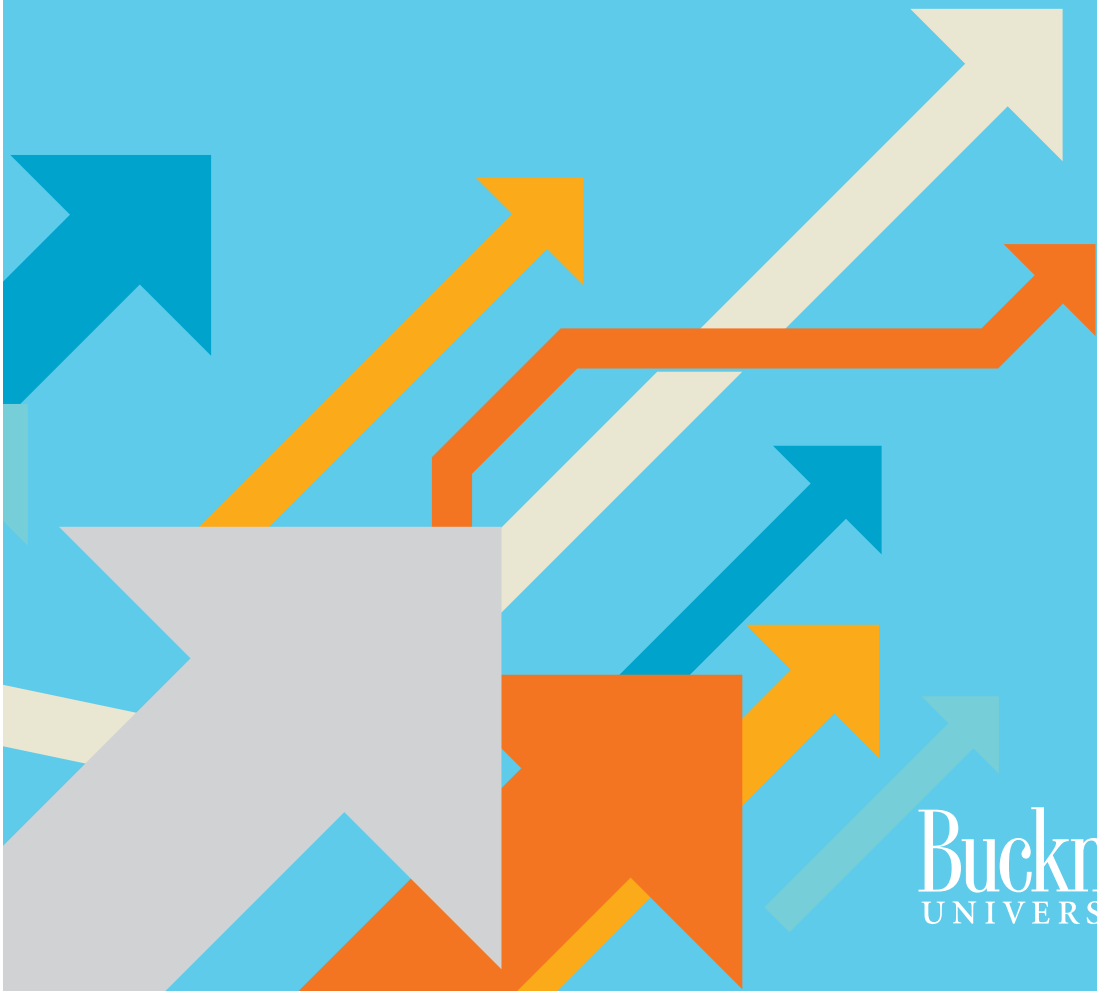


FREEMAN WEEK > 2023

BUSINESS TRENDS SUMMIT 2023



Bucknell
UNIVERSITY | Freeman
College of
Management

8 - 9 a.m.

