



# New Rules: Leadership in a Changing Landscape

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# LEAD YOUR TEAM INTO THE FUTURE WITH A DIGITAL MEDIA SUPPLY CHAIN

Ateliere Connect is a cloud-native media management and delivery platform that will **future-proof your media supply chain.**

## Conference Program At-A-Glance

9 – 9:10 a.m.	Opening Remarks
9:10 -9:15 p.m.	Conference Welcome Remarks Arjun Ramamurthy, Chief Technology Officer, Ateliere
9:15 – 9:30 a.m.	A Look at the 2022 Leadership Awards Nominees
9:30 – 10 a.m.	OPENING KEYNOTE: Future Women Leaders in Tech Wear Green
10 – 10:30 a.m.	Lasting Impact: Empowering the WiTH Community
10:30 – 11 a.m.	Building Community through Leadership: Fitting DEI Puzzle Pieces Together for Real Impact
11 – 11:30 a.m.	NETWORKING BREAK – Topic: How can YOU make a difference?
11:30 a.m. – 12 p.m.	Leading (Women!) Through Technology Innovation
12 – 12:30 p.m.	AFTERNOON KEYNOTE: Women in Technology Leadership
12:30 – 1:45 p.m.	NETWORKING LUNCHEON
1:15 – 1:45 p.m.	LUNCH MENTORSHIP WORKSHOP
1:45 – 2:15 p.m.	Creating Diversity in the Metaverse
2:15 – 2:45 p.m.	Accessibility in the Metaverse
2:45 - 3 p.m.	Using Cloud Transformation as a DE&I Opportunity
3 - 3:30 p.m.	CLOSING KEYNOTE: From Silicon Valley to Sony Pictures – My Adventures in Executive Leadership
3:30 - 4:30 p.m.	2022 WiTH LEADERSHIP AWARDS PRESENTATION Introduction Past Winners/Nominees Winner Announcements Closing Remarks
4:30 p.m.	Closing Remarks
4:30 - 5:30 p.m.	NETWORKING RECEPTION

## Conference Program



Aguilera

### 9 – 9:10 a.m. Opening Remarks

**Christina Aguilera**, Head of Technology Workflow & Strategy, Amazon Studios, and President, WITH Foundation

**Guy Finley**, President & Chief Executive Officer, MESA, and Executive Director, WITH Foundation



Finley

### 9:10 -9:15 p.m. Conference Welcome Remarks

**Arjun Ramamurthy**, Chief Technology Officer, Ateliere



Ichinomiya

### 9:15 – 9:30 a.m. A Look at the 2022 Leadership Awards Nominees

This session looks at this year's award nominees along with previous year's winners. Join us for a look at who is making an impact and why we are honoring them this afternoon at the SoCal Women's Leadership Awards ceremony.

**Guy Finley**, President & Chief Executive Officer, MESA, and Executive Director, WITH Foundation

**Nadya Ichinomiya**, Executive Director – Head of Agile Center of Excellence, Sony Pictures Entertainment, and Chairwoman, WITH Foundation



Layng

### 9:30 – 10 a.m. OPENING KEYNOTE: Future Women Leaders in Tech Wear Green

The harsh reality is that by the time that a young woman has graduated from high school and begun to decide on her aspirational career path (declaring themselves a STEM or technology related field major), she is already behind in the career race and may never catch up. Girl Scouts presents the critical leadership development training for future change agents in tech and that training starts in kindergarten and continues to the C-Suite. Setting the stage for the day's agenda, our Opening Keynote will discuss the ROI of Girl Scouting and the Gold Award and local opportunities for you to partner with Girl Scouts.

