



**THINC<sup>30</sup> 2020:  
The UN SDGs in the New Now: Relevance and Recovery  
PROGRAM AGENDA**

**DAY #3: “Economic Empowerment”**

**Thursday, October 22, 2020**

**9:00 – 11:40 a.m.**

9:00-9:02am Opening, Haakan Jonsson, Chairman and President, Covestro LLC



As president and chairman of the Board of Directors at Covestro LLC, Dr. Haakan Jonsson serves as the senior leader of Covestro’s U.S. organization.

Haakan brings more than 25 years of various business expertise to the position. He began his career with Bayer in 1992 as a scientist in Pittsburgh.

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9:02-9:07am

Welcome, Rebecca Lucore, Head of Sustainability and Corporate Social Responsibility, Covestro LLC



Rebecca L. Lucore is head of Sustainability and CSR for Covestro LLC’s America’s region, responsible for devising new models that apply the company’s commitment to sustainable business practices and the United Nations Sustainable Development Goals (UNSDGs) to its social programs, philanthropy, community relations and sustainability initiatives.

Lucore oversees i3 (ignite, imagine, innovate) Covestro’s companywide CSR program that aims to spark curiosity, to envision what could be and to help create it.

[Click here](#) for full biography

9:08-9:38am

Panel Discussion

## **Investing in Female and Minority Entrepreneurs/Founders/Start-ups – Challenges and Opportunities**

*Moderator*

James Myers Jr., Director of Community and Business Development, Riverside Center for Innovation



James Myers Jr. is the Director of Community and Business Development at Riverside Center for Innovation. He is responsible for providing resources for small businesses, community engagement and establishing relationships with corporate partners that include non-profits and economic development agencies. He recognizes economic development as a relationship driven experience with strategic partners to drive, source, and secure new partnerships to strengthen Riverside Center for Innovation's position in the entrepreneurial ecosystem.

[Click here](#) for full biography

*Guests*

Diamonte Walker, MBA, Deputy Executive Director, Urban Redevelopment Authority of Pittsburgh



Diamonte Walker is the Deputy Executive Director of the Urban Redevelopment Authority of the City of Pittsburgh (URA), where she provides strategy, vision, operations management, team development, and leadership.

Diamonte joined the agency in 2017, quickly becoming the driving force behind URA's MWBE strategy. Her commitment to the advancement of equitable development is demonstrated through the administration of the URA's MWBE Program, compliance monitoring, reporting functions, and other economic inclusion focused initiatives.

[Click here](#) for full biography

Tina Daniels, Founder and CEO, Concrete Rose Construction, LLC



Tina Daniels is a Pittsburgh game changer. She is a minority woman who is taking her company, Concrete Rose Construction mainstream as she is determined to beautify communities one project at a time.

Tina Daniels had a passion for all things relating to the construction industry since high school when she signed up for carpentry class. One class turned into four years of carpentry workshops as she learned the basics of foundations, framing, and finishing.

[Click here](#) for full biography

Christopher Spradley, President, CS Supplies



When I think back to my childhood, growing up in the city of Pittsburgh, Pennsylvania, all I can remember is having the best time with my family! My parents taught me and my four siblings, to always work hard and to strive to be the best at whatever we set out to do. Having this mindset at an early age, really set the foundation for me to run my own business someday.

[Click here](#) for full biography

9:38-9:41am

Spotlight Speaker

**Ending Systemic Racism and Supporting Economic Empowerment**

Sally McCrady, Chair and President, PNC Foundation



Sally McCrady is executive vice president and director of Community Affairs and Corporate Social Responsibility for PNC Bank, and serves as chairwoman and president of The PNC Foundation. In this role, McCrady works with PNC's businesses and regional presidents in establishing the strategy to position PNC as a leader in the community.

[Click here](#) for full biography

9:42-10:12am

Fireside Chat

**Fostering Inclusive Executive Leadership with TALI**

Evan Frazier, Senior Vice President of Community Affairs, Highmark Health



Evan Frazier is Senior Vice President of Community Affairs at Highmark Health – a national \$18 billion integrated health, finance and delivery network headquartered in Pittsburgh – where he oversees Community Affairs for the enterprise.