NETWORKING BREAKFAST

Holmes Hall Lobby

SESSIONS

9 - 9:45 a.m. SESSION 1

A: NETWORKING THROUGH A BRAND MANAGEMENT PATH

Holmes 251

LEANNE ARCHER '16
Brand Manager, Unilever

Interview by Professor Gabriela Diego, Markets, Innovation and Design Department

B: BUILDING A CAREER THROUGH ACCUMULATED EXPERIENCES

Holmes 202

PAUL STURMAN '83, M'84, P'26
Executive Advisor, KKR & Co. Inc., Former CEO, The Bountiful Company

C: THE IMPORTANCE OF SUSTAINABILITY IN ORGANIZATIONS

Holmes 102

PAUL RIDDER '93, P'24
Former Regional Vice President, Flowers Foods; Former President, Tasty Baking Company

10 - 10:45 a.m. SESSION 2

A: THE JOURNEY OF ENTREPRENEURSHIP

Holmes 202

MIKE MOLINET '07
Co-Founder, Branch. Co-Founder, Thena.ai

Interview by Professor Bill Meek, Management and Organizations Department

B: LEADING TECHNOLOGY TRENDS AND RISKS WITH RSM

Holmes 251

SUDHIR KONDISSETTY '90
Principal, Risk Consulting, RSM

LAURIE MOSEBROOK '88
Principal, Management Consulting, RSM

C: THE ART OF THE DEAL

Holmes 301

ERIC RODDY '98
Managing Director & Partner, William Blair

SUSAN RODDY '98
Managing Director, Health & Beauty Investment Banking, Houlihan Lokey

11 - 11:45 a.m. SESSION 3

A: THE EVOLVING WORKPLACE, IMPLICATIONS FOR NEW JOINERS PATH

Holmes 202

DAVE SHARPE, P'24
Partner, PwC

BRAD LANGER '96
Managing Director, Brown Brothers Harriman & Co

B: IN THE FACE OF CHANGE, PREPARE TO PIVOT

Holmes 116

JENNIFER CIOTTI '13
Senior Brand Strategy Manager, Vanguard

MICHAEL DAVIS '13
Principal, Microsoft and Venture Partner, Overline

JESSE DONDERO '13
Director, Revenue, Wonolo

Moderated by Missy Gutkowski, Assistant Dean of Experiential Learning

Noon - 1 p.m.

CONCLUDING LUNCH

Holmes Hall Lobby



12:15 p.m.

RECOGNITION OF THE TRIVISANI ART ACQUISITION PROGRAM

*Remarks from Interim Dean Cindy Guthrie
Director, Samek Art Museum, Richard Rinehart
Samek Museum Art Club
Wendy Quest Trevisani '92, P'26*

BUSINESS TRENDS SUMMIT

Part of Freeman Week

April 14, 2023

Attendees will discover the trends and opportunities in organizations from industry leaders in a variety of fields. All students, faculty, and staff across the University are encouraged to attend.



BIOGRAPHIES *(in order of panel)*



LEANNE ARCHER '16
Brand Manager, Unilever

Leanne Archer is a Brand Manager for Unilever, leading the U.S. Dove Men+Care Deodorants business. Leanne joined Unilever in 2020 to support Dove Hand Sanitizer's expedited launch to market during the height of the pandemic. Prior to Unilever, Leanne started her career in CPG at Procter & Gamble, working on household brands including Gillette, Venus, Crest, and Oral-B. Leanne holds a B.S. in Business Administration from Bucknell, having majored in Markets, Innovation, and Design. Leanne currently resides in upstate New York, working remotely full-time. She is passionate about delivering high business results and building strong professional relationships though not in the office with her colleagues regularly. In addition to her career in Brand Management, Leanne serves as a swim coach on a local competitive swim team she grew up swimming on throughout her Bucknell student-athlete career.



PAUL STURMAN '83, M'84, P'26
Executive Advisor, KKR & Co. Inc., Former CEO, The Bountiful Company

Paul Sturman currently serves as an Executive Advisor with Kohlberg Kravis Roberts & Co. (KKR). Most recently, Paul was the President and Chief Executive Officer, and member of the Board of Directors, of The Bountiful Company, a KKR portfolio company. Following three plus years of transformation that supported value creating revenue, EBITDA, and market share growth, the company was successfully sold to Nestle, with select brands sold to other buyers, in aggregate representing a gross multiple of invested capital of 3.3x.

Paul is a results driven change agent with a track record of turning businesses around, creating and sustaining conditions for meaningful innovation, and transforming organizations organically and through merger and/or acquisition. He attracts and inspires diverse teams to produce superior results through insight, strategic vision, transparency, inclusion, cross functional integration, and efficient leverage of key cost drivers.

Prior to The Bountiful Company, Paul spent six years successfully leading Pfizer's \$3B+ Consumer Healthcare business as Global President. Prior to Pfizer, he served as President, North America for Johnson & Johnson Consumer Health Care and held numerous leadership roles in general, marketing, and sales management with Warner-Lambert.