**Karen P. Layng**, President, Board of Directors, The Girl Scouts of USA & Chief Executive Officer, M.A.I.T. Co

**Introduction by: Nina Skorus-Neely**, Digital Advisor, Microsoft, and Vice President/Secretary, WITH Foundation



Skorus-Neely



Schneider

### 10 – 10:30 a.m. Lasting Impact: Empowering the WITH Community

Have you ever wondered about the impact that WITH has in our local community? In this panel session, you'll hear personal stories and journeys from the women who have been directly impacted by our community engagement efforts over the years and how they have been able to change their trajectory. You'll also hear more about what these WITH supported non-profits do with their members and for their broader community.

**Moderator: April Schneider**, Executive Director, IT – TV Distribution, Sony Pictures, and Board Member, WITH Foundation

**Panelists: Temitope Adepoju**, Women's Empowerment Institute Alumna, and Salesforce System Administrator, Redpath Consulting Group

**Patricia Cruz**, DIY Girls Alumna, Computer Engineering at CSUN & Co-Lead Instructor, Invent Girls

**Karen Elzy**, Codetalk Alumna, Workforce Development & Graphic Designer, Codetalk

**Hailey Lister**, Boundless Brilliance Alumna, and Product Manager, Kinotek Software

**Leslie Segovia**, STEM Advantage Alumna, Software Engineer, Disney Streaming Services



Elzy



Lister



Cruz



Segovia

# Softtek congratulates all WiTH nominees. **Bold women who:**

- Dare to join a male-dominated industry.
- Accept underrepresentation as a challenge.
- Inspire young girls about careers in tech.
- Believe gender has nothing to do with their job.
- See themselves not as "women in tech," but "leaders in tech".



## You define the future.

"Don't focus on the obstacles you face;  
focus on the skills and talents you bring to the field."

**Blanca Treviño**  
President and CEO, Softtek



## Conference Program



Buenaventura

### 10:30 – 11 a.m. Building Community through Leadership: Fitting DEI Puzzle Pieces Together for Real Impact

This panel discussion highlights organizations and individuals who empower diverse communities in our industry. From allies to mentors to leaders, this session reviews the rich history of these programs, touches on their successes and shares perspectives on the challenges ahead. Leave with some thoughts about how you and your organization can lead in this increasingly complex landscape, what can be done to strengthen collaboration between organizations, and what you can do immediately to drive true impact in the M&E Community.

**Moderator:** Nina Skorus-Neely, Digital Advisor, Microsoft, and Vice President/Secretary, WiTH

**Panelists:** Angeline Buenaventura, Creative Talent Development Manager, Netflix

Kari Grubin, Executive Board Member, Hollywood Professional Association



Grubin

### 11 – 11:30 a.m. NETWORKING BREAK – Topic: How can YOU make a difference?

### 11:30 a.m. – 12 p.m. Leading (Women!) Through Technology Innovation

This session gathers WiTH Leadership Award Nominees to discuss their impact as a technology leader within their organizations. Learn how to motivate teams and inspire women to move beyond their comfort zone to create or drive adoption of products throughout the production and distribution supply chain. We'll be discussing their individual career paths while focusing on the technology innovations that made the most impact on their career path(s) as well as the mentors and allies who helped along the way.

**Moderator:** Guy Finley, Executive Director, WiTH Foundation and President & CEO, MESA

**Panelists:** James Andrews, Founder, Creator Mode Studios

Albertina Cardiel Chavez, IT Governance, Risk and Compliance Director and CyberSec Evangelist, Softtek Integration Systems

Anna Claiborne, Chief Technology Officer & Co-Founder, PacketFabric

Eric Iverson, Director of Products, Amazon Studios



Andrews



Chavez



Claiborne



Iverson

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Amazon Studios  
congratulates the winners  
and nominees of this year's  
WiTH Leadership Awards



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prime video



Vondran

### 12 – 12:30 p.m. AFTERNOON KEYNOTE: Women in Technology Leadership

A leadership path starts from within and isn't bound by economics or borders. The inner strength required starts with pure determination and is further fueled by life experiences and team work. Starting as an immigrant to America through building a successful career in technology, and now one of the top leaders within a \$50B company, in this Keynote presentation you will learn how this executive's journey has shaped her career.