Frazier also serves as the Founding Director of The Advanced Leadership Initiative, dedicated to building the African American executive leadership pipeline in Pittsburgh, where he partnered with CMU's Tepper School of Business to launch the Executive Leadership Academy for executives and mid-level managers.

[Click here](#) for full biography

Noland Cheung, Chair of the Dentons Cohen & Grigsby, Intellectual Property National Practice group



As Chair of the Dentons Cohen & Grigsby Intellectual Property National Practice group, Noland concentrates his practice in the areas of intellectual property protection and enforcement and patent, trademark and copyright law.

Noland previously served as Vice President and Chief Patent Counsel at Bayer MaterialScience LLC where he was responsible for the Patents and Licensing Department and providing intellectual property counseling services to its business and service units.

[Click here](#) for full biography

Steffanie Jasper, Senior Vice President, Senior Operational Risk Officer for Technology, Security and HR at PNC



Steffanie J. Jasper is a Senior Vice President and Sr. Operational Risk Officer supporting Technology, Security, and HR at PNC. Prior to this role she was a Program Manager in Technology & Innovation where she was accountable for overseeing multiple strategic initiatives to allow PNC to leverage technology in order to deliver a superior and differentiated customer and employee experience that is easy, innovative and secure.

[Click here](#) for full biography

10:13-10:17am

Spotlight Speaker

**Advice from Nashville for Pittsburgh**

Brian Moyer, President and CEO, Nashville Technology Council



Brian Moyer is President and CEO of the Greater Nashville Technology Council, the leading voice and advocate for Middle Tennessee's \$8 billion information technology ecosystem. Prior to that, he served as Executive VP and CIO for GAFFEY Healthcare and HealthTechS3.

[Click here](#) for full biography

10:18-10:48am

Panel Discussion

**Rebuilding our Workforce: Inclusive, Compassionate, Resilient and Sustainable**

*Moderator*

Dina Clark, Head, Diversity & Inclusion, Covestro LLC



In August 2015, Dina Clark began her role with Covestro LLC as the company's first Head of Diversity & Inclusion at their North American headquarters based in Pittsburgh. In this role, Dina spearheads the development and implementation of Covestro's diversity, equity and inclusion strategy across the United States, and in collaboration with Covestro's office in Mexico. This includes leading efforts to engage employees across the business as well as establish and manage the company's diversity councils and employee resource groups.

[Click here](#) for full biography

*Guests*

Dawnita Wilson, Vice President, Diversity & Inclusion, JBG Smith



Dawnita Wilson currently serves as VP, Diversity and Inclusion for JBG Smith, an S&P 400 company that owns, operates, invests in, and develops a dynamic portfolio of high-quality mixed-use properties in and around Washington, DC.

[Click here](#) for full biography

Betty Cruz, President & CEO, World Affairs Council of Pittsburgh



Betty Cruz assumed the role of President and CEO of the World Affairs Council of Pittsburgh in January of 2020. Prior to joining the Council, Betty served as the leader of Change Agency, a social enterprise which she founded in 2016, and Project Director for All for All, an immigrant inclusion initiative. Betty has extensive experience in community outreach, communications, partnership-building, and program management – spanning nearly 20 years.

[Click here](#) for full biography

James Robert Martin II, US Steel Dean of Engineering, University of Pittsburgh



PROFESSIONAL APPOINTMENTS:

2018-present: U. S. Steel Dean of Engineering, University of Pittsburgh  
 2015-2018: Director Risk Engineering and Systems Analytics Institute, Clemson University  
 2013-Present: Professor and Chair, Civil Engineering, Clemson University  
 2004- 2013: Professor, Virginia Tech  
 1995-2004: Associate Professor, Virginia Tech  
 1990-1995: Assistant Professor, Virginia Tech