Paul has served as Chairman of the Consumer Healthcare Products Association (CHPA) and currently serves as a member of the Advisory Board for Bucknell University's Freeman College of Management. He also served as a trustee of the Foundation for Morristown Medical Center in New Jersey.

Paul earned his Bachelor of Arts in Biology and his Master's degree in Business Administration from Bucknell University.



PAUL RIDDER '93, P'24

Former Regional Vice President, Flowers Foods; Former President, Tasty Baking Company

Paul D. Ridder became the President of Tasty Baking Company in May 2011. In November of 2017, Paul was appointed Regional Vice President, Flowers Foods. Prior to 2011, he was Tasty Baking Company's Senior Vice President and Chief Financial Officer. In his role as President, Paul was responsible for all aspects of the operations of Tasty Baking Company, including leveraging the merger with Flowers Foods to expand Tastykake into a national brand, as well as to deliver new and innovative products. During Paul's tenure as President, the reach of the Tastykake brand more than doubled and now reaches 75% of the U.S. Population. As an active member of the community, Paul lends his expertise to various organizations. Currently, he serves on the CHOP Corporate Council, as well as the Chamber of Commerce for Greater Philadelphia and the Philadelphia Zoo. Paul's past affiliations include serving on the board of Cabrini College Board of Trustees, Big Brothers Big Sisters Independence Region, the Moyer Foundation, the Police Athletic League of Philadelphia, Villanova University - Dean's Advisory Council, as well as the Allegheny West Foundation, a nationally recognized community development corporation actively involved in the revitalization of North Philadelphia's Allegheny West neighborhood.



MIKE MOLINET '07

Co-Founder, Branch. Co-Founder, Thena.ai

Mike Molinet is the co-founder of Branch, the mobile linking and measurement platform powering 100,000 of the world's top apps, including Spotify, Uber, Robinhood, Strava, Adobe and more. Last valued at \$4 Billion, Mike helped grow the business from an idea in early 2014 to over \$100M in annual recurring revenue as COO and President. Success came only after failing with six previous startups between his 2007 graduation and 2014. Mike is also co-founder of a seed-stage company, Thena, that is helping modernize business communication over messaging platforms.

Mike attended Bucknell, graduating with a degree in Mechanical Engineering before working at 3M in the R&D lab while starting businesses on the side during nights and weekends. He later attended Stanford where he received his MBA from the Graduate School of Business.



SUDHIR KONDISETTY '90

Principal, Risk Consulting, RSM

Sudhir is the national leader for technology risk consulting, setting the strategy and focus for the firm's technology risk services. He oversees projects over a wide range of services, including internal audit/Sarbanes-Oxley (SOX), IT risk, financial regulatory compliance, security, enterprise risk management, etc. Additionally, Sudhir serves as the office leader of the Philadelphia office and he serves as an elected member of RSM's board of directors.

Prior to leading the technology risk consulting team, Sudhir was involved in leading IT risk consulting projects, including IT risk assessments, IT general controls reviews, network infrastructure security testing, SOX IT reviews, Payment Card Industry (PCI) audits, System and Organization Controls (SOC) attestation engagements and IT project management. Sudhir has a Bachelor of Computer Science from Bucknell University.



LAURIE MOSEBROOK '88

Principal, Management Consulting, RSM

Laurie is the leader of the Southeast Management Consulting practice focusing on strategy and advisory initiatives centered around people, process and technology. She also leads Technology Assessments, Business Process Transformation and is the national Software Selection Strategy leader. Laurie is responsible for successfully leading technology and process-based initiatives in a wide variety of industries, including Manufacturing, Distribution, Construction, Finance, Not for Profit, Healthcare, and Service, with a heavy focus in Industrial Products. She collaboratively assists client teams through the introduction of methodology and the development of procedures, systems and metrics necessary for success. She helps client work teams and executive teams develop the goals necessary to achieve success, and helps implement the metrics to measure that success. Her collaborative approach helps ensure that project teams understand and accept the responsibilities necessary for successful completion of their initiatives.

One of Laurie's key strengths is the ability to assist organizations in defining and linking digital transformation strategies and process initiatives to real business value. Her experience in process enhancement and technology-related projects includes the selection and implementation of ERP systems, assisting organizations improve their utilization of information technology through detailed assessments of infrastructure, staffing, applications, and procedures, and the management of application development initiatives, including modifications to existing applications and new application development.