**Jana Vondran**, Senior Vice President, Global Business Services, Ingram Micro

### 12:30 – 1:45 p.m. NETWORKING LUNCHEON

### 1:15 – 1:45 p.m. LUNCH MENTORSHIP WORKSHOP – The Four Mentors: The Case for Kind Leadership

Mentorship has not only yielded a faster track toward salary increases but has also given its participants a greater sense of satisfaction and fulfillment in their lives at work. Like mountaineers linked at the hip, mentors and mentees typically stay loyal to their jobs and are justly valued for their professionalism and commitment.

During this talk, we'll review the Four Mentors:

1. Your Mentor (you as Mentee)
2. You as Mentor
3. Peer To Peer Mentoring
4. Your Inner Mentor (which will include a visualization exercise)

This interactive session will include a worksheet exercise (and homework!) Participants will walk away with practical actions to take to increase mentorship in their professional and personal lives.

**Nadya Ichinomiya**, Executive Director – Head of Agile Center of Excellence, Sony Pictures Entertainment, and Chairwoman, WiTH Foundation

### 1:45 – 2:15 p.m. Creating Diversity in the Metaverse

Blockchain Technology & how to foster diversity in the Metaverse—Blockchain technologies such as DeFi, DAOs, NFTs, and Web 3.0 offer unique opportunities to both serve and create opportunities for populations that are currently underserved due to conscious and unconscious bias. In this session we discuss how avatars and other identity tools within the Metaverse can be used to make members feel represented and welcome. We will also talk about how these technologies may be used to bank the unbanked or underbanked, create merit-based opportunities for young techs who may not have degrees from prestigious institutions and how these technologies may be among the best tools to manage income inequality in the future. While these opportunities exist, we must be careful to safeguard the tech from the same sorts of unconscious bias we see creeping into other new technologies such as machine learning/AI (coded bias). This panel will also offer suggestions for how to safeguard the opportunities of blockchain from these same sorts of biases.

**Moderator: Jeanette DePatie**, Lead Writer/Analyst, Propellerhead-Inc

#### Panelists:

**Mariana Danilovic**, Managing Director, Infiom

**Heidi Pease**, Head of Investment Products, Wave Financial

**Christina Trampota**, Managing Director, Innovate Grow Scale



DePatie



Danilovic



Pease



Trampota



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## Conference Program



Brown

### 2:15 – 2:45 p.m. Accessibility in the Metaverse

Metaverse is not just a 3D virtual world but a future state of technology. It is far bigger than you can imagine. Physical disabilities are not reflected to the Metaverse, therefore others don't know if you are using accessibility aids or different devices to move your virtual avatar in the meeting. This creates the opportunity for tech to bridge the gap where limitations once existed. Let's talk about leveraging accessibility in the Metaverse to optimize bringing people together.

**iAsia Brown**, Data & AI Specialist, Microsoft, and Board Member, WiTH Foundation



Wang

### 2:45 - 3 p.m. Using Cloud Transformation as a DE&I Opportunity

MGM is one of the most iconic names with some of the most beloved movies and TV series ever made. But after an extended period of manual asset processing, it was time to remake MGM Studios using the best modern content technology available. Jinsu will share her experience leading one of the largest studio transformations of our industry and the enormous opportunities cloud, analytics, AI/ML and media supply chain technologies like Ateliere brings to M&E and the opportunities for women to lead an industry-wide transformation.

**Jinsu Wang**, Senior Vice President, Business Operations, MGM

**Introduction by: Arjun Ramamurthy**, Global Chief Technology Officer, Ateliere



Ramamurthy



Lyons

### 3 - 3:30 p.m. CLOSING KEYNOTE: From Silicon Valley to Sony Pictures – My Adventures in Executive Leadership

Our closing “fireside” chat explores our Keynote’s career journey and discusses how a theater major with a law degree ended up in the tech field developing some of the first ecommerce platforms and later moving into cybersecurity. Learn how to guide your own path through personal triumphs and tribulations as you hear career advice on learning about new opportunities or deciding your “non-negotiables”. Join us for this insightful conversation that spans multiple brands and organizational cultures.