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10:49-11:05am

Fireside Chat

**Pittsburgh’s Innovation Ecosystem: Now and Tomorrow**

Jonathan Kersting, Vice President of Communications and Media, Pittsburgh Tech Council



As Vice President of Communications and Media at the Pittsburgh Technology Council (PTC), Jonathan is responsible for the production, development and evolution of all PTC media properties, including TEQ Magazine, On RAMP Magazine, TechVibe Radio, Pittsburgh Tech Map and Pghtech.org. Jonathan has been with the PTC since 1997 covering the rise of the region's technology and entrepreneurial communities. As a co-host of TechVibe Radio every Saturday morning at 8 on ESPN Pittsburgh 970 AM, Jonathan has interviewed more than a 2,000 business leaders, entrepreneurs, technologists, academics and personalities that are driving the local tech industry's growth. Founded in 1983, the PTC is one of the nation's largest IT trade associations with members across southwestern Pennsylvania with a mission to: "Help Our Region's Technology Companies Succeed." Prior to the PTC, Jonathan was a news reporter for the McKeesport Daily News, Norwin Star and Sewickley Herald newspapers.

Jen Yosef, CEO, Mighty



Prior to joining Mighty, Jen had nearly a decade of leadership experience working in engineering and project management with fortune 500 companies such as Chevron and Williams. In these roles, she was responsible for managing up to \$100M projects ensuring engineering excellence and fiscal responsibility.

Jen joined Mighty as its CEO in 2016. Understanding Mighty's commitment to improving the real estate industry, Jen immersed herself in user research and understanding Mighty's core customer base.

[Click here](#) for full biography



11:05-11:10am Closing Remarks, Rebecca Lucore

11:10-11:40am Breakout Sessions



**Dr. Haakan Jonsson**

***Chairman and President  
Covestro LLC***

As president and chairman of the Board of Directors at Covestro LLC, Dr. Haakan Jonsson serves as the senior leader of Covestro's U.S. organization.

Haakan brings more than 25 years of various business expertise to the position. He began his career with Bayer in 1992 as a scientist in Pittsburgh. Since then, Haakan has held various positions in the U.S. and Germany, including director of manufacturing for Bayer Corporation, vice president of Innovation Americas for Bayer Polymers, vice president and head of business development for the Polycarbonate (PCS) business unit, senior vice president and head of the North American and EMLA (Europe, Middle East, Africa and Latin America) Supply Chain Centers and senior vice president and head of global innovation for PCS.



Over the years, Haakan has served as a member of several industry boards, including the Institute of Polymer Processing, Plastics Europe Germany and Paltough Industries Ltd. in Israel. Currently, Haakan serves on the Board of Directors for the American Chemistry Council (ACC) and the National Association of Manufacturers (NAM).

In the Pittsburgh region, Haakan serves on the Board of Directors for the Allegheny Conference on Community Development and Variety the Children's Charity of Pittsburgh.

He holds a Master of Science in chemical engineering and a Ph.D. in polymer technology—both from the Royal Institute of Technology in Stockholm, Sweden.

Haakan and his wife, Leanne, currently reside in Mars, a suburb of Pittsburgh. They have a daughter, Andrea, and a son, Erik.

