

The 7th Annual Asian MBA
Leadership Conference
& Career Expo sition

AsianMBA
INTERNATIONAL

Asian MBA Magazine

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A portrait of Inhi Cho Suh, a woman with long dark hair, wearing a black top, smiling slightly. The background is blurred, showing what appears to be an office or indoor setting.

Inhi Cho Suh

*The IBM Analytics VP talks career, family,
and being Korean in our exclusive interview*

The 14th Annual Asian Diversity Career Expo

Behind the Scenes with Six MBA Recruiters

Winners of the AMBA Awards

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*The best things in life are
the ones that bring us together*





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Greetings from AMBA CEO & Founder Jino Ahn

Dear AMBA 2015 Attendees, Sponsors, and Supporters:

Welcome to the 7th Annual Asian MBA Leadership Conference and Career Expo!

We are thrilled to welcome you back to the beautiful Marriott Marquis in our seventh year as the largest Pan-Asian professional network in the United States.

The recruiting landscaping is changing fast, and we're excited to introduce some fresh ideas and initiatives this year and in the coming years to maximize value for our hiring employers and jobseekers. This year we introduce AMBA Talks, a series of brief, engaging speeches on a range of personal and professional topics. We will also release the inaugural issue of Asian MBA Magazine, a new quarterly magazine that we hope will provide useful and inspiring resources, advice, and stories focused on our professional Pan-Asian community.

We plan to make significant changes starting with next year's conference, particularly regarding how the job seekers will interact with recruiter. It will be more than setting up booths but rather a lot more robust personal interaction.

This year, we've also made efforts to include more diverse job opportunities by bringing in mid-sized companies as well as employers from Asia. We plan to continue our efforts to bring many more of them to next year's event.

I would like to thank all of our sponsors, staff, volunteers, speakers, partners, attendees, and friends who made this conference possible. Your participation and continued support have helped match top talent from the Asian and Asian-American communities with increasingly diverse and inclusive high-profile opportunities.

See you at the conference!

Warmest Regards,

CEO & Founder
Asian Diversity Inc.
Asian MBA International (AMBA)

3 signs you're a serial meet-and-greet networker



By Shadan Deleveaux

Networking is about showing interest in others' goals and ambitions, too — not just your own.

What's the best way to network?

I recently met a newly minted graduate who was desperately seeking a job. She was applying to countless positions online, sending out a forest worth of resumes, and even cold-calling companies, all with no success. While she understood networking was important, the process seemed daunting. Unfortunately, too many people wait to start networking until they are actively seeking a job.

The truth is, you should be developing a network before you need to start a job search. Start now by using a combination of professional sites like LinkedIn as well as speaking with people in your extended network. Reach out to past professors, family and friends of friends to gain valuable information and insight.

Making the most out of formal networking opportunities requires planning and research. You need to think about who you want to meet, why you want to meet them, and perhaps most importantly, why they would want to meet and stay in touch with you. Here is a list of steps to get started:

Create your ideal list

Make a list of five to 10 people you would want to meet based on your interest in their backgrounds as individuals or their company affiliations. Then use your resources — their company websites, social media channels, or business publications — to

learn more about the industry. The people you meet will want to see that you understand their work and passions.

Be self-aware

Before you start networking, think about what it is that makes you unique, innovative and compelling. Have you led a successful project? Do you have examples of your tenacity, creativity or leadership ability? Practice speaking about your own value proposition. Be ready to tell your story in a way that highlights your strengths and connects you to the person in a thoughtful, genuine way. If you have an idea of how your knowledge, experience and capabilities match the company's ambition, make sure to share it.

Be creative

You can connect with people almost anywhere. To be most effective, use a mix of online and offline resources to start conversations and build networks. You can use trade associations, industry conferences, Meetup groups, LinkedIn groups and everything in between to meet people and grow relationships. By participating in groups and events that excite you, you are naturally more likely to meet people who share your interests.

Be genuine and generous

What sets great networkers apart from serial meet-and-greeters is that they take a genuine interest in others and

want to understand how they can be of service to someone else's goals and ambitions. You may have a relationship to a person or access to resources that someone else does not have. The answer to who those resources can help may not be immediately clear, but the simple act of approaching networking from this perspective changes the entire tone of the discourse. People are more willing to help you when they see that you genuinely care about their goals.

Be considerate, curious and concise

When you do make new connections — whether it's in person or online — ask for a few minutes to speak with them to gain insight into their career. Ask questions about what has made them successful, what they enjoy about what they do, and what skills or qualities are necessary to thrive in their company or industry. Pay attention to their responses and remember that the smallest details count. Finally, whether you meet them in person or virtually, always thank them for their time. Courtesy is always appreciated. ❖

Shadan Deleveaux was Director of Sales in the multicultural beauty division at L'Oréal USA, where he worked for 10 years. He currently recruits for Google.

This article originally appeared in Fortune Magazine on July 22 2015.

Behind-the-Scenes With Six Experienced MBA Recruiters

Recruiters will never give you the “real” reason why you didn’t get selected for an interview or advanced to the next round or extended an offer. First of all, recruiters work for the employer, not the candidate, so it isn’t their job to coach you on your search. Most importantly, the best recruiters are brand ambassadors for their employers and want all candidates to walk away feeling great about their employer so no critical, even if it’s constructive, feedback will be shared. This is why you will hear general feedback only – it was a competitive field or the “fit” just wasn’t there.

However, as a recruiter myself, I rounded up five other recruiters to give them a chance to share an inside look into the hiring process:

Sophia Fregosi –

Head of US Staffing, Senior Director, Talent Acquisition at AOL and former recruiter at Fox Interactive Media, ABC Television, Time Inc and Accenture, including MBA recruiting for Time Inc and Accenture.



Connie Thanasoulis-Cerrachio –

Co-founder of SixFigureStart career coaching (full disclosure: she is the reporter’s business partner!) and former recruiter for Merrill Lynch, Citigroup, and Pfizer, including overseeing MBA hiring programs for these firms.



Kevin Rohan –

Director, Procurement Recruiting at JP Canon Associates, including all links of supply chain recruiting across all industries. The majority of placements by JP Canon Associates are MBA holders, though these are all experienced hires, not recent graduates.



Judy Wong –

VP of Recruiting at Gartner and former recruiter at Related Companies and Spencer Stuart, where she recruited CIOs and other senior level executives.



Kristine Tanno –

Director of Executive Recruiting at Iron Mountain and former recruiter at Spencer Stuart, where she recruited executives for education, non-profits and Fortune 1000 companies. Tanno focuses on hires at the VP-level and above.



Caroline Ceniza-Levine –

I’ll also be adding my commentary, and my recruiting spans retained search and in-house corporate recruiting for entry-level through experienced for banking, consulting, media, pharma/biotech, technology, education and non-profit.





How Do You Get Noticed?

LinkedIn as a key source of candidates, though a well-written resume is still important.

Fregosi: [Getting noticed] is a hard one because there's no universal way. It's more about this person's experience and how and if it can be leveraged to the role at hand. That said, it's far easier to garner if someone has the skills or experience if they have a fleshed-out profile on LinkedIn versus a generic one with just companies, titles and dates.

Rohan: What really stands out is a well-formatted and easy-to-read resume. The more passive or vague a person is when sending a resume, the easier it is to ignore. Those who demonstrate organization, decisiveness and action orientation tend to be much better candidates. Things that stand out are quality of schools, companies, a well-developed LinkedIn page, strong record of progression, logical career moves, well written summary on LinkedIn and a professional picture (funny hats, cocktail dresses or frat party pictures are all negatives). We don't really read cover letters, but a well-written note within the body of the e-mail that describes what they are looking to accomplish, where they need to be geographically and asks to set up a meeting are always viewed positively.

Tanno: 95% of my placements are passive candidates. I usually start by calling into my network, then look for sources (subject matter experts), and

then ask them for their suggestions and recommendations. I also spend a good chunk of time within LinkedIn, and it is difficult for me to say exactly what makes a profile stand out. It is not about having a complete or perfect profile. I look for the pattern of decisions that seem to have been made based on the companies, roles, education and other interests that a potential prospect has featured. I find that outstanding resumes convey that the candidate took the time to think about his/her audience, company and role—by what they've included and excluded, and how they've presented their information. They understood that their resume is a marketing tool, not a shopping list.

Wong: A well-organized and formatted resume is important. Strong resume content is also important. It is much better to outright indicate the nature of your responsibilities and accomplishments in your resume and LinkedIn profile. For those resumes/backgrounds that simply list company name, title and dates, the recruiter will make many assumptions about whether that candidate is a fit. Why take the chance that a recruiter will assume incorrectly?

Referrals are the best way to get noticed, and it doesn't have to be a senior executive who refers – it's more important that the referrer understands the open role.

Fregosi: A candidate who got my attention had networked with former strategy consultants within our organization. It does [matter who refers], particularly if it's a peer referral from someone performing a similar role to the one we're looking to fill. Having

the referral come from an executive doesn't necessarily increase the attention or consideration I give a candidate. It almost matters more to me if the referring person is performing a similar role, as I have more confidence that this person truly understands the skills and competencies we're targeting for the role.

Rohan: Referrals from trusted business partners, and people who are qualified to give a well-rounded professional evaluation (of their skills, training, attitude, work product, etc.) goes a long way.

Tanno: I give greatest [referral] credit, when an employee at any level, whom I respect highly as an outstanding performer and high integrity individual, provides an enthusiastic recommendation on a former colleague's performance and can vouch for his integrity and culture fit. When candidates ask a friend or acquaintance to refer them, it is best if everyone is up front and says—I don't really know this person, but they were resourceful, so I chatted with them and liked them.

Wong: We prioritize referrals and have had great success with this because we expect that our associates have seriously considered the cultural fit before making the effort to refer their contacts. When I was in executive search, networking was a big part of how my candidates were identified. So that when someone would say, "I'm not interested," I would then ask who they might refer. I placed a number of great candidates that way. Never underestimate the power of networking – you want to be the person whom others will keep top of mind, and will refer for other roles.



What Makes A Good Interview?

Be prepared to show proof.

Fregosi: A standard component to our process, regardless of role, function or business segment, is what we call a "proof of skills" exercise. For example, if we're recruiting for an Audience Development role, we may give you some traffic data and ask you to come prepared to present your analysis of that data and specific strategies to employ to increase PVs, UVs, engagement etc. If you're interviewing for an Front End Engineering role, we may give you a specific coding exercise in CSS, Javascript and HTML5. The candidates who stand out are well prepared, but also typically exhibit functional expertise, as well as those who can handle a series of "curve ball" questions on the fly. The interview will typically throw in a change in scenario (e.g. a new data set to analyze, etc.) during the presentation, in order to assess how the candidate adapts to changing information.

Wong: In today's world, employers will check and verify the content on a resume, and will verify compensation. If a recruiter asks "What is your salary and bonus?" it's like a doctor asking about your weight. Just share the number. Don't be coy or defensive. It's a data point. I am upfront about the financial aspects of the role, and leave it to the candidate to decide whether he/she would like to proceed. But I fully expect that the candidate is upfront with me about what he/she has been historically paid. Compensation will be verified at some point.

Thanasoulis: Know yourself. Some candidates are not able to talk about their strengths with enthusiasm. If they aren't into themselves, I'm not going to

be interested! Strengths are critical but so are weaknesses because we want to make sure candidates are self-aware and have the maturity to talk about something we all have.

Soft Skills Matter.

Rohan: A big focus of our assessment of any candidate is their communication skills and attitude. Interviewing is not rocket science, but for most of us, usually takes some practice to get better and also to help manage the nerves. It is natural to be nervous, and really important to learn how to manage it.

Tanno: I think recruiting is much like dating—since there is a mix of assessing and recruiting in any interaction on both sides; you don't want to "win" any role, but the right role. Similarly, interviewing is less about figuring out how to "win" the role, and more about being yourself and sharing information, so both you and the company can find the best match.

Wong: Eye contact, sitting up straight, having a solid handshake, being able to make small talk. Those are all important. I have had situations where the candidate was sitting down when I entered the interview room but did not stand up to shake my hand. I am so disappointed in those cases where the candidate does not demonstrate simple manners. How would that candidate present himself/herself with a senior executive?



Thanasoulis: Candidates need to listen intently to the question and give a robust answer with a beginning, a middle and an end - and by end I mean results: what were the results of your actions? Please don't make me dig for basic information because I'll hire the person who gives it to me readily!

What Are Recruiter Pet Peeves?

Be Prepared.

Fregosi: I've found most MBA candidates to be exceptionally well prepared, but while we don't expect you to be an expert about the organization, particularly in the first conversation, you should have done some preliminary research. Also, it's one thing to be open to different opportunities, but it's another entirely to come to the conversation having no idea what types of opportunities you want to pursue. Don't expect your recruiter to be your own personal career coach, even for exploratory meetings.

Tanno: My top three pet peeves are: 1) not listening; 2) not being prepared and thoughtful; asking uninformed questions; and 3) misrepresenting or exaggerating accomplishments.

Wong: While I wouldn't expect a candidate to know the finer points about the company, it says a lot when I need to inform a candidate about our revenue size, the number of people we have in the company, whether we are a publicly traded company, whether we are global in scope, or where our headquarters is located.

Soft Skills Matter (Again).

Rohan: Turn your phone off, make eye contact, don't be arrogant. I work with a



Behind-the-Scenes

candidate now who is very confident to the point of arrogance and had described many situations where he advanced in an interview process but has not received offers – he will tell me that he is not arrogant, and in the next breath explain why the interviewees are likely intimidated by his knowledge and capability. Don't be late, don't wing it – these are no brainers and they seem so obvious, but you'd be amazed at how often it happens. No matter how good someone is, it's hard to overcome what essentially amounts to rudeness (or an indication of possible discomfort in communication or interpersonal skills).

Thanasoulis: [A big pet peeve is] not being present and not enjoying the process. You need to throw yourself into the interview and make the interviewer feel like you are completely focused on their every word. Have fun with it – smile, and laugh if appropriate. If you enjoy yourself, I'm going to enjoy myself. If you think you are too nervous to enjoy yourself, act like you are. Acting actually works!

How Can Candidates Best Follow Up?

Regularly!

Fregosi: Be polite and check in periodically (once every week or two) by email or phone. A lot of my colleagues prefer that candidates follow up by email.

Thanasoulis: Be generous and non-committal. Share information that I need to know, but don't demand that I get back to you by Wednesday at 3:00! Send light notes that show you are focused and that allow me to get to you when I can. You have to have posture – show that you care, but that you won't crumble if I don't get back to you in 24 hours. I have hired for the financial

services and pharmaceutical worlds – and they are so different, yet my strategies have worked in both areas. Every industry and every company cares about teamwork, leadership, communications skills, integrity, and analytical problem solving. Make sure you have those covered and you are in good shape! But don't forget to add the industry/company specific stuff like knowledge of trends, knowledge of competition, knowledge about why they are successful, and an enthusiasm for that culture or business.

Rohan: Regular emails and follow up calls are a good idea. When following up with a hiring manager, it is a better idea to send an e-mail that is short and asks specific questions around timing and process. In terms of my preferences as a recruiter, I am fine with someone who wants to follow up regularly, especially if they are interesting and engaging. The more insight I can gain into their strengths, preferences and communication skills is a good thing when representing them with a client. The negative is when someone follows up in an overly intense or bullying tone. We have had people chastise us for not producing more leads, but the truth is, not every lead will fit a given set of experiences.

Tanno: At the end of the day, only one person will be asked to join us for a role. I am always impressed by folks who have been closed out and are truly

grateful and remain gracious for the opportunity to meet with us - I keep them in mind for the long term. It may be disappointing to hear "No" for a particular role, but if you can make a positive connection and impression, it could be "Yes" for a future, better role. That's what happened to me.

So there you have it from the mouths of actual recruiters -- LinkedIn, referrals, preparation, soft skills, regular follow-up, all of these are critical. It mirrors my own experience across the different levels and industries I have recruited for. To this end:

- When was the last time you updated your LinkedIn and your resume?
- Do you have a robust network of contacts likely to refer you? Do you need to meet more people? Do the people you already know need to know more about you?
- Are you practicing your interviewing technique, networking pitch and key skills that will be tested in the hiring process?
- How strong are your communication skills, presence, and relatability?
- When was the last time you circled back to a recruiter or prospective employer?
- What is one next step you will take after reading this article?



Caroline Ceniza-Levine is a career and business coach with SixFigureStart®. She has worked with executives from Amazon, American Express, Condé Nast, Gilt, Goldman Sachs, Google, McKinsey, and other leading firms. She's also a stand-up comic, so she's not your typical coach.



In conversation with

Inhi Cho Suh

Vice President, Strategy & Business Development
IBM Analytics, IBM

By Susan Kim Tsui

Inhi Cho Suh has been defining how big data, analytics and information management are changing everything from health-care to computing. As the Vice President of Strategy and Business Development at IBM Analytics, Inhi is one of the most high-profile Asian American women in technology in the United States. A thought leader, a mother of three and a role model for women aspiring to achieve work/life balance, she shares with us a journey that introduces us to a 5-year-old child from Korea who has become one of the fastest-rising stars in business today.

How has your immigrant experience shaped you?

Being a Korean-American immigrant moving from Seoul, South Korea at the age of 5 to Spartanburg, South Carolina and growing up there until adulthood shaped who I am. It was great preparation for learning to be comfortable being uncomfortable.

It wasn't easy, but I learned to seek and thrive at the intersection of diverse and conflicting values and ideas. At an early age, most overt biases I experienced were based on race and as I progressed in the professional world, the shift was more gender-oriented.

The observation, reasoning, and decision skills that formed my beliefs developed early. Finding my personal voice took more time.

Did you have any role models or mentors when you started out in your career at IBM?

Yes, there were two mentors that helped shape who I am. One mentor is a meta thinker who helped me understand my purpose as a leader, my beliefs about business and society, and a way to lead people that was true to me. Time was a dimension measured in years and stages of life.

The other mentor taught me to think about the roles that interest me most and how to gain the right opportunity experiences to sharpen my skills and acumen as a business thinker and domain leader.

As the Vice President of Strategy and Business Development at IBM Analytics, you've risen very quickly to assume a senior executive role.

Can you tell us about your journey at IBM and some of the milestones you'd like to highlight?

During college at Duke, I knew I wanted to make an impact in the world but wasn't sure how that was going to manifest professionally.

IBM was a completely unexpected opportunity; however, once I started to learn about the company, the values, and IBMers I was hooked. The opportunities to grow and learn about so many industries, technologies, and solutions are exciting and endless.

Staying curious and continuing to evolve your domain skills and leadership skills are critical.

The first milestone was a life lesson during a project with IBM research colleagues on remote desktop management services in the late 90s. I learned that a person, regardless of level, can convene others that share a common purpose to create something bigger together. It made me rethink relationship dimensions from traditional vertical hierarchies to collaborative horizontal sharing.

Another milestone was becoming a vice president, a first time mom, and leading a new global team that varied in expertise, size and location - all at the age of 32. That was an incredible year of lessons in handling risk/pressure tolerance, being agile, prioritizing, and scaling leadership.

Last highlight is about recognizing market shifts and trends. You can't delegate learning. Big data and analytics is a space that I've been learning and contributing to in the industry the last 8 years. It's a passion.

Staying curious and continuing to evolve your domain skills and leadership skills are critical.

Are you seeing more Asian women in senior management positions, specifically in the tech sector?

Not enough and that's across both technical and business leadership positions. There should be more. People have the ability to reason and imagine future possibilities. Different people can look at the same problem or opportunity and come to very different conclusions about the future.

Women represent more than half the population entering universities today and post graduation hires, yet they hold only 26% of IT jobs. Why wouldn't we want that level of imaginative capabilities in leadership across industry, technology, and society?

Do you feel that the stereotypes of Asian Americans are disappearing or is the "bamboo ceiling" still a reality in corporate America?

I believe it's still a reality in parts of corporate America. People make assumptions about others, and corporations are made up of people. Therefore to change teams and organizations, you have to start with values, culture, and behavior patterns in corporations.

Having had the opportunity to speak at a TED conference must have been an exciting experience.*

TED was an amazing learning experience. The power of storytelling is something that you can't overemphasize. It takes tremendous preparation.

It's amazing how much insight can be shared in 10 minutes. Often we complain about time but it's probably because we're not preparing impactful communication that respects the message, time and audience.

To change teams and organizations, you have to start with values, culture, and behavior patterns in corporations.

What inspires innovation for you and keeps you close to the needs of your customers?

Home stories. When clients ask about the future of analytics and technology, I often start with everyday home stories. I see the world through the eyes of our kids.

Jacob and Noah were born in the era of tablets, cloud, apps and tech speak far more sophisticated than their ages of 4 and 8. They talk of joining each other's servers in the cloud to play online games. They change their passwords and online networks frequently. They video, share, and like digital content in seconds. They search, discover, find things all while not knowing how to properly read or write.

Whether the topic is about redefining user experiences, competition, security, analytics, cognitive, mobile or cloud, I can usually come up with a recent home story for almost every client situation. Sharing our home stories creates unique and unexpected client connections that also fuel our brainstorming sessions on how technology transforms the way we work and live.

How do you balance work with having kids?

Work interrupts life frequently at our house and it was only after we had our first child that I realized life should interrupt work equally. Some days are better than others.

My first long international trip away from Jacob was when he was 18 months old and I went to Asia for nine days. When I walked through the house door and saw Jacob, he had such a huge grin on his face and then within two seconds, he ran away from me.

His message was clear - I'm glad to see you but I'm so mad that you were away I'm not going to hug you. It broke my heart. I cried and asked myself, "Does being a mom mean giving up the career?"

Sadly I thought the decision was binary – do I work or stay home. Then I had a moment of clarity – Jacob is portable.

Since then Dave [Inhi's husband David Suh, an Executive Director at Lenovo] and I've budgeted for our boys to travel with me. Others might budget vacations or hobbies. We budget kid travel and over the course of 6 years, I've mastered proactive travel planning techniques and last minute changes.

The boys travel about 5 trips a year with me when I work so we get an extra month of time together experiencing work and life differently than at home. They've become global

citizens learning that the world is really just made up of lots of different people.

That's a creative solution. The debate over whether or not we can truly "have it all" seems endless.

You've got to set a goal for what you want, then enable yourself with the tools, skills, and work ethic to make it possible.

When the enabling materials don't close the gap to your goal, then you've got to ask for help or reframe what and how you go about achieving it.

Set a goal for what you want, then enable yourself with the tools, skills, and work ethic to make it possible.

Trust yourself and don't overanalyze past decisions. For me, I knew I couldn't take the next level of advancement in a career without asking my parents to help. So I did and they retired and moved right in to help raise our boys with Dave and me. This was a core ingredient in making the home and work goals.

You spoke about "work interrupting life" and vice versa. How does your family deal with these interruptions?

There are a few principles and choices have guided my path in making life work. One is to think "Our."

"Oorie" in Korean means "our" and most things are described not as "my father, my office, my work, my kids or my teacher" but rather "our father, our home, our office, our work, our kids, our teacher, etc".

It's a good reminder that life at work and at home is about

being together and sharing the burden and successes with people that care about the same goals. Hence it's easier to ask for help or offer help when you're part of something big together.

Our work together in developing people impacts each of us.

Our work together across analytics, cloud, and engagement impacts the world.

Are there any causes that you feel passionate about? Have they helped you to develop your leadership?

Teaching and mentoring people to achieve their respective potential is incredibly rewarding. I learn as much from my mentees as they learn from me. Sharing in someone else's life journey is a blessing.

What does it mean to now be in a position to be a role model for young people everywhere?

It's an honor and a responsibility. The human capacity to learn is limitless and the human mind is powerful. We all live and work on this planet. The world is your playground and not just the one location where you live or the one company where you work. ❖

* Watch Inhi's TED Institute talk at IBM on www.ted.com.

Susan Kim Tsui is a co-founder and partner at Luxe Brand Advisors. She has been featured and quoted in publications including the New York Times, WWD, and China Daily.



7th Annual Asian MBA
Leadership Conference & Career Exposition

Program





7th Annual Asian MBA Leadership Conference & Career Exposition Program

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Greetings from Senator Charles E. Schumer

United States Senate

WASHINGTON, DC 20510

July 7, 2015

Dear Friends:

Please accept my warmest greetings and sincerest congratulations as you gather for the Seventh Annual Asian MBA Leadership Conference & Career Exposition. I am grateful for the opportunity to recognize the commitment and leadership of the Asian MBA International Conference and Career Expo sponsors and creators. The Asian MBA International is the largest professional event of its kind, and I am honored that New York State is the host to this excellent convention.

Since 1987, Asian MBA International has provided networking and business opportunities and support for Asian-Americans, as well as guidance within the intricate labyrinth that is corporate America. Through its diverse assortment of companies within the Asian market, the Asian MBA International Exposition has helped Asian-Americans throughout New York City and across the nation, work together to advance their careers through fruitful networking and mentorship opportunities.

I applaud the attendees and supporters of the Seventh Annual Asian MBA Leadership Conference & Career Exposition for their commitment to provide Asian-Americans with the opportunity to familiarize themselves and discuss ideas and issues with leaders in the business industry while cultivating leaders for the next generation.

Again, congratulations and thank you for your commitment and dedication to improve career opportunities of Asian Americans and the Pan-Asian community across the United States. I hope Asian MBA International will continue to foster professional development, networking opportunities and encourage talent amongst Asian American young adults for many years to come.

Sincerely,

A handwritten signature in black ink that reads "Charles E. Schumer". The signature is fluid and cursive.

Charles E. Schumer
United States Senator



Greetings from Governor Andrew M. Cuomo



STATE OF NEW YORK
EXECUTIVE CHAMBER
ALBANY 12224

ANDREW M. CUOMO
GOVERNOR

October 16 - 17, 2015

Dear Friends:

It is a pleasure to send greetings to everyone gathered in the heart of New York City for the 7th Annual Asian MBA Leadership Conference & Career Exposition.

The Empire State is home to a thriving Pan-Asian community, which continues to grow in size and scope as part of today's workforce and economy. We benefit from the contributions of many Asian Americans who are employed at various professional levels within the expanding corporate world.

This Conference & Career Expo brings together community and business leaders, executives and entrepreneurs, and students and job-seekers in an environment that fosters potential business associations and career opportunities. I applaud this initiative, which builds bridges of opportunity for the next generation by helping them make connections and consider various career options for the future.

Warmest regards and best wishes for a successful event.

Sincerely,

A blue ink signature of Andrew M. Cuomo, written in a cursive, flowing style.

ANDREW M. CUOMO

7th Annual Asian MBA Leadership Conference & Career Exposition

Agenda

Friday, October 16, 2015

New York Marriott Marquis
1535 Broadway | New York, NY

Leadership Conference

7:00 am – 3:00 pm	Registration
8:00 am – 9:20 am	Mentoring & Networking Breakfast
9:20 am – 9:40 am	Networking Break
9:40 am – 10:40 am	AMBA Talks I
10:40 am – 11:00 am	Networking Break
11:00 am – 12:30 pm	AMBA Talks II
12:30 pm – 2:00 pm	Lunch & Leadership Awards Ceremony
1:00 pm – 5:00 pm	The 14th Annual ADI Career Expo - Separate registration required
2:20 pm – 3:30 pm	Stories from the Top <i>Inhi Cho Suh from IBM and Maran Nalluswami from GE Capital speak about their personal journeys.</i>
3:30 pm – 3:50 pm	Networking Break
3:50 pm – 5:00 pm	Concurrent Breakout Sessions 1) <i>International Student Global Career Strategy</i> 2) <i>How do Asians fit into the Diversity Equation?</i>
5:15 pm – 7:00 pm	General Networking Mixer – Marriott Marquis (Cash Bar)
5:15 pm – 7:00 pm	VIP Reception – Invitation Only



Saturday, October 17, 2015

New York Marriott Marquis
1535 Broadway | New York, NY

Career Exposition

8:00 am – 3:00 pm Registration

9:00 am – 4:00 pm Career Exposition

9:30 am – 3:30 pm Resume Critiquing Sessions
Session I: 9:30 am - 12:30 pm
Session II: 12:30 pm - 3:30 pm

9:30 am – 3:30 pm Executive and Life Coach Session

11:00 am – 2:00 pm Employer Showcases Room: Imperial/Julliard
Jaymin Patel, How to Network Like a Rockstar
3M, Company Showcase
Hong Kong Economic and Trade Office New York,
Hong Kong, Abounds in Opportunities

9:00 am – 5:00 pm On-Site Interviews – *By invitation only*

11:30 am – 2:00 pm Employer Lounge – *Open to Sponsors and Exhibitors Only*



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Inspired opportunities.

Science is just science — until you use it to change the world. Welcome to a career where your inspired ideas fuel meaningful progress. As a 3Mer, you have the freedom to explore, create, innovate and share new ideas, helping to develop products that change the way people live and work every day. It's what makes 3M a uniquely rewarding place to learn, grow and contribute.

Be part of what's next.

Find us at the Asian MBA Info Session or explore opportunities at 3M.com/Careers.

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Leadership Conference

Friday, October 16, 2015 **8:00 am - 9:20 am**

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Westside Ballroom

Mentoring & Networking Breakfast

Connect, engage and be inspired at our Mentoring & Networking Breakfast! Morning people tend to be more successful in the workplace, as well as at AMBA - so eat a power breakfast and make some new contacts!

Our inspirational mentors represent diverse industries and possess exceptional leadership and advisory skills. They provide mentees unique career and professional advice and insights. Mentees are given the an exceptional opportunity to connect and engage with high-caliber corporate representatives, diversity and inclusion executives, business and community leaders, educators and entrepreneurs during our casual breakfast session. Through this mutually rewarding experience, mentors are able to impart impressive knowledge to the mentees and help cultivate a global vision, and in turn, global leadership.

Mentors



Asit Goel
Director, Strategic Marketing
United Rentals



Stella Aquino
Director, NY Actuarial Valuation
Empire BlueCross BlueShield



Shizuka Suzuki
Director,
Executive Communications
AT&T



Rak-Joon Choi
Business Development
Strategist, IBM Analytics
IBM



Lydia Kuo
Senior Associate
Brand Manager
Mondelēz International



James Lee
Process Manager
State Farm Insurance Companies



Yau Ching Cheng
D&I Director
BNY Mellon



Roger Jimenez
Founding Partner
Talent Solution Partners



Ethan Draddy
CEO & Scout Executive
at Greater New York Councils
Boy Scouts of America



Asuka Qin
Incoming Associate
McKinsey



Caroline Ceniza-Levine
Career Expert
SixFigureStart



Laurence Paverd
Managing Director
Industria-Creative



Jesus Diaz
Independent Consultant

7th Annual AMBA

Friday, October 16, 2015 **9:40 am - 10:40 am**

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Westside Ballroom

AMBA Talks

In our new TED-style talks, you'll have the opportunity to hear short, idea-driven speeches from a variety of inspirational Pan-Asian thinkers with different backgrounds, advice, and dreams. They will share personal career success stories, unexpected obstacles, and lessons from their respective journeys, all with an emphasis on the goals of the Asian MBA community of young global leaders. Do you know what impact you want to make on the world? How will you do it? Join us in exploring the multitude of paths you could take to finding personal and professional success.

Caroline Ceniza-Levine is co-founder of SixFigureStart®, a career coaching firm comprised of former Fortune 500 recruiters. She is also an author (Six Steps To Job Search Success, How the Fierce Handle Fear: Secrets to Succeeding in Challenging Times) and a career columnist for Forbes, Money and Time. She has coached leadership development with executives from American Express, Google, Goldman Sachs, McKinsey, and other leading firms. Caroline also teaches Professional Development and Negotiation courses at Columbia University. Her third book, a guide to changing careers, will be released as part of the Forbes Signature Series in October 2015.

She's also a stand-up comic, so she's not your typical coach.



Caroline Ceniza-Levine



Jaymin J. Patel

Jaymin J. Patel is a speaker, coach, and author of 7 books who has shared his message with thousands around the world. He has spoken at prestigious business schools including Harvard, Stanford, and Wharton.

Jaymin worked as a Management Consultant at Booz & Company, where he was heavily involved in recruiting. Having been both a recruiter and as a candidate, through failures and successes, he has developed a "science to networking."

Jaymin received his MBA from the Tepper School of Business. He has found that his true passion is energizing students and industry professionals, sharing his message with those who are eager to wake up every day to find wild success in college, career, and beyond!

Leadership Conference

Friday, October 16, 2015 **11:00 am - 12:30 pm**

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Westside Ballroom

Laurence Paverd is the Managing Director of Industria-Creative. Over the past decade he has been a senior-level producer for a multitude of top-tier corporate clients including Conde Nast, Disney, IKEA, Ford, Microsoft, and Nike.

In a similar capacity, he has worked on a number of UN General Assembly concerts and conferences, as well as the Eye on Earth conference in the UAE, Microsoft's global launch of Windows 8 in New York, and numerous prominent music festivals.

Laurence is also committed to many social causes and works diligently for social equity. Towards this end he was a producer and co-creator of the award-winning Imagine Festival of Ideas, the largest political arts festival in American history.



Laurence Paverd



Judy Shen

Judy Shen is CEO of Dreambridge Partners, with 25 years of experience as a marketing executive, consultant, lecturer and entrepreneur. A "culture-crosser" for most of her life, she is passionate about supporting individuals adapting to new contexts.

Judy coaches executives at global organizations and high-growth startups, lectures at leading business schools, and is a regular contributor to The Boston Globe Job Doc Chat. An accomplished leader, she has led innovative businesses at Procter & Gamble, Campbell Soup Asia and Polaroid.

A Harvard College and Harvard Business School graduate, Judy leverages her experiential knowledge as a successful cross-cultural leader to help others achieve their dreams.

Artina Sheikh is an entrepreneur and founder of Our Bazaar (www.ourbazaar.net), an online marketplace to buy, sell, rent, and donate gently-worn South Asian clothing. Previously, she worked in client services at Google, where she was a member of Mosaic, an employee resource group that celebrates diversity and helps recruit minorities. She started the Google Fast-A-Thon event, helping raise over \$600K for world hunger relief. Artina is also a co-founder of Zaffron Mediterranean Grill in Philadelphia.

Artina graduated from the University of Pennsylvania magna cum laude with a B.A. in Communications. She remains involved with the Muslim Alumni Outreach Committee and other alumni activities.



Artina Sheikh

7th Annual AMBA

Friday, October 16, 2015 12:30 pm - 2:00 pm

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Westside Ballroom

Lunch and Leadership Awards Ceremony

- ▶ Remarks by: **Jino Ahn**—CEO & Founder, Asian MBA International
- ▶ Speech by Global Executive Excellence Award Recipient:
Inhi Cho Suh—Vice President of Strategy & Business Development, IBM



Inhi Cho Suh
*Vice President of Strategy
& Business Development*
IBM

Inhi Cho Suh is the Vice President of Strategy & Business Development for IBM Analytics Group. IBM Big Data & Analytics business represents nearly \$18B of Revenue in software, services, and solutions. Inhi is responsible for the portfolio strategy, revenue growth and related capital allocation, which drives the selection of Industries and Assets, as well as direct the resource and capital investment across the organization. She oversees global acquisitions and strategic partnerships, including most recently Twitter and The Weather Company.

Inhi is a thought leader in the Big Data and Analytics marketplace. She spends significant time with clients to identify ways IBM can help them manage today's ever-growing explosion of information and transform their organizational skills and models. Previously, Inhi was responsible for driving product in IBM Big Data business and the overall Information Management Division, which is comprised of data management, information governance, information integration, master data management, data security, data privacy, and emerging capabilities such as hadoop, stream computing, advanced analytics and context computing.

Inhi began her career with IBM in 1998, joining the global strategy team for IBM's Personal Systems Group. She then went on to hold a variety of leadership and management positions in marketing, product management, and strategy for IBM Software Group. Inhi received a B.S. from Duke University and a J.D. from North Carolina Central University School of Law. She currently resides in Ridgefield, CT with her husband, David and sons, Jacob and Noah.

Leadership Conference

Friday, October 16, 2015 **12:30 pm - 2:00 pm**

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Westside Ballroom

Global Emerging Leaders Award Winners

We congratulate the winners of this year's Asian MBA Global Emerging Leaders Award.



Asit Goel
Director, Strategic Marketing
United Rentals

As United Rentals' Director of Strategic Marketing since 2011, Asit Goel is responsible for Marketing Strategy, Innovation, Big Data, and Business Development.

A global marketing leader with work experience across Asia, Europe, and the U.S., Asit was previously Chief Marketing Officer at Muze Connects and, before that, Director and Co-Founder at Optimal Strategix. In 2013, he was nominated to a leadership development course at Harvard Business School.

Mr. Goel received his undergraduate in Mechanical Engineering from the Indian Institute of Technology, his MBA in Marketing from the University of Delhi, and his MIM in International Marketing from the Thunderbird School of Global Management.



Stella Aquino
Director, NY Actuarial Valuation
Empire BlueCross BlueShield

Stella Aquino is the Director of Empire BlueCross BlueShield's Actuarial Valuation for the small and large group and individual business, and has been with Empire for 25 years. Empire is New York's largest health insurance company. Stella is Co-Chair, Marketing Committee Lead, and a founding member of the Asian Associate Resource Group at Anthem.

Stella graduated Magna Cum Laude with a B.S. in Economics from the University of the Philippines and earned her M.A. in Economics from the University of Chicago. She is an American Health Insurance Plans Minority Management Development Program fellow and a board member of the Asian American Federation.

She is a 9/11 survivor.



Shizuka Suzuki
Director, Executive Communications
AT&T

Shiz Suzuki is a Director on the Executive Communications team, supporting the brand and reputation of the Chairman internally and externally to AT&T. Most recently as a Director, Chief of Staff to the SVP of Brand, Marketing, Advertising, Media and Sponsorships, she managed group operations and owned an annual budget of \$220M+.

Shiz has received numerous recognitions including the Technology Rising Stars Award from the Women of Color STEM Magazine, AT&T Best of the Best Awards, and the President's Volunteer Service Award.

Shiz holds a B.S. in Cognitive Science from UCLA and an MBA from Pepperdine University.

Shiz lives in Dallas, Texas, with her husband and two dogs, Penny and Bella.

7th Annual AMBA

Friday, October 16, 2015 **12:30 pm - 2:00 pm**

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Westside Ballroom

Global Emerging Leaders Award Winners

We congratulate the winners of this year's Asian MBA Global Emerging Leaders Award.



James Lee
Process Manager
State Farm Insurance Companies

James Lee is a Process Manager at State Farm Insurance Companies. State Farm is a family of insurance and financial services companies that together serve tens of millions of customers in the U.S. James supports the auto claims department utilizing Lean Six Sigma methodology to drive efficiency and consistency throughout the operation. Prior to his current role, James held multiple positions within State Farm such as, Auto Claim Representative, Market Research Analyst, Support Staff Supervisor and Team Manager.

James has an undergraduate degree in business management from Stony Brook University and is currently in the process of obtaining his CPCU insurance designation.



Rak-Joon Choi
Business Development Strategist,
IBM Analytics
IBM

Rak-Joon Choi is a participant in IBM's General Manager Leadership Development Program, a prestigious program focused on developing IBM's next generation of business leaders. Rak-Joon currently works in the Strategy and Business Development group of IBM Analytics, a key group that drives IBM's growth in the era of Big Data Services.

Rak-Joon's background includes working for top consulting firms including Accenture and Boston Consulting Group. He holds an undergraduate degree in Computer Science from Yonsei University in Seoul Korea, and an MBA from New York University Stern School of Business.

Rak-Joon enjoys watching basketball, golf, movies, studying art and history.



Lydia Kuo
Senior Associate Brand Manager
Mondelēz International

Lydia Kuo is a Senior Associate Brand Manager for Mondelēz International, a global leader in the snacks and confections business.

She currently sits on the North American gum team where she works on advertising, strategy, and launching new products for Trident, Dentyne and Stride gum.

Prior to business school, she worked in the financial services industry, where she was a Vice President at the Bank of Montreal.

Lydia holds an MBA from the Tuck School of Business at Dartmouth. She is also a graduate of the University of Texas at Austin where she earned a BBA in Business Honors Program and Finance.

Leadership Conference

Friday, October 16, 2015 **2:20 pm - 3:30 pm**

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Westside Ballroom

General Session II: Stories from the Top

Join us for a thought-provoking discussion with Inhi Cho Suh from IBM and Maran Nalluswami from GE Capital as they talk about the personal and professional experiences that have influenced their career development. What are the challenges for minorities in today's corporate climate? What are the resources available to help you learn and grow in a company? Moderator Susan Kim Tsui, an entrepreneur and former marketing executive, will touch on their personal experiences, their successes and failures, and advice they have for the next generation of leaders.



Moderator:
Susan Kim Tsui

Susan Kim Tsui is a Co-Founder and Partner at Luxe Brand Advisors, an international business development agency that provides global marketing and cross border consulting for consumer brands interested in Asia expansion.

Susan's global experience includes brand management, marketing strategy, product development, PR and business development. Prior to LBA, Susan was Marketing Director at AmorePacific and instrumental to the U.S. launch of the brand. She worked in Asia for 10 years and has been featured/quoted in publications like the New York Times, WWD, W Korea and China Daily.

Susan received her BA from the University of Western Ontario, MA from Yonsei's Graduate School of International Studies and MBA from Cornell's Johnson School of Management.



Inhi Cho Suh
*Vice President of Strategy
& Business Development*
IBM

Inhi Cho Suh is the Vice President of Strategy & Business Development for IBM Analytics Group. IBM Big Data & Analytics business represents nearly \$18B of revenue in software, services, and solutions. Inhi is responsible for the portfolio strategy, revenue growth and related capital allocation, and directs the resource and capital investment across the organization.

Inhi is a thought leader in the Big Data and Analytics marketplace. She spends significant time with clients to identify ways IBM can help them manage today's ever-growing explosion of information and transform their organizational skills and models.

Inhi received a B.S. from Duke University and a J.D. from North Carolina Central University School of Law.



Maran Nalluswami
Senior Managing Director
Corporate Finance
GE Capital

Maran Nalluswami is a Senior Managing Director at Corporate Finance, a division of General Electric Capital Corporation, which has over \$15 billion in assets and provides secured financing to companies. He is the Commercial Leader responsible for the Central Region Lending and Leasing business.

Maran joined GE in 1999 through the Technical Sales Leadership Program at GE Global eXchange Services. He has worked in such diverse roles as Senior Managing Director for the East Region Leasing business, Senior Audit Manager leading teams across North America, Europe and Asia, VP of Strategic Marketing, and VP in Leverage Finance Capital Markets.

Maran graduated with a B.S. in Mechanical Engineering from the University of Maryland.

7th Annual AMBA

Friday, October 16, 2015 **3:50 pm - 5:00 pm**

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Imperial/Julliard

Breakout Session I: International Student Global Career Strategy

The U.S. job market is tough to break into, even for the most talented international students. Begin by learning about the environment and the obstacles that face international students today, then develop strategies to set yourself apart from the crowd. On this panel, you'll hear how successful professionals have made the move from Asia and what companies look for in an international candidate. Gain insight into the challenges and strategies that open doors for employment.



Moderator:
Roger Jimenez
Founding Partner
Talent Solution Partners

Roger Jimenez is a Founding Partner of Talent Solution Partners, a national Executive Search and Consulting firm. The company recruits Sales, Marketing and Executive talent for Consumer Products, Healthcare and Business to Business Services clients.

Prior to his current venture, Roger was a VP of Human Resources in L'Oreal's Luxury Products Division and an AVP of Human Resources in L'Oreal's Consumer Products Division. Prior to L'Oreal, Roger spent more than twelve years in HR leadership roles with Unilever in Illinois, Connecticut, New Jersey, New York, and London.

In addition to his professional career, Roger donates time to a number of organizations including the National Society of Hispanic MBA's (NSHMBA), Asian MBA (AMBA), and the New York chapter of the American Marketing Association (NY AMA) as a panelist, presenter, workshop leader and career coach.

Roger is a graduate of the University of Illinois and holds a Senior Human Resources Professional (SPHR) designation from the Society for Human Resources Management (SHRM). He is also an alum of the Center for Creative Leadership's Leadership Development Program and SUNY's FastTrac NewVenture program, an intensive program for New York City-based start-up businesses and entrepreneurs.



Asuka Qin
Incoming Associate
McKinsey

Asuka is a 2016 incoming Associate for McKinsey in New York.

Her previous experience includes working in Tax Transfer Pricing in Morgan Stanley's Finance Division, working as a summer analyst in Corporate & Investment Banking for J.P. Morgan in Singapore, for L.E.K. Consulting in Bangkok and with the United Nations in New York. She won first place for both the 2015 Aspen Institute Business & Society International MBA Case Competition Campus Round and 2013 University of British Columbia Sauder Summit Global Case Competition.

Asuka is currently in her final year at NYU's Stern School of Business and Wagner School of Public Service, where she is concurrently pursuing an MBA and a Masters in Public Administration. She is a Graduate Teaching Fellow. She was a child actor and Children's TV show host on HLJTV in China and she enjoys playing and performing the piano. She also moonlights as a comedian.

Leadership Conference

Friday, October 16, 2015 **3:50 pm - 5:00 pm**

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Imperial/Julliard

Breakout Session I: International Student Global Career Strategy



Rak-Joon Choi
Business Development Strategist,
IBM Analytics
IBM

Rak-Joon Choi is a participant in IBM's General Manager Leadership Development Program, a prestigious program focused on developing IBM's next generation of business leaders. Rak-Joon currently works in the Strategy and Business Development group of IBM Analytics, a key group that drives IBM's growth in the era of Big Data Services.

Rak-Joon's signature moment at IBM came during an Integration and Values Team initiative, where he participated in discussions with executive participants and developed reports presented to the Chairperson on simplifying IBM and developing new solution delivery models. Prior to his current role Rak-Joon took on multiple roles within IBM Corporation, including strategy consultant, corporate finance analyst, internal auditor, and M&A strategy advisor.

Rak-Joon brings an extensive consulting background, having worked for top consulting firms including Accenture and the Boston Consulting Group, as well as working as a product manager for a start-up during the dot.com boom. Rak-Joon has an undergraduate degree in Computer Science from Yonsei University in Seoul Korea, and has an MBA from New York University Stern School of Business.



Melissa Llarena
CEO & Career Coach
Career Outcomes Matter

Melissa Llarena is the CEO and career coach behind Career Outcomes Matter. Her craft is coaching top executives on how to strategically dissect and deliver the perfect job interview. Personally, she has transitioned through 16 business units in 10 years and never felt more alive (professionally) than when she used her expertise to empower her first international client with the strategy, courage, and content he needed to secure a banking job, earn more than 40% of his expected base salary, and ultimately secure a U.S. work visa. The US News & World Report, The Society for Human Resource Management, The Wall Street Journal, The Glass Hammer, Social Media Week, TheLadders, Business Insider, Psychology Today, Financial Times, LearnVest, Technorati, Fox Business News, and American Express Open Forum have turned to Melissa for insights.

Today, Melissa is an adjunct instructor for her alma mater, NYU, where she earned an undergraduate psychology degree. She also earned an MBA from the Tuck School of Business at Dartmouth where even as a student she helped her international and American peers land desirable jobs.

Follow her at @CareerOutcomes and visit www.CareerOutcomesMatter.com to gain access to her 20 page interview preparation kit that will give you an edge.

7th Annual AMBA

Friday, October 16, 2015 **3:50 pm - 5:00 pm**

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Belasco/Broadhurst

Breakout Session II: How do Asians fit into the Diversity Equation?

Those of us with Pan-Asian heritage may not always realize how we can benefit from diversity initiatives at work. Cultural differences in the workplace can be confusing, but can we leverage them to move our careers forward? Are there ways to utilize career programs, opportunities or resources geared toward diverse professionals? In this workshop, a number of successful, diverse professionals share their own experiences on how their diversity has positively impacted their own careers and how you can apply these strategies back at work.



Moderator:
Maria Kelts
Global Manager of Inclusion and Diversity
Estee Lauder Companies

Maria Kelts is a diversity and inclusion practitioner with over 15 years of management consulting, marketing, business development and executive coaching experience for global organizations including the International Monetary Fund, KPMG and BDO International. She is currently the Global Manager of Inclusion and Diversity at Estee Lauder Companies as well as an adjunct faculty member at Georgetown University, teaching in their Diversity and Inclusion certificate program.

Maria has presented her research on the necessity of addressing national culture considerations in the implementation of global diversity and inclusion strategies to an array of Fortune 500 companies. She is a member of the Tri-State Diversity Council, and is a mentor for the Million Women's STEM Initiative in Washington, DC.

Maria received her Masters in Human Resource Management concentrating in Diversity and Inclusion from Georgetown University in Washington, DC and undergraduate degree in Commerce from Ryerson University in Toronto, Canada. She is also an accredited coach by the Coaches Training Institute



Diana Lee
Executive Vice President
of Human Resources
Sesame Workshop

Diana Lee is a senior human resources executive with experience in Fortune 100, mid-cap, and start-up environments. She has extensive expertise managing organizational change, working in cross-cultural environments, and attracting, developing, and retaining top talent.

Currently, Diana is the Executive Vice President of Human Resources for Sesame Workshop, the non-profit educational organization behind Sesame Street with the mission of making kids smarter, stronger and kinder.

Previously, Diana was Executive Vice President of Human Resources for Al Jazeera America, a start-up 24/7 cable TV and digital news organization. Diana's previous role was Senior Vice President, Human Resources for MTV Networks, where she managed the HR function for 10,000 employees. She started her HR career at JP Morgan Chase and American Express.

Leadership Conference

Friday, October 16, 2015 **3:50 pm - 5:00 pm**

New York Marriott Marquis 1535 Broadway | New York, NY
Room: Belasco/Broadhurst

Breakout Session II: How do Asians fit into the Diversity Equation?



Fred Soykan

*HR Director, New York Metro Region
McDonald's USA, LLC*

Fred Soykan's career with McDonald's Co. began in 2001. He worked for the Restaurant Operations as a Restaurant Manager until 2006.

In 2006 Fred was promoted to HR department as a HR Specialist where he provided leadership and support to the Restaurant Management and staff employees in numerous areas such as: staffing, retention, Crew and Management Orientations, and labor relations.

In 2008, he was promoted to a HR Consultant position for McOpCo organization.

Currently, Fred is HR Director of the New York Metropolitan Area.

Fred earned his Bachelor's degree in Human Resources, Bursa, Turkey, and a Masters in Business Administration from Johnson & Wales University in Providence, Rhode Island. His accolades include the HR Initiative Execution Award and the 2008 HR Business Partner Award.



Roger Park

*Partner/Principal,
Financial Services Advisory
Ernst & Young*

Roger Park is a Partner/Principal in Ernst & Young's Financial Services Advisory practice. He leads IT advisory services for the Americas and strategic technology competency globally.

Roger has over 20 years of experience providing technology consulting services to clients in the global financial services industry, helping organizations leverage new and existing technology capabilities to achieve their business objectives. In addition to his leadership role in the firm, Roger works directly with clients on their most important initiatives with a focus on technology strategy, technology solution delivery, cybersecurity, and digital transformation.

Among other projects, he led the online platform technology strategy group for a top 5 US commercial bank, led the design and planning phases for a \$100MM+ program to update online and desktop capabilities for the private client services group of a top 5 US investment bank, and conducted an assessment of lending technology and processes at a major Chinese bank.

Prior to joining Ernst & Young, Roger was an architecture strategy lead at JPMorgan Chase and the Chief Architect within the Financial Services industry group of a leading global consulting firm.

Saturday, October 17, 2015

New York Marriott Marquis 1535 Broadway | New York, NY

Career Exposition

9:00 am - 4:00 pm

▶ Westside Ballroom

Employer Showcases

▶ Room: Imperial/Julliard

11:00 am – 12:00 pm *How to Network Like A Rockstar to Get Hired or Promoted!*

Presenter: Jaymin J. Patel, Speaker, Coach & Author

12:00 pm – 1:00 pm *3M - Discover 3M: Inspired International Opportunities*

Presenters: Chris Kondo, Veteran/Military Recruitment and Global Programs Lead
Kathryn Coleman Johnson, Virtual Experience and Development Leader

1:00 pm – 2:00 pm *Hong Kong, abounds in opportunities*

Do you want to work in a vibrant cosmopolitan city? Hong Kong is the place.

Presenter: Mr. Michael Kwan, Deputy Director,
Hong Kong Economic and Trade Office in New York

Resume Critiquing Sessions

▶ Room: Belasco/Broadhurst

9:30 am – 12:30 pm **Resume Critiquing Session I:**

Michael Shao—Human Resources Manager, Capitol County Children's Collaborative

Valerie Jackson—Branch Manager, Adecco

Roger Jimenez—Entrepreneur & Founding Partner, Talent Solution Partners

12:30 pm – 3:30 pm **Resume Critiquing Sessions II:**

Michael Shao—Human Resources Manager, Capitol County Children's Collaborative

Terresa Ling—Wakefield Media

Roger Jimenez—Entrepreneur & Founding Partner, Talent Solution Partners

Executive and Life Coach Session

▶ Room: Belasco/Broadhurst

9:30 am – 3:30 pm **Salley LeeChung / Eduardo Delfino / Amadee Braxton**

Valerie Jackson is Branch Manager for Adecco, the world's largest and industry leading workforce solutions company. In a highly competitive NYC market, she leads, develops and mentors a team of recruiters that provides talent to a broad base of clients across industries such as retail, entertainment, e-commerce, media, entertainment, financial, fashion, health and beauty. Valerie drives for results, sales growth and profitability through strategic planning, analysis, sales, marketing and account management. She also provides job seekers with career advice, employment opportunities and skill enhancement training.

Michael Shao is a Human Resources professional who has worked and lived throughout the U.S. and in China and Saudi Arabia, supporting telecommunications companies, nonprofits, a wholesale/distribution company, and consulting firms. He is currently Human Resources Manager for Capitol County Children's Collaborative, a nonprofit based in New Jersey. Michael volunteers his time to help Career Transition groups, Asian Diversity Career Fairs, and his church. Michael earned both an M.B.A. degree and Bachelor of Arts degree from the University of Missouri, Columbia. He also is certified and recertified as Senior Professional in Human Resources.

Terresa Ling graduated from the prestigious Macaulay Honors College at Baruch College in Accounting and has a Masters in Taxation. After working at KPMG in Audit for about 2 years, she decided to work at Wakefield Media, a startup that does daily editorials on technology and successful startups. They also organize a series of tech conferences called Uncubed, which brings together startups and tech talent. www.uncubed.com. She has more than 3 years experience working at Baruch's Starr Career Development Center, reviewing resumes and conducting mock interviews. Check out her freebies and cool events blog, Terresa's Steals and Deals atterresaling.com.

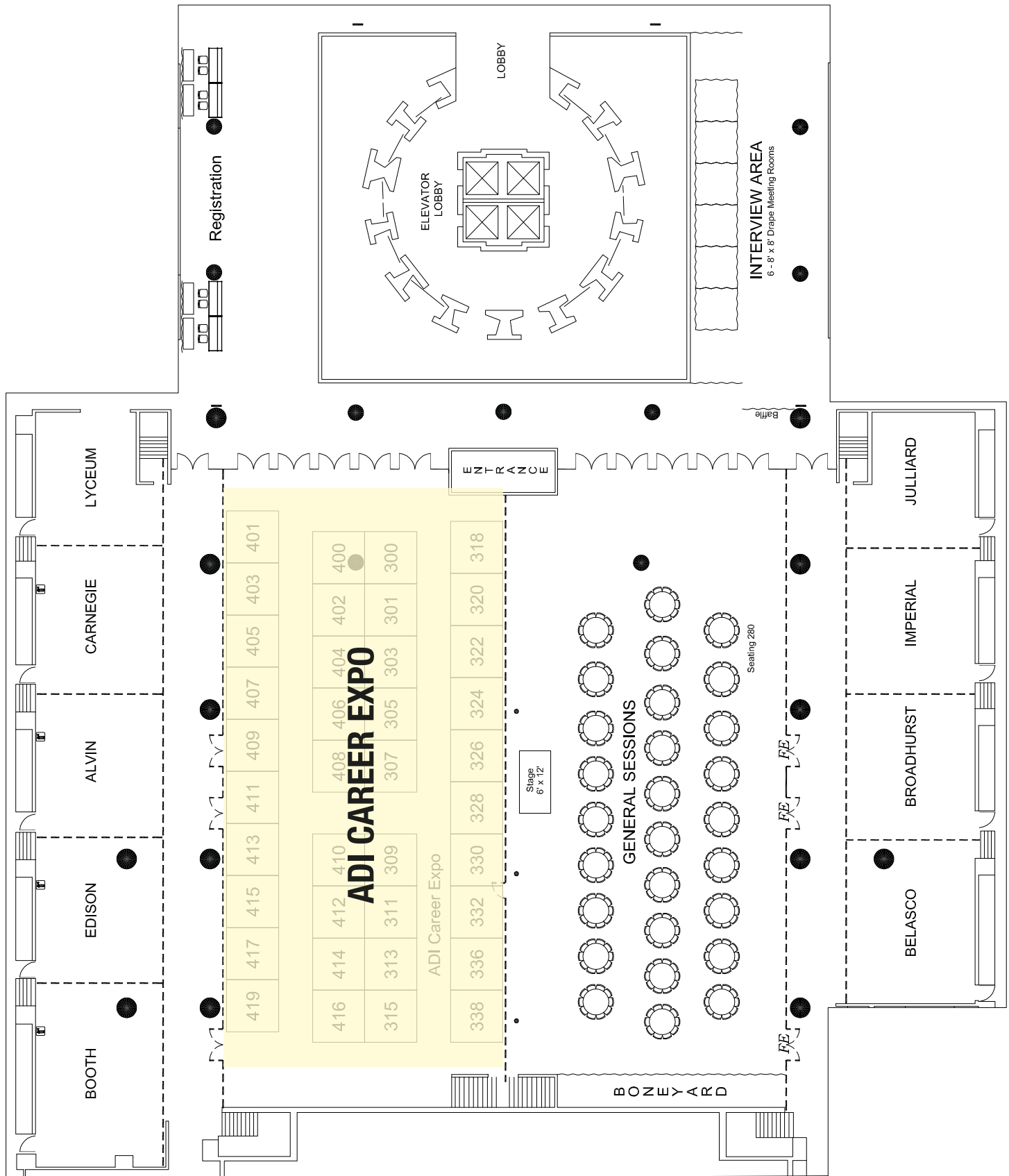
Roger Jimenez is a Founding Partner of Talent Solution Partners, a national Executive Search and Consulting firm. The company recruits Sales, Marketing and Executive talent. Prior to his current venture, he was a VP of Human Resources in L'Oreal's Luxury Products Division and an AVP of Human Resources in L'Oreal's Consumer Products Division. Roger donates time to organizations including the National Society of Hispanic MBAs, Asian MBA, and the American Marketing Association as a panelist, presenter, and career coach. Roger is a graduate of the University of Illinois and holds a Senior Human Resources Professional designation from the Society for Human Resources Management.

Salley Lee-Chung is a Certified Professional Coach who specializes in managing cultural transitions from Asia to the United States. She is a certified professional coach who supports students, professionals, and business owners who are interested in navigating a multicultural world. She specializes in working with bicultural clients to improve work/life balance, develop cultural sensitivity, and cultivate leadership. Salley feels grateful to have deeply experienced two different cultures, and she understands the challenges of multiculturalism. Her holistic approach helps clients to flow and take action that reflects their power, creativity and authenticity. She coaches in both Korean and English and is a member of the International Coaching Federation.

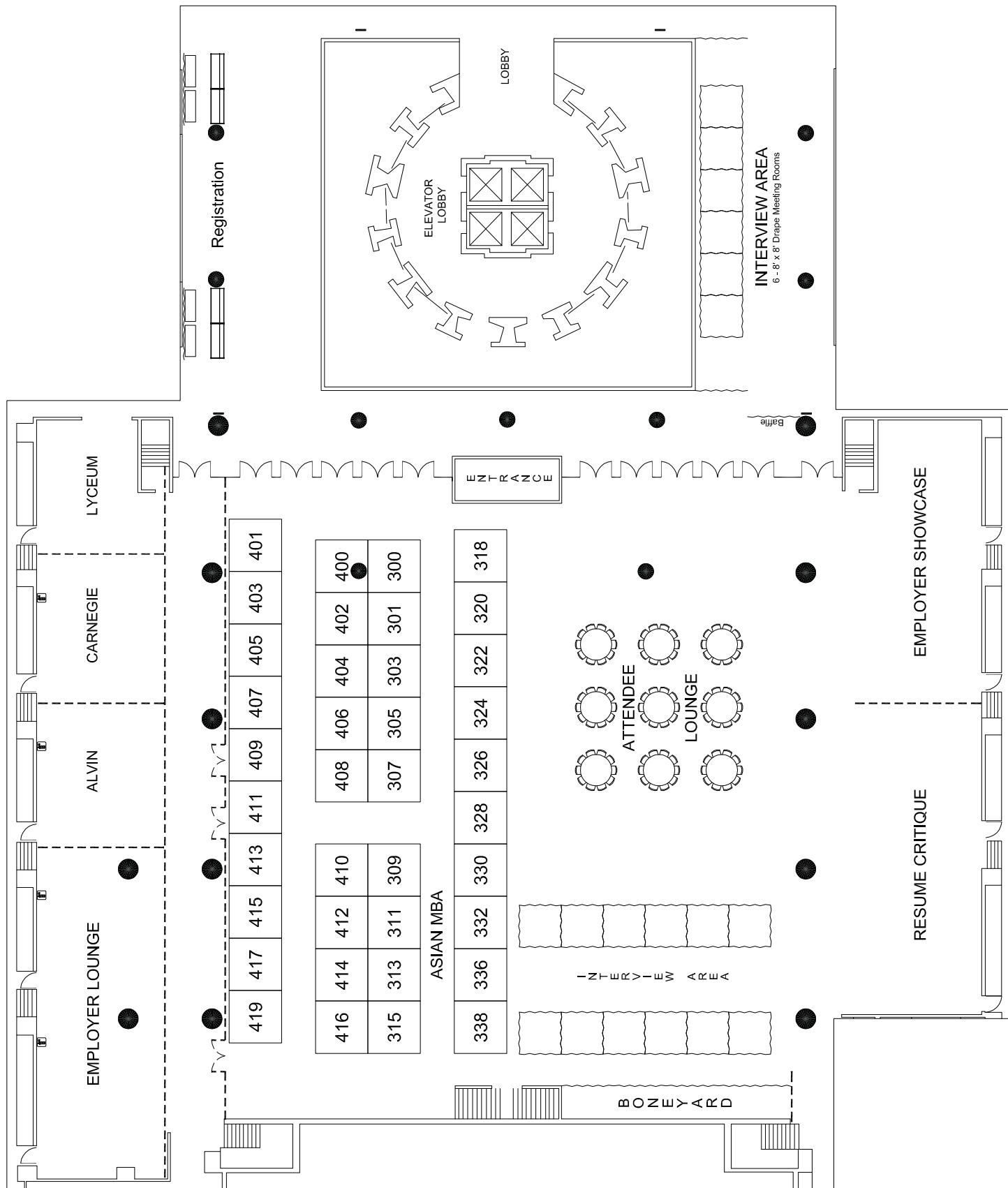
Eduardo Delfino is an Executive & Life Coach with focus on leadership and entrepreneurial coaching and consulting services. Thanks to his more than 22 years of corporate experience working for McKinsey & Company, Eduardo was able to build substantial expertise in leading and managing the operations of multidisciplinary, multicultural and highly talented & creative teams. Eduardo supports leaders, managers and professionals from different organizations by developing a vision customized to the core values and needs; creating action plans for the achievement of the goals; and remaining accountable for the full attainment of those goals and/or designing new ones as we navigate into the constantly evolving nature of their needs.

Amadee Braxton is a Certified Professional Coach who supports strategic thinking, capacity building, and developing emerging leaders. She supports young professionals who are at the early stage of their careers, or people who are midcareer and are looking to make a shift in their professional trajectory. Amadee enjoys using a variety of mindbody tools to explore the emotional dynamics that often underlie low confidence and selfjudgment. She skillfully and compassionately guides clients through practical steps that prepare them to identify, apply for, and land their dream job.

FRIDAY AMBA Conference Floor Map



SATURDAY AMBA Career Expo Floor Map





MANY PATHS. ONE GOAL. THAT'S **ARMY STRONG.**

A career in the U.S. Army offers you the freedom to reach your full potential in a variety of ways. You can serve full-time or join the Army Reserve, either attend college first, or earn a degree as you serve. With more than 150 specialties to choose from, you have the opportunity to pursue one of many paths to officership. It is a unique road to build your strengths in an environment that is disciplined, yet exciting. Learn to use the latest technology and travel the world with an organization whose goals match your own: to excel and stand out as the best.