**Virginia Lyons**, Chief Information Security Officer, Sony Pictures Entertainment

**Interviewed by: Theresa Miller**, Chief Information Officer, Lionsgate, and Vice President/Treasurer, WiTH Foundation



Miller

### 3:30 - 4:30 p.m. 2022 WITH LEADERSHIP AWARDS PRESENTATION

- Introduction
- Past Winners/Nominees
- Winner Announcements
- Closing Remarks



### 4:30 p.m. Closing Remarks

**Christina Aguilera**, President, WiTH Foundation, and Head of Technology Workflow & Strategy, Amazon Studios

**Guy Finley**, Executive Director, WiTH Foundation and President & Chief Executive Officer, MESA

### 4:30 – 5:30 p.m. NETWORKING RECEPTION

## THE WiTH IMPACT

### We are WiTH

Women in Technology: Hollywood is a consortium of media and entertainment technology leaders dedicated to being catalysts of advancement for women, technology-career role models, and mentors to inspire and empower bold leaders. To that end, WiTH works with many non-profits throughout the year to



## Our Community Engagement Partners

WiTH supports a group of small non-profit organizations whose missions are focused on helping women in STEM, often from disadvantaged backgrounds.



## By the Numbers



700 LIVES IMPACTED



\$100K DONATED



10+ EVENTS HOSTED

Our financial donations support new technology, scholarships, and educational opportunities.

For more information, to donate, or join our community, visit [WiTHollywood.org](http://WiTHollywood.org)



# WITH LEADERSHIP AWARDS 2022

The 5<sup>th</sup> annual With Leadership Awards recognize those who exemplify With's pillars in both their work and communities, with a focus on those who excel in professional development, mentoring and networking, and community engagement.

Among the nominees are:



**Theresa Alesso**  
President, Imaging Products and Solutions, Americas,  
Sony Electronics

Theresa Alesso is responsible for sales and marketing operations for Sony's professional products and imaging solutions, which support a diverse range of vertical markets, including broadcast, production, new media, corporate, education, healthcare, and sports. She serves on Sony's DEI leadership committee and as an executive sponsor of Sony's Women of Action, Vision and Empowerment (WAVE) employee network group, and supports and volunteers for charities and organizations including the Boys and Girls Club of America and the Girl Scouts, as well as leading initiatives within her town.



**Victoria Alonso**  
President of Physical, Post Production, VFX and Animation,  
Marvel Studios

Victoria Alonso has been an executive producer on every major Marvel release since 2012's The Avengers and has served one producer role or another for more than 40 Hollywood films. A winner of the Visual Effects Society (VES) award for outstanding supporting visual effects/motion pictures for 2005's Kingdom of Heaven, Alonso first joined Marvel as the company's EVP of visual effects and post production, where she was co-producer on Iron Man, Iron Man 2, Thor, and Captain America: The First Avenger.



**Rebecca Beam**  
Founder, CEO,  
Zavikon

Rebecca Beam is a technology recruiter that has supported the media and entertainment industry for many years. Two years ago, Beam founded Zavikon which focuses on championing individuals with neurodiversity. She took her expertise in helping people find the right job and applied it toward creating opportunities for individuals who face challenges because they're different. Beam is passionate about opening doors for disabled individuals to help them find the right career, and her and her company do this in a supported manner, by helping companies that are interested in having a more inclusive workplace find success in hiring and maintaining employees with autism and other neurodiversities.