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**Rebecca L. Lucore**

**Head of Sustainability and CSR for Covestro LLC**

Rebecca is responsible for devising new models that apply the company's commitment to sustainable business practices and the United Nations Sustainable Development Goals (UNSDGs) to its social programs, philanthropy, community relations and sustainability initiatives. Lucore oversees i3 (ignite, imagine, innovate) Covestro's companywide CSR program that aims to spark curiosity, to envision what could be and to help create it. Its three focus areas, i3 Engage, i3 STEM and i3 Give, leverage the company's current and future workforce, the communities in which it operates, and its partners and collaborators – all to create sustainable and lasting impacts. Lucore is a leading voice in Corporate America for empowering employee purpose and creating employee-citizen-philanthropist to drive sustainable communities through the transformation of traditional corporate volunteerism to next gen Skills-Based Volunteerism (SBV). With SBV, teams of employees use their skills and expertise to help nonprofits and municipalities solve organizational challenges in IT, marketing, finance, systems, et al. These short-term consulting projects help needy organizations build capacity and become sustainable. She was instrumental in the establishment of the Covestro Center for Community Engagement at Robert Morris University in Pittsburgh which provides SBV and other volunteer training to Covestro employees and those of other companies throughout the region wishing to create their own citizen philanthropists. Lucore is working with the United Nations Global Compact (UNGC) to bring the UNSDGs to Covestro's U.S. site communities and showcase them as a framework for companies, organizations, cities and communities interested in integrating sustainable practices into their business and innovation strategies, impacting the Triple Bottom Line of People, Planet and Prosperity. Recently, Lucore took a leadership role on the UNGC's Ocean's Platform working group. Under Lucore's leadership and direction, Covestro holds its annual THINC30 Summit in Pittsburgh to bring the global goals local. THINC stands for transforming, harnessing, innovating, navigating and collaborating for a purpose-driven, sustainable future by 2030. Its mission is two-fold. First, to accelerate partnerships that foster sustainable business development and social innovation around the 17 UNSDGs. Second, to showcase how these goals can be achieved by leveraging the growing need for purpose among individuals, organizations and businesses. With the i3 Index, the public opinion research project she oversees, Covestro is exploring timely issues around purpose, sustainability, employee engagement and corporate responsibility, and helping to lead national dialogue and greater understanding of their impacts on business today and in the coming decade. Prior to joining Covestro, Lucore worked for 20 years in various capacities in corporate citizenship, philanthropy, environment/sustainability and STEM education and diversity. From 2012 to 2015 she served as Chief of Staff at Bayer MaterialScience LLC where she was responsible for leading and streamlining organizational initiatives, including talent management; donations; and community, executive and employee engagement. Before that, for more than a decade, Lucore served as Executive Director of the Bayer USA Foundation and Head of U.S. CSR for Bayer Corporation. In these dual roles, she was responsible for directing all CSR initiatives including the company's STEM education partnerships with the United Nations Environment Programme, the National Governor's Association and the National Science Teachers Association, among others, and was a lead architect of Bayer's flagship CSR program, Making Science Make Sense. Led by national spokesperson, Dr. Mae Jemison, the first woman of color to orbit the Earth, Making Science Sense was one of the first corporate initiatives to advocate for science literacy and science education reform. As part of this work, Lucore helped introduce and then drive the national conversation about the issue of gender and racial equity in the nation's STEM fields through annual research and periodic summits and reports on the issue. In recognition, Bayer was awarded two Presidential Awards – President's Service Award (President William J. Clinton) and the Ron Brown Award (President George W. Bush) – as well as the National Science Board's highest honor – the National Public Service Award. A leader in the Pittsburgh community, she was instrumental in Pittsburgh being named World Environment Day North American Host City in 2010 and host of One Young World in 2012. She is currently on the Board of Directors of Sustainable Pittsburgh, and is Advisory Board President for the Bayer Center for Nonprofit Management at Robert Morris University. She serves on several local sustainability working groups as well. Ms. Lucore has spoken widely at national CSR and



Sustainability conferences including GreenBiz, the Social Innovation Forum, CGI America, National Governor's Association, U.S. Chamber of Commerce and Conference Board. She has contributed articles on CSR, Sustainability and employee engagement issues to the Huffington Post and the US Chamber of Commerce Foundation's blog. She resides in Pittsburgh with her husband and three boys.

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**Sally McCrady**

**Chair and President, PNC Foundation**

Sally McCrady is executive vice president and director of Community Affairs and Corporate Social Responsibility for PNC Bank, and serves as chairwoman and president of The PNC Foundation. In this role, McCrady works with PNC's businesses and regional presidents in establishing the strategy to position PNC as a leader in the community. She directs the company's philanthropic programs, including PNC Grow Up Great®, a \$500 million, multi-year, bilingual initiative that began in 2004 to support quality early childhood education. Prior to being named to her current position in April 2015, she was senior vice president and deputy executive director for PNC Grow Up Great® where she managed the four main components of the program: advocacy, grants, awareness and volunteerism.