Laurie earned a Bachelor of Science degree in Computer Science & Engineering from Bucknell University.



ERIC RODDY '98

Managing Director & Partner, William Blair

Eric Roddy is a Partner, Managing Director and Head of SPAC Coverage and Advisory for William Blair. He is responsible for advising companies seeking to access the public markets via SPAC business combination, and advising William Blair's SPAC and corporate clients on transaction structuring and deal marketing. Previously, Eric was a Managing Director at Nomura Securities covering the leisure sector and based in New York. Mr. Roddy has additional experiences from Macquarie Capital, where he was a Senior Vice President on its Consumer & Retail team, and Centerstone Partners, where he also acted as Chief Executive Officer for one of their portfolio companies, Brightridge Solar. Eric began his career at Deutsche Bank, where he spent eleven years in the Equity Capital Markets and Global Consumer groups. Eric earned his Bachelor of Science in Business Administration from Bucknell University, where he was an Accounting major.



SUSAN RODDY '98

Managing Director, Health & Beauty Investment Banking, Houlihan Lokey

Ms. Roddy is a Managing Director in Houlihan Lokey's Consumer, Food & Retail Group, leading the firm's Consumer Health and Beauty practice. Her focus areas include health & wellness and beauty & personal care, including women's health and mom & baby. She is based in the firm's New York office.

Ms. Roddy has nearly two decades of corporate finance experience, with a particular passion for advising high-growth consumer brands. Her recent work includes the sales of Zesty Paws to H&H Group, Nuun to Nestlé Health Science, SmartyPants to Unilever, Care/of to Bayer, and Zarbee's to Johnson & Johnson. She also has significant expertise in corporate carve-outs and divestitures, as well as contract manufacturing and private label across sectors.

Before joining Houlihan Lokey, Ms. Roddy worked in Corporate Strategy & Development at PepsiCo, where she led deal execution in Europe and was responsible for executing the company's strategy to expand into good-for-you and better-for-you food & beverage categories. Prior to that, she worked in Investment Banking for Deutsche Bank and as an accountant for Ernst & Young.

Ms. Roddy holds a B.S. in Accounting from Bucknell University and an MBA from the Darden School at the University of Virginia. She was previously a Certified Public Accountant in the state of Pennsylvania.



DAVE SHARPE, P'24

Partner, PwC

Dave brings more than 35 years of experience working with the executive management and boards of Fortune 500 companies, including Fortune 25 companies, as well as private equity funds and portfolio companies in the consumer markets sector as they navigated strategic, transformational and operational issues. He has deep experience with financial reporting and internal control matters, SEC and PCAOB regulatory, and board governance matters. Dave has lived and worked in Europe, gained experience in emerging markets, and has coached and developed many individuals and teams as well as sponsored candidates for partnership. Dave co-hosts a webcast series for PwC's audit practice and leads a team that provides methodology policy and guidance support. He earned a BS from the University of Scranton.



BRAD LANGER '96

Managing Director, Brown Brothers Harriman & Co

Brad Langer is the Co-Manager of Brown Brothers Harriman Capital Partners (BBH Capital Partners), the private equity investment division of Brown Brothers Harriman & Co. (BBH) and a Managing Director of BBH.

Brad shares day-to-day management responsibility for BBHCP. Brad focuses on BBHCP investing activities, including deal sourcing, investment evaluation, transaction execution and providing post-investment oversight to portfolio companies. Prior to joining BBH in 2001, Brad was actively involved in evaluating and managing private equity and private debt investments at Whitney & Co. and Paribas Capital Funding.

Brad is either a director or observer on the board of directors of PrimeRevenue, Haven Behavioral Healthcare, Ethos Veterinary, American Physician Partners, Clever Devices, DynaGrid, American Spraytech, GIFTED Healthcare and The Granite Group. Brad sits on the Private Banking Diversity and Inclusion Council of BBH. Brad is a 1996 graduate of Bucknell University.



JENNIFER CIOTTI '13

Senior Brand Strategy Manager, Vanguard

Jennifer is a Senior Brand Strategy Manager at Vanguard, where she is focused on telling the Vanguard story in ways that set the firm apart and inspire action. She leads a team that is responsible for driving strategy across the enterprise and helping develop brand marketing and advertising campaigns that connect Vanguard's mission to investor needs.