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# ATELIERE

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AT IBC 2022  
WINNER



**Albertina Cardiel Chavez**  
Cybersecurity Evangelist, IT Governance, Risk and Compliance Director,  
Diversity and Inclusion Leader,  
Softtek

Albertina Cardiel Chavez has more than 20 years of experience in IT leadership, project management and information security. She is the founder and leader of the non-profit organization StarOnTheFly, which focuses on designing parental cybersecurity educational programs and awareness conferences for mentors, schools, and teachers.



**Annie Chang**  
VP, Creative Technologies,  
Universal Pictures

Annie Chang is responsible for designing next-generation workflows across film and helping to develop emerging immersive media experiences. Prior to joining Universal in early 2018, Chang was in technology roles for Walt Disney Studios and Marvel Studios, where she was in charge of providing technology solutions for movie productions in the Marvel Cinematic Universe. Chang has served as the AMPAS ACES Project Chair and co-chair of the AMPAS SciTech Council, and as chair of the Interoperable Master Format (IMF) Working Group at the Society of Motion Picture and Television Engineers (SMPTE).



**Hollie Choi**  
Executive Director,  
EIDR

Hollie Choi is a longtime technology leader in the industry. Working in IT at Fox, then Disney, Choi championed automation and has a deft understanding of the stack and workflow required to achieve innovation or efficiency. She also works closely with other female technologists and maintains a LinkedIn network of female technology speakers. A champion for DEI, Choi works on accessibility issues and implementation across numerous technologies.



**Anna Claiborne**  
Chief Technology Officer  
PacketFabric

Anna Claiborne is the founder and creator of the most revolutionary networking service that the entertainment industry has seen to date. Her disruptive spirit is rivaled only by her breadth of technical acumen, making her a change maker in enterprise and telco years before applying PacketFabric's services to a changing Hollywood. Now, by turning her attention to M&E, her company has converted legacy soundstages to "connected stages," paving the way for virtual production to advance, raw footage to be transferred seamlessly, and creative teams to collaborate and reach the cloud.

# MESA

## We're shaping the future of Media & Entertainment

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### MESA Members

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ZDF Studios ■ Zendesk ■ Zixi ■ ZOO Digital





**Marcela Escobar-Alava**  
**Special Assistant to the President, Deputy Director of Technology, White House**

Marcela Escobar-Alava is a former divisional CIO of worldwide home entertainment information technology at Sony Pictures Entertainment, Escobar-Alava went on to be the head of technology at the Hispanic Scholarship Fund where she built their technology roadmap from the ground up. She poured her time, energy, and technical acumen into that organization which, like Women in Technology Hollywood, is focused on giving back and creating opportunities for their community.



**Eric Iverson**  
**Director of Product Strategy, Amazon Studios**

Eric Iverson is the director of product strategy for Amazon Studios and has been a highly committed and vocal advocate and ally for women in tech in the entertainment industry for many years. He participated in the planning and instruction at the UCLA Extension Women in Leadership CIO Certification program. He has partnered with WiTH on various initiatives and programs. And he has been a mentor in the WiTH Mentorship program and has been a formal and informal mentor and sponsor to many women at the various studios.



**Lian Li**  
**Developer Advocate, Lost Labs**

Lian Li is a regular speaker on DEI at various tech events, educating community leaders and members on how they can act more inclusively. She co-organizes ServerlessDays Amsterdam, a community conference and meetup series about the serverless ecosystem. She has spearheaded diversity and inclusion efforts at the companies she's worked for and has given talks on machine learning at conferences in Hamburg, Singapore, Paris, Barcelona, and Vancouver.



**Zorina Ohanian**  
**Former Executive Vice President, Worldwide Distribution, Product Growth and Technology, Sony Pictures Entertainment**

Zorina Ohanian has worked with Sony Pictures Entertainment for more than 20 years and is described as an amazing leader with a solid vision and empathetic to her team. Ohanian continues to mentor up-and-coming women within Sony and has been an active member with the nonprofit Room to Read program, which helps children in low-income communities learn literacy skills. Ohanian spent nearly a decade working in the healthcare industry.