McCrady joined PNC in 1997 as an analyst in Marketing Research. In 1999, she moved to the Compliance department where she managed the corporation's Fair Lending Program. She was named deputy executive director for PNC Grow Up Great in 2004 and senior vice president in March 2013. She serves on the board of the NSABP Foundation and the Allegheny County Parks Foundation, and is a member of the board of trustees of the Pittsburgh Cultural Trust. McCrady is a past board member of the Pittsburgh Association for the Education of Young Children and the Carriage House Children's Center. In 2019, McCrady received the *American Banker* Community Impact award and was honored by the Girl Scouts of Western Pennsylvania with the Women of Distinction award for business and finance. In 2016, McCrady was named one of the 50 Most Powerful Women in U.S. Philanthropy by *Inside Philanthropy*. McCrady received a Bachelor of Arts degree from the University of New Hampshire and a master's degree in City and Regional Planning from the University of Pennsylvania.

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**James Myers Jr.**

**Director of Community and Business Development, Riverside Center for Innovation**



James Myers Jr. is the Director of Community and Business Development at Riverside Center for Innovation. He is responsible for providing resources for small businesses, community engagement and establishing relationships with corporate partners that include non-profits and economic development agencies. He recognizes economic development as a relationship driven experience with strategic partners to drive, source, and secure new partnerships to strengthen Riverside Center for Innovation's position in the entrepreneurial ecosystem. James leads a pro bono partnership with

Reed Smith to provide legal services for entrepreneurs who have financial difficulties. He also works in collaboration with Pitt's Institute of Entrepreneurial Excellence and Small Business Development Center to enhance the skill set of small business owners.

In 2018, James was selected and recognized as Pittsburgh's 40 Under 40 by Pittsburgh Magazine and PUMP. He serves as a Commissioner for the City of Pittsburgh, Equal Opportunity Review Commission and Housing Opportunity Fund Advisory Board Member. With community engagement, James is a member on foundation and development boards that include McAuley Ministries and Hill District Growth Development Fund. James is a graduate of Carlow University where he received his bachelor's degree in business management and alumnus of CORO civic leadership initiative in Pittsburgh. He is also certified as a Contract Compliance Administrator through the American Contract Compliance Association. James has a professional career path that extends to roles as an educator, advocate, coordinator, director, and consultant.

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**Diamonte Walker, MBA**

**Deputy Executive Director, Urban Redevelopment Authority of Pittsburgh**

Diamonte Walker is the Deputy Executive Director of the Urban Redevelopment Authority of the City of Pittsburgh (URA), where she provides strategy, vision, operations management, team development, and leadership.

Diamonte joined the agency in 2017, quickly becoming the driving force behind URA's MWBE strategy. Her commitment to the advancement of equitable development is demonstrated through the administration of the URA's MWBE Program, compliance monitoring, reporting functions, and other economic inclusion focused initiatives.

With a career span of more than 15 years in the for-profit sector and having recently served as a business development program manager in the non-profit sector, Diamonte understands the complex challenges we face as a region when trying to effectuate meaningful change in neighborhoods. Diamonte offers a serious look at what can happen when we expand the work of economic development beyond metrics, goals and buzzwords to create impactful experiences that empower people while transforming place.

Diamonte holds an MBA and Master of Science in Management and Leadership from Western Governors University. She is a Mayoral appointee to Pittsburgh's Land Bank Board, serves as Chair to Councilman Corey O'Connor's Advisory Board on Entrepreneurship and Start-ups, and currently sits on the Housing Opportunity Fund's Advisory Board.

Her notable achievements include being named one of the Pittsburgh Business Times 2019 Women of Influence, a 2019 Lead Now Pittsburgh Fellow, a 2018 Onyx Woman in Leadership, 2017 Pittsburgh Magazine 40 under 40 honoree, and 2016 New Pittsburgh Courier Fab 40 Under 40 awardee. She was recently named one of Talk Magazine's 100 Most Influential Pennsylvanian African-American Women.

