. The secret of your success is found in your daily routine." - John C. Maxwell

MEET THE MENTORS



Anna Marshall

Associate at RedRidge Diligence Services

"It is important to know how to communicate clearly and efficiently, whether it's verbal or written."



Q: What skills do you believe are the most valuable to work on at this time?

A: I have found time management to be the most valuable skill while working during this time. Working from home makes it difficult to find the work / life balance as you are always at work. It is easy to get distracted during the day with your phone, TV, or walking to get coffee. **It is important to be able to focus on work during working hours so that you are able to "go home" after work and take a break.**

Q: Why do you feel mentorship is valuable & if you are willing, please share a bit about your experience in WIB's mentorship program.

A: I think Mentorship is valuable because it provides someone to learn from, someone to discuss hard topics with, and someone to fight for you. **The year or two after college are a huge transition and having someone to bounce ideas off of and who has been in your position before makes it much easier.** A lot of workplaces have formal mentorship programs but it's important to have a mentor you can speak freely with and who wants the best for you so it's okay to have more than one! They can help you with work transitions, promotions, and getting what you want / need in a job.

Q: What advice would you give women at the University of Iowa right now who are looking to develop themselves professionally during this time?

A: My advice would be to develop strong communication skills. **During this time, communication skills are key because you are not always sitting next to the people you are working with.** It is important to know how to communicate clearly and efficiently whether it's verbal or written. Being a good team-member requires being able to communicate your ideas as well as communicate things you are may need some help with or times when you may need to talk to someone about what is on your plate and how to get it completed or if things need to be spread throughout the team.



UPCOMING EVENTS



Please check out the following events on our Facebook sign up page and Instagram! We want to finish off the semester strong by seeing engagement and involvement with our speakers and all these amazing opportunities!!

- **Wednesday, November 4th:** Come to this General Meeting to hear from Nicole Johnston, alumni from the University of Iowa. Nicole is the Chief Sales Officer of the Food Division at Newell. Newell Brands is a leading global consumer goods company with a strong portfolio of well-known brands, including Sharpie, Elmer's, Yankee Candles, and Rubbermaid Commercial products. Come learn what it is like working at such a globally well-known company!
- **Tuesday, November 10th:** Hear from the Iowa Women's Foundation! Learn more about the nonprofit side of business and the incredible work that our philanthropic partner the Iowa Women's Foundation does for women across the state of Iowa! If you are interested in nonprofit work and "do-good" business this is a great opportunity for you to explore what nonprofit work is all about!



Get ready to cheer on the Hawkeyes this weekend!

SOCIAL MEDIA



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Women In Business Announcements



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