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**Janice Pearson**  
**Senior Vice President, Sales and Strategy**  
**XL8**

Janice Pearson is responsible for building XL8 Inc.'s sales organization in the Americas. She brings 18 years of M&E experience to the company, speaks regularly at industry events, and serves on industry association committees. She's described as a passionate member of the tech community who always goes above and beyond in her roles to push forward technology, and get other women involved in the M&E technology space. A former director of business development at Syna-media and former VP of global content protection at Convergent Risks, Pearson also spent nearly a decade working on the content protection and anti-piracy front for Warner Bros.



**April Schneider**  
**Executive Director of IT, TV Distribution,**  
**Sony Pictures Entertainment**

April Schneider has served as co-chair of the Sony Pictures Employee Business Resource Group, Women in Technology and recently Schneider took on the role of chair of WiTH's Community Engagement Committee, interfacing with the five WiTH charities and creating compelling events that educate, inspire, and mentor young people starting in middle school to high school to college and beyond to build the pipeline of tech in our industry. She also has played a lead role in creating a tech apprenticeship program at Sony Pictures, which advances young adults from the WiTH charities.



**Nina Skorus-Neely**  
**Digital Advisor,**  
**Microsoft**

Nina Skorus-Neely is an executive board member of the WiTH Foundation, Nina serves as Vice President/Secretary of WiTH, was the lead producer of the 2021 SoCal Women's Leadership Summit and created the strategic planning initiative for the WiTH Foundation, setting the roadmap and actions needed to fulfill on WiTH's mission. She is also co-chair of the Professional Development Committee and was host of the Connection Corner webinar series that provided outlets for WiTH stakeholders to increase skills while networking.



**Kelly White**  
**Vice President, Consumer Experiences and Product Strategy,**  
**Disney Media & Entertainment Distribution**

In 2016 Kelly White co-launched the CODE:Rosie program at Disney, which helps challenge stereotypes and reduce gender gaps in historically male-dominated fields like technology or engineering. The CODE:Rosie program offers women in non-technical roles an opportunity to learn technology, coding and product management skills, with an ultimate goal of finding a place in a new career path in technology at the company.

**A M A Z O N**  
**S T U D I O S**



**Congratulations to**  
**Eric Iverson, Director**  
**of Product Strategy at**  
**Amazon Studios for his**  
**WiTH Leadership Award!**



INTRODUCING...



**WiTH BELIEVES IN:**

**MAKING A DIFFERENCE**

Lifting the aspirations and careers of one, raises all

**BELONGING**

Celebrating and respecting our differences while making space where we can unleash our unique genius

**CURIOSITY**

Exploring paths to fuel learning and growth

**LEADERSHIP**

Blazing new trails to confidence, courage, vision, and joy

**THE PILLARS OF WiTH**

Where WiTH members get into action:

- **Professional Development** — leverage our resources to broaden our collective expertise
- **Mentoring and Networking** — connect, inspire, and encourage each other while fostering growth in our professional network
- **Community Engagement** — be avid ambassadors of technology by encouraging youth to pursue careers in our field



**WiTH EVENTS**

The members of WiTH gather\* at these events:



■ **WiTH Leadership Awards** — honoring contributors who serve as role models and mentors and who empower women to be bold leaders



■ **SoCal Women's Leadership Summit** — designed to inform and inspire members around issues vital to the community



■ **WiTH Workshops** — periodic educational and interactive events featuring keynote speakers and round table discussions with industry leaders

\*In-person and online



For more information, visit [withhollywood.org](http://withhollywood.org)

WiTH is a 501(c)3 charitable organization

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## ATELIERE

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[www.withollywood.org/social-media-fundraising](http://www.withollywood.org/social-media-fundraising)