She is strongly committed to helping entrepreneurs from diverse backgrounds take full advantage of today's marketplace innovations to cost-effectively operationalize their ideas and better position themselves to experience an equitable stake in Pittsburgh's economic resurgence.

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**Tina Daniels**

**Founder and CEO, Concrete Rose Construction, LLC**

Tina Daniels is a Pittsburgh game changer. She is a minority woman who is taking her company, Concrete Rose Construction mainstream as she is determined to beautify communities one project at a time.

Tina Daniels had a passion for all things relating to the construction industry since high school when she signed up for carpentry class. One class turned into four years of carpentry workshops as she learned the basics of foundations, framing, and finishing. Her love for the trade resulted in the achievement of obtaining an advanced carpentry

certificate. Initially, Tina’s construction projects were treated as a hobby. However, it became undeniable that she had a gift for the industry usually dominated by men. Tina developed her gift and watched as requests for jobs rolled in. Today, Tina’s team offers clients over twenty years of experience in both small and large projects.

Concrete Rose Construction, LLC provides a comprehensive service package that includes residential and commercial properties. They are equipped to complete new and repair jobs involving drywall, painting, flooring, tile work, rough and finished carpentry. Concrete Rose Construction, LLC welcomes salvation and rehab work in addition to new construction opportunities.

A second division, Concrete Rose Landscaping further serves the mission of offering commercial lawn and weather care packages. Tina and her team understands the demands of Pittsburgh weather and is equipped to ensure her assigned properties are safe and well maintained. With her goal of beautifying neighborhoods, she demonstrates her creative gifts by designing beautiful landscapes that offer environmental and comfort upgrades.

Pittsburgh, Pennsylvania Is home base for Concrete Rose Construction, LLC. The company primarily provides services in the city of Pittsburgh, Allegheny, Beaver, Butler and Washington counties. Tina and her team have contracted multiple projects throughout the region that is allowing her to be a contender with construction companies who have been mainstays in the area.

Tina recognized early on that qualifications matter. She is an alumni of both UPMC BizFit and the Hill District CDC’s Hill Build programs. As an African American woman business owner, Tina has successfully completed the application requirements that identifies Concrete Rose Construction, LLC as a Minority and Women Owned Business. She strategically positioned her company for Section 3 certification giving them the ability to bid, and secure HUD contracts. Concrete Rose Construction is insured and has completed the USDOT Bonding Education Program. Tina possesses a General Contractor License and is registered with the Pennsylvania State Attorney Generals’ office. She has completed classes to become Lead Safe Certified in Allegheny County.

Tina understands their responsibility to add employment opportunities to the community. Working with proven quality subcontractors Concrete Rose Construction, LLC offers clients complete home rehabilitation. Working with a team of local talent allows the company to give back to the region in which they are working. The company also works with a design team to deliver a polished finished product.

Concrete Rose Construction’s business hours are Monday through Friday from 9 am to 5 pm. They can be reached by phone at 412-235-2800. Their email address is [info@concreteroseconstruction.com](mailto:info@concreteroseconstruction.com). For more information, check out the website, [www.ConcreteRoseConstruction.com](http://www.ConcreteRoseConstruction.com). The company invites followers to join their Facebook page at <https://www.facebook.com/ConcreteRoseConstruction/>.



**Christopher Spradley**  
**President, CS Supplies**

When I think back to my childhood, growing up in the city of Pittsburgh, Pennsylvania, all I can remember is having the best time with my family! My parents taught me and my four siblings, to always work hard and to strive to be the best at whatever we set out to do. Having this mindset at an early age, really set the foundation for me to run my own business someday. I began developing my business skills when I was either 5 or 6, by trading baseball cards, GI Joe action figures, and anything else that I saw a value in, to my brothers and other neighborhood kids.