Prior to joining Vanguard, Jennifer was the Program Manager for SEI Ventures, where she was responsible for scaling the program to drive strategic growth for SEI and managing a pipeline of investment opportunities, evaluating startups across banking, wealth management, capital markets, ESG/sustainable investing, insurance, and cybersecurity. Previously, Jennifer was a Marketing Communications Manager for SEI's Institutional Group, where she was responsible for developing integrated, multi-channel marketing campaigns designed to demonstrate the value proposition of SEI's outsourced chief investment officer (OCIO) solution to prospects and clients.

Jennifer earned her Bachelor of Science in Business Administration in management from Bucknell University and her MBA with a dual specialization in strategic management and marketing from the Villanova School of Business.



MICHAEL DAVIS '13

Principal, Microsoft and Venture Partner, Overline

Michael is a Principal in Microsoft's Employee Experience platform, where he is on the leadership team of the Growth & Incubation unit. He leads a set of teams focused on revenue growth, customer experience, channel partnerships, and new product design. He is also a Venture Partner at the venture capital firm Overline and angel investor into new startups. He has served on the Advisory Board for the Freeman College of Management since early 2022.

Prior to Microsoft and Overline, Michael was on the leadership team of Ally.io, a B2B software company that grew to 1,000 customers in 3 years and was acquired by Microsoft in 2021. Before Ally.io, Michael spent over 7 years at Deloitte, where he was an Engagement Manager in the Customer Strategy & Business Design group. He also spent two years working in the Office of the CEO at Deloitte. He started his career as a product manager building large-scale technology platforms for the citizens of Pennsylvania.

Outside of work, Michael writes a (mostly) weekly newsletter called Exonomist (exonomist.substack.com) on the art of career and organizational management. He resides in Atlanta with his wife, Simi, and Australian laboradoodle, Tycho. At Bucknell, he majored in Economics & Classics, with a concentration in MIDE (Markets, Innovation & Design) in the College of Management.



JESSE DONDERO '13

Director, Revenue, Wonolo

Jesse focuses his time developing new revenue products at Wonolo, a Sequoia Capital backed tech enabled marketplace for staffing. In this role, Jesse leads a team that touches all aspects of product development including product management, sales, operations, pricing & positioning, go-to-market, and more.

Previously, Jesse ran operations for Uber's Global Platform Incubator team, led a Restaurant Operations team for North America, and started his Uber career within their Rides Operations organization. In addition, he has also spent time at a music streaming startup and began his career working for the General Services Administration, focused on improving the citizen experience.

Jesse earned his Bachelor of Science in Business Administration and Bachelor of Arts in Comparative Humanities from Bucknell University.



WENDY QUEST TREVISANI '92, P'26

Wendy built her career as a Managing Director and Partner at Thornburg Investment Management in Santa Fe, New Mexico where she was the Portfolio Manager for International Equity products until her retirement in 2015. During her tenure she oversaw \$45 billion for Thornburg's flagship International Value Fund (TGVAX) and related strategies. Wendy led the launch of Thornburg's American Depository Receipt (ADR) and Socially Responsible/ ESG mandates, which collectively accumulated \$10 billion in assets under her leadership. She has been featured in *Smart Money*, *Money Magazine*, *Forbes*, *Fortune*, *The Wall Street Journal*, *Investors Business Daily*, *Kiplingers*, and *The New York Times*. She has made television appearances on CNBC, Bloomberg, CNN Money and Fox Business News. Prior to Thornburg, Wendy worked as an institutional sales representative at Salomon Smith Barney in NYC and London.

Wendy graduated from Bucknell University with a BA in International Relations and Art History, and has lived in Brussels, Paris and more recently spent a year in Barcelona with her family. She earned her MBA from Columbia Business School. She has served as a Mentor for Bucknell University's Global Management 400 class in the Freeman College of Management, advising and educating students on international investing.

Wendy is an avid traveler residing in Santa Fe, New Mexico. She sits on numerous boards including Christus St. Vincent Hospital, United Way and New Mexico's State Board of Finance, as well as advisory boards of numerous private companies. She has 3 children and spends her spare time cheering on the New Mexico United, a professional soccer team founded by her husband, Peter. She is a passionate art collector who enjoys the outdoors, where she hikes, bikes, skis and plays tennis.

Presented by Experiential Learning, Freeman College of Management.