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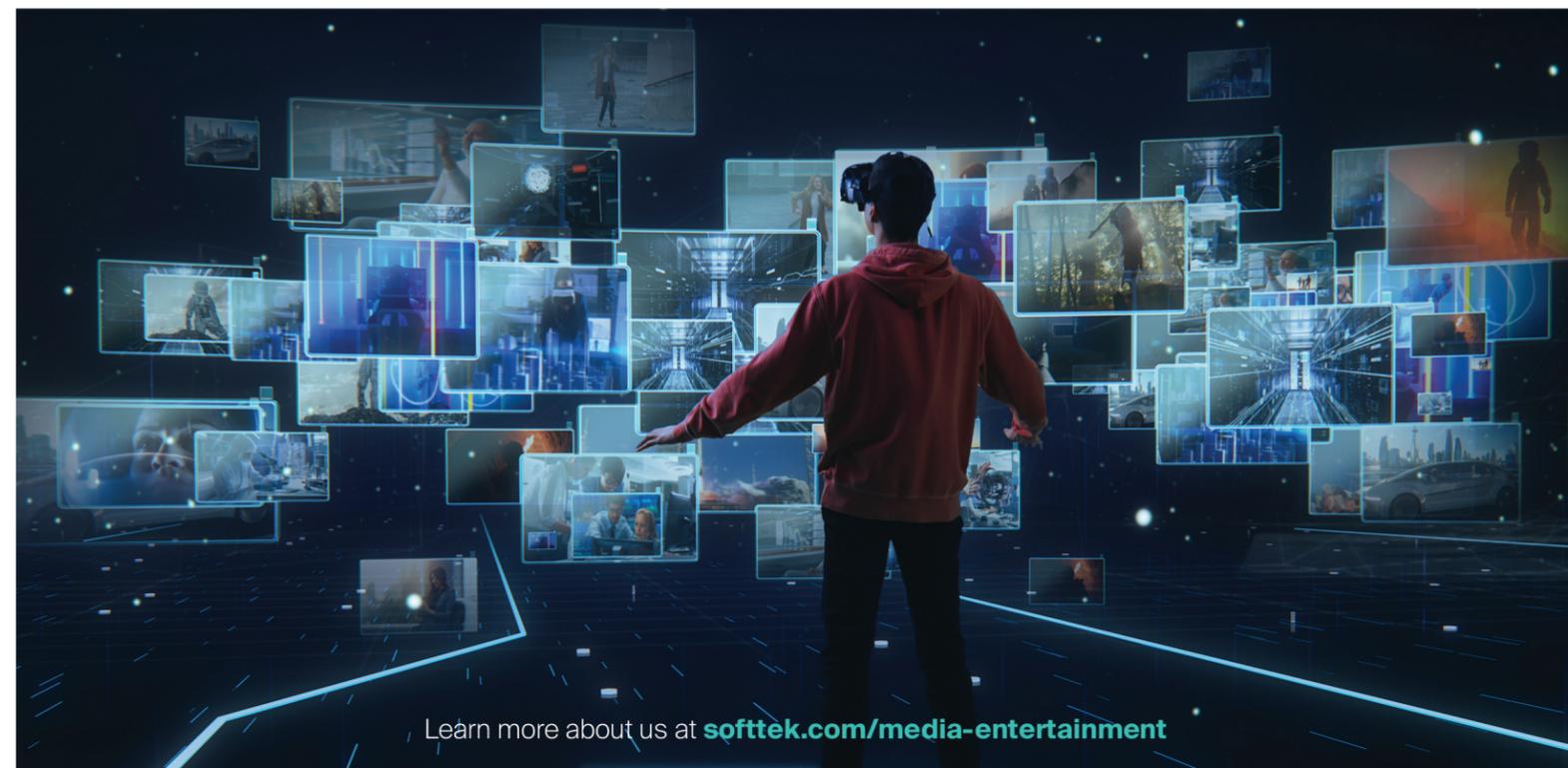
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