By the second grade, I was able to buy my first pair of Nikes with the money that I earned from selling trading cards and random toys that I had bartered with, up until that point. By the time I was 10, I had a dog walking business that my brothers helped me out with, in order to keep up with the demand. The success that I had with the dog walking business, really had a positive impact on my desire to be in business for myself, because it allowed me the opportunity to create jobs for my brothers, and provide a quality service to the community.

25 years later, I am still living in Pittsburgh, following my passion of being able to create job opportunities for others and providing quality products and services to the local and international community. My plans for the future is to expand into the global market, where I can provide innovative solutions that can essentially change the game!

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**Evan Frazier**

**Senior Vice President of Community Affairs, Highmark Health**



Evan Frazier is Senior Vice President of Community Affairs at Highmark Health – a national \$18 billion integrated health, finance and delivery network headquartered in Pittsburgh – where he oversees Community Affairs for the enterprise.

Frazier also serves as the Founding Director of The Advanced Leadership Initiative, dedicated to building the African American executive leadership pipeline in Pittsburgh, where he partnered with CMU’s Tepper School of Business to launch the Executive Leadership Academy for executives and mid-level managers.

Prior to joining Highmark in January 2010, Frazier served as President and CEO of the Hill House Association; Vice President at PNC Financial Services Group in Strategic Planning and Finance Communications; Senior Vice President at the Manchester Bidwell Corporation and Director of Community Relations for Eat’n Park Restaurants.

Frazier holds a bachelor’s degree from Cornell University and a master’s degree from Carnegie Mellon University. In March 2017, he completed the Wharton Executive Development Program at the University of Pennsylvania.

An active member of the community, Frazier has served on more than 30 civic boards in his professional career. He is the co-founder of the National Society of Minorities in Hospitality (NSMH), was selected as a Luce Scholar where he lived and worked in Asia for a year, is a national BMe Public Voices Fellow and is the author of the book “Most Likely To Succeed: The Frazier Formula For Success.” He was also recognized by Savoy magazine as one of 2020’s Most Influential Black Executives in Corporate America.

Frazier is married to Dr. Holly Hatcher-Frazier. They have three children: Evan Jr, Nia, and William.

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**Noland Cheung**

**Chair of the Dentons Cohen & Grigsby, Intellectual Property National Practice Group**

As Chair of the Dentons Cohen & Grigsby Intellectual Property National Practice group, Noland concentrates his practice in the areas of intellectual property protection and enforcement and patent, trademark and copyright law.

Noland previously served as Vice President and Chief Patent Counsel at Bayer MaterialScience LLC where he was responsible for the Patents and Licensing Department and providing intellectual property counseling services to its business and service units. Prior to becoming Chief Patent Counsel, Noland also served as a corporate lawyer providing business transactional and antitrust counseling to its business and service units. His clients benefit from his considerable experience in negotiating a wide range of intellectual property licensing agreements utilizing his unique business legal experience, including those engaged in merger and acquisition activities.

Noland's business experience allows him to work closely with clients to develop strategies focused on business goals to achieve the economic benefits of their intellectual property rights. He also focuses on procuring patents and commercializing client's technology through licensing arrangements. In addition, Noland provides counseling in the areas of E-commerce and social media implementation.

Noland has significant experience in leading teams in performing due diligence projects for clients who intend to merge with, invest in or purchase companies with significant IP portfolios.

Noland has been selected by his peers for inclusion in *The Best Lawyers in America*® for Patent Law and Trademark Law. Most recently, he was named the *Best Lawyers 2021* Trademark Law "Lawyer of the Year" in Pittsburgh.

Noland has also served as the Chair of the Cohen & Grigsby Hiring Committee.

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**Steffanie Jasper**

**Senior Vice President, Senior Operational Risk Officer for Technology, Security and HR at PNC**

Steffanie J. Jasper is a Senior Vice President and Sr. Operational Risk Officer supporting Technology, Security, and HR at PNC. Prior to this role she was a Program Manager in Technology & Innovation where she was accountable for overseeing multiple strategic initiatives to allow PNC to leverage technology in order to deliver a superior and differentiated customer and employee experience that is easy, innovative and secure.