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U.S. ARMY

Explore all the ways to serve and how the Army can set you up for a life of success at goarmy.com/bz93. Contact your local recruiter in Queens at 718-939-6330 or Manhattan 212-233-5770.

AMBA Career Opportunities

Abercrombie & Fitch

Type of Candidate(s):

- Bachelor's degree from an accredited university
- Strong problem solving skills
- Sophistication
- Diversity awareness
- Ability to work in a fast-paced and challenging environment
- Team building skills
- Self-starter
- Strong interpersonal and communication skills
- Drive to achieve results

Position(s) Available: Manager In Training

Location(s): Various Cities in China (Shanghai, Beijing, Chengdu, Qingdao, Nanjing, Kunming, Nanning, Guangzhou, Suzhou, Zhengzhou, Shenzhen), Hong Kong, Tokyo, Osaka, Singapore, and Seoul.

H-1B Sponsorship: No

Aetna

Type of Candidate(s): Undergrad, BA, Grad/MBA, Professional early – mid career

Position(s) Available: Finance, IT, Analytics, Account Management, Underwriting, Sales

Location(s): Various US locations, Singapore, China and potentially Korea (only sales in Vietnam)

H-1B Sponsorship: No

Amnet NY

Type of Candidate(s): Hospitality Majors

Position(s) Available: Operations

Location(s): New York, Los Angeles

H-1B Sponsorship: Case by Case Basis

Apple

Type of Candidate(s): (Full Time, must have undergraduate degree at least), Managerial, Entry Level

Position(s) Available: Apple Store Leader Program

Location(s): China, Japan, Other: United States

H-1B Sponsorship: No

Cigna

Type of Candidate(s): Experienced Professionals, Entry Level,

Internships

Position(s) Available: Underwriting Leadership Training & Risk Assessment (ULTRA) Program, Managed Care Rotational Program, HealthService Leadership Program

Location(s): U.S.

H-1B Sponsorship: No

Colt

Type of Candidate(s): MBA, BA, BS

Position(s) Available:

- For MBA-Product Management, Technology, Sales, Business Development.
- For BA & BS: New Graduates Program

Location(s): Tokyo, Singapore

H-1B Sponsorship: No, will support for Japanese/ Singapore working visa

Credit Suisse

Type of Candidate(s): 2nd Year MBA Graduate

Position(s) Available: CFO Program Services, AVP

Location(s): New York, NY or Singapore

H-1B Sponsorship: Case by Case Basis: Needs to be indicated on application/resume

Delta

Type of Candidate(s): Experienced Professionals, Managerial

Location(s): China

H-1B Sponsorship: No

Dreambridge Partners

Type of Candidate(s): Experienced Professionals, Managerial, Entry Level, Internships

Position(s) Available: N/A

Location(s): U.S.

H-1B Sponsorship: Case by Case Basis

Gilead

Type of Candidate/s: Mid-Career and Experienced Professionals

Position/s Available:

FINANCE

- Sr. Financial Analysts

AMBA Career Opportunities

- FP&A Managers and Directors
- Procure To Pay Managers/Analysts
- Sr. Managers, IT and R&D Sourcing
- Sr. Payroll Manager
- Sr. International Tax Manager

HR

- Assoc. Director/Director, HR Business Partners
- Associate Director, Employee Relations
- Sr. HR Program Management Analyst
- Director, Talent Management

Commercial

- Sales Analytics Manager/Senior Manager
- Rebates Analyst
- Government Pricing and Contracting Manager
- Commercial Learning and Development Associate Manager (HIV/ HCV/Managed Markets)
- Senior Product Managers
- Various Marketing Positions
- Therapeutic Specialist

Location: Foster City, CA / Canada

H-1B Sponsorship: H1 B Transfers

McCormick

Positions Available:

- Engineering
- Finance/Accounting
- Human Relations
- IT
- Maintenance
- Manufacturing
- Marketing
- Purchasing
- Quality Assurance
- Regulatory
- Research & Development
- Sales
- Supply Chain
- Internships

Experience Level Required:

- Experience Professionals

- Managerial
- Entry Level
- Internships

Full-Time

Locations: Multiple locations across the US to include:

- MD
- AR
- AZ
- CA
- GA
- IN
- LA
- TX

H1-B Visa Sponsorship: No

Misumi

Type of Candidate(s): Master's degree, Experienced

Position(s) Available:

- Customer Service Planning Analyst - Bilingual Japanese
- Senior Accountant
- Warehouse (QCT) Planning Manager

Location(s): U.S. - Illinois

H-1B Sponsorship: N/A

Open Associate USA, Inc.

Type of Candidate(s): Proactive

Position(s) Available: New business development

Location(s): Tokyo, USA

H-1B Sponsorship: N/A

USPS

Type of Candidate(s):

Full time, recent graduates, professional, internship

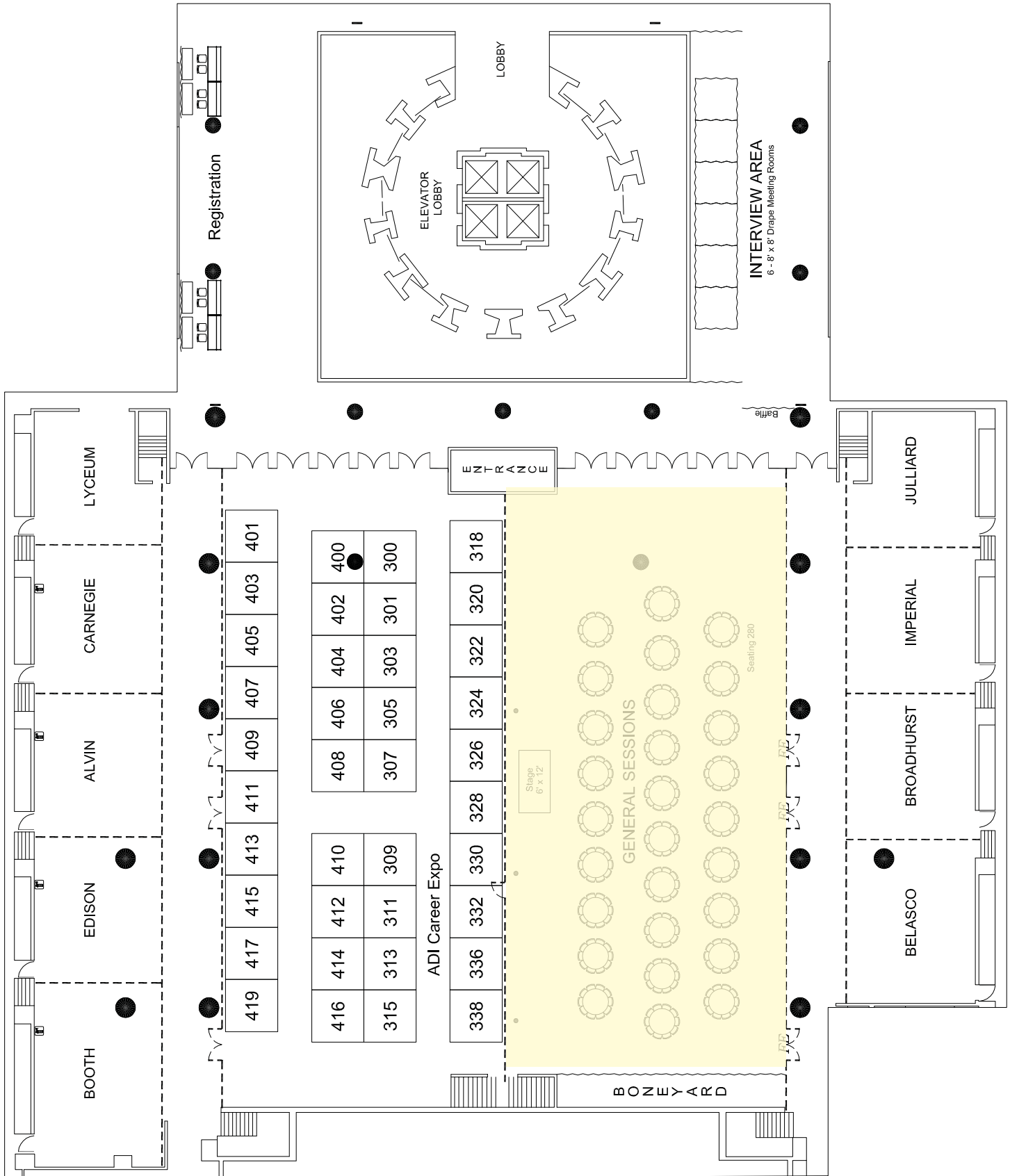
Position(s) Available:

Industrial engineers, system engineers, mechanical engineers, civil engineers, etc

Location(s): Nationwide and headquarters in Washington, D.C.

H-1B Sponsorship: No

FRIDAY ADI Career Expo Floor Map



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KISS®



Over **25 Years** of Leadership through Innovation & Creativity

The Beginning to Your Success

WE MADE IT HERE 440 TIMES TODAY ALONE.

Over 175 more daily NYC flights than any other airline.



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Based on a survey of peak day flights in March 2015 departing from JFK and LGA. Survey includes regional and contract carriers.