

2024 WCU Women's Entrepreneurship Conference

Breakout Session #1 - HR & Talent Engagement (Panel Discussion)

Moderator: Lauren Streubert, Citadel, VP of Human Resources

Lauren Streubert began her career at Manpower Staffing Services fresh out of Albright College with a BA degree in Psychology and not knowing exactly what she wanted to do with her life. Given the helping mission and results-oriented aspects of matching people with job openings, she enjoyed the staffing industry so much that she soon decided to obtain her master's degree in psychology/personnel, now human resources management, at West Chester University. While she began her HR career as a recruiter 30 years ago, she is currently the VP of Human Resources for Citadel Federal Credit Union where she has been employed since 1999. She oversees all aspects of human resources strategy and operations and thoroughly enjoys collaborating and engaging with a team of six very talented HR professionals to drive organizational growth and long-term success. Lauren is a former Adjunct Professor at West Chester University where she taught a Human Resources Management class. She is an avid Phillies fan, and in her spare time enjoys spending time in her yard feeding and watching all of nature's wildlife. Lauren currently resides in Coatesville with her with her two English Cream Golden Retrievers, Bailey and Emma.

Panelists:

Melanie Culbertson, Citadel, Director of Talent & People

Stephane L. Smith, RKL LLP, Partner and Vice President, Workforce Strategies

Employees are the backbone of every organization, yet many employers feel they lack the proper resources to effectively manage their workforce. For more than two decades, Stephane Smith has helped employers throughout the U.S. address challenges and implement policies and programs that drive growth and achieve organizational goals. As Partner and Vice President of Workforce Strategies for RKL Virtual Management Solutions, Stephane directs the firm's comprehensive suite of outsourced HR, HRIS/payroll, and compensation services. She leads a team of HR advisors who fill key roles and complete projects for employers, including employee engagement surveys, compensation analysis, pay equity analysis, performance management, 360 evaluations, HR compliance, recruitment, HRIS and payroll technology and payroll processing, along with full outsourcing of the HR function. An eternal optimist, Stephane's positive attitude, open mind and collaborative approach continually earn the trust and confidence of her clients. She knows that each engagement is an opportunity to help regional employers overcome challenges and seize opportunities related to their most important asset – their people.

Rebecca Lagravinese, Lavazza Group BU Americas, Sr. Manager, Learning & Development

As the Sr. Manager of Learning and Development, Rebecca spearheads initiatives that cultivate a culture of continuous growth and improvement within the organization. With over 10 years of experience in leadership development, Rebecca is dedicated to designing and implementing innovative training programs that align with the strategic goals of the company. In her current role, Rebecca collaborates closely with various departments to assess training needs, develop core competencies, and enhance employee engagement. Her efforts have been instrumental in driving key programs such as new hire orientation, leadership development, and talent development, all aimed at fostering a dynamic and skilled workforce. Beyond her professional responsibilities, Rebecca is actively involved in community care initiatives, reflecting a strong commitment to social responsibility and corporate citizenship. Her passion for learning and development extends into her personal life, where she continually seeks new ways to grow and inspire others. Rebecca holds a master's degree from USC Annenberg and is certified in Korn Ferry's Leadership Architect. Her forward-thinking approach and dedication to excellence make her a pivotal force in the ongoing success and development of her organization.

Sarahi Zamores, Associate Director Human Resources

Title: Associate Director, Human Resources

Education: Bachelor of Science, Labor and Employment Relations

Non-Profit Boards: Kennett Run Charities and Kennett Area Park Authority

Sarahi Zamores holds a Bachelor of Science in Labor and Employment Relations from The Pennsylvania State University and has ten years of Human Resources experience. In her current role at Longwood Gardens as an Associate Director of Human Resources, she leads recruitment efforts for the organization and serves as a Human Resources Business Partner. Sarahi is also the co-chair for the Inclusion, Diversity, Equity and Access (IDEA) committee, overseeing strategy implementation for Workforce and Workplace.

Breakout Session #2 – Storytelling For Your Brand

Presenter: Craig Smith

Tell a Story. Build a Brand. *Why storytelling is the key to it all* Dynamic figure Craig Smith speaks on the power of storytelling to build communities around your brand. Craig has partnered with some of the world's largest brands like Google, Samsung, HP and more while bringing their products into the world of multimedia shopping. Craig has appeared on the shopping platform QVC more than 4,000 times and was recently seen on CBS Saturday Morning.

Breakout Session #3 – Managing Stress and Burnout in the Workplace (Panel Discussion)

Moderator: Heather Morgan, Citadel, Benefits Manager

Heather Morgan is a seasoned HR professional with 20 years of experience. She began her career in Human Resources in 2004 and since then has held various roles from Recruiter to HR Business Partner. Heather joined Citadel Credit Union in 2015 and in her most current role as Benefits Manager oversees their overall benefits strategy. She plays an integral role in Benefits Administration, Wellness, Employee Relations, and Employee Engagement along with enhancing various HR programs and initiatives. Heather enjoys the many projects she is involved in because they are positively impacting employees and making a difference in their lives. Heather received her BA in Speech Communication with a minor in Biology from Shippensburg University. She also holds a PHR certification from SHRM. Heather is an avid Phillies fan, and in her spare time enjoys spending time with her two Bernedoodles, Dublin and Barley. Heather currently resides in Sinking Spring with her husband.

Panelists:

Christina Gamez, Chester County Hospital

Christina Gamez, MSN, RN-BC, EBCP, HTCP has been a nurse for 19 years, serving 15 years in the United States Navy Reserve, spending half of her career working as an Emergency Department nurse before transitioning to the technology side of nursing. She is Board Certified in Nursing Informatics, certified in Evidence Based Practice and is part of the CCH Wellbeing Champion Network. She is passionate about health and wellness, leading a balanced life and encouraging others to do the same.

Hilary Sohn, The Healing Sanctuary, Owner and Licensed Massage Therapist

Hilary is the founder and owner of The Healing Sanctuary and has been a massage therapist since 2002, certified in a variety of [message-therapy]traditional and medical massage techniques. Hilary holds a B.S. in Psychology and M.Ed. in Psychoeducational Processes, and a Foundations of Biophilic Design Certificate through the [International Living Future Institute](#). She is an alumna of [about]Goldman Sachs 10,000 Small Businesses program, and is a member of the [Exton Region Chamber of Commerce](#), serving on their Diversity, Equity and Inclusion Council, and leading their monthly Women's Workshop. She also serves on Kinetic Physical Therapy's [RENEW](#) advisory council for oncology rehabilitation. In addition to her work in health and wellness, Hilary is also a writer, poet and artist. She is keenly interested in the intersection of nature, wellness and creativity. She sees a deep need for innovation and revitalization of the health and wellness arena for the benefit of patients and practitioners alike, and is pursuing ways to make positive changes in this direction. She is an optimistic human who is curious about connections between things, nature as a healing force, and how people grow and change. She subscribes to a "both/and" approach to life, collaboration over competition, encouraging others in walking their unique paths, empowering people to take

charge of their own health and well-being, sharing knowledge, creating peace in the world, and finding the silver linings in life.

Tabassum Salam, MD, ChristianaCare

Tabassum Salam, MD, Tabassum Salam is a board-certified Internal Medicine physician who serves as Chief Learning Officer of ChristianaCare in Delaware. She leads its Institute for Learning, Leadership and Development that creates and delivers system-wide education, training, and career and leadership development for physicians, clinicians, medical students, and employees. She also practices outpatient medicine at Wilmington Hospital in Wilmington, DE. She received her undergraduate degree summa cum laude from Bryn Mawr College, her M.D. from the University of Pennsylvania, and her MBA from the Wharton School.

Breakout Session #4 – From the Heart to the Bottom Line: The Impact of Effective Communication

Presenter: Marie Conley

Marie Conley is the founder of Conley Consulting, where she excels at workforce engagement and team building by prioritizing honest communication, active listening, empathy, and kindness. Certified as a CliftonStrengths® Coach and as a SHRM-Certified Professional (SHRM-CP), Marie brings thoughtful strategic communication and leadership expertise to help organizations foster collaboration and achieve long-term success.