Ms. Jasper was also a leader within the Agile Transformation team at PNC where she was accountable for designing the working model for areas such as Finance, Risk Management, HR, and Realty Services who were directly impacted by this different way of working. Previously, Ms. Jasper spent 7 years in PNC Shared Services Finance where she held many roles, but most notably Director of the Finance Project Management Office (FPMO). She has also worked in Operations as Director of Accounts Payable and Technology as an e-Business Consultant.

In addition to her professional experience, Ms. Jasper is a graduate of the Leadership Pittsburgh class XXIII. She serves on the Board of Trustees for St. Edmunds Academy, a preschool – eighth grade independent school in Pittsburgh. She also volunteers time to support PNC’s Grow Up Great and the United Way. Ms. Jasper is a graduate of Georgetown University with a Bachelors of Arts degree in Government and Psychology (double major) and a distinguished graduate of Carnegie Mellon Heinz College with a Master of Science degree in Economic Development and Financial Management. Ms. Jasper has also completed The Advanced Leadership Initiative program in the Executive Leadership Academy at the Carnegie Mellon Tepper School of Business.

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**Brian Moyer**

**President and CEO, Nashville Technology Council**

Brian Moyer is President and CEO of the Greater Nashville Technology Council, the leading voice and advocate for Middle Tennessee's \$8 billion information technology ecosystem. Prior to that, he served as Executive VP and CIO for GAFFEY Healthcare and HealthTechS3.

Brian is a tech entrepreneur, founder and self-taught software developer turned CTO, CIO, CEO.

He is active in the Middle Tennessee community, serving on several boards including Alignment Nashville, the Lipscomb College of Computing and Technology Advancement Council, the Nashville Entrepreneur Center, Women in Technology of Tennessee, TechBridge Tennessee, Geek Cause, the HIMSS Tennessee Chapter, the Nashville Chamber International Business Council, and the Technology Associations of North America.

Brian studied Economics and Engineering Management at the Missouri University of Science and Technology before dropping out to launch his first startup. He is a Certified Professional in Healthcare Information & Management Systems and is a HIMSS Fellow.

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**Dina Clark**

**Head of Diversity and Inclusion, Covestro LLC**

In August 2015, Dina Clark began her role with Covestro LLC as the company's first Head of Diversity & Inclusion at their North American headquarters based in Pittsburgh. In this role, Dina spearheads the development and implementation of Covestro's diversity, equity and inclusion strategy across the United States, and in collaboration with Covestro's office in Mexico. This includes leading efforts to engage employees across the business as well as establish and manage the company's diversity councils and employee resource groups. Dina is also working in partnership with the company president and executive leadership team to align Covestro's diversity and inclusion goals

with the business goals, which also includes working in conjunction with the procurement department on Supplier Diversity. Dina also serves on Covestro's global diversity and inclusion council, as well as the global core team, currently based in Leverkusen, Germany.

Prior to her role with Covestro, Dina served as the Senior Director of Equity & Advocacy with the YWCA Greater Pittsburgh, where she ran the YWCA's Center for Race and Gender Equity, which works to support the YWCA's focus on eliminating racism and empowering women through racial justice, community engagement and advocacy efforts. Prior to this position, she served as the first Executive Director of the Western Pennsylvania Diversity Initiative (WPDI), a not-for-profit economic development membership organization dedicated to promoting regional economic growth by providing resources to employers in the Greater Pittsburgh region to attract, hire, and retain employees from a variety of diverse backgrounds and perspectives. Dina also served as Regional Education Project Director for the Anti-Defamation League, which serves Ohio, Western Pennsylvania, Kentucky and West Virginia. Based in Pittsburgh, she worked to provide educational resources and anti-bias training for school administrators, teachers and students, as well as colleges and universities, community based organizations and corporations across all four states.

Dina's interest areas in diversity, equity and inclusion are complimented by her strong training background. Specifically she addresses such topics as equity, anti-bias education, diversity and inclusion strategy, employee and community engagement, and leadership development, and has been dedicated to this work for over 20 years. She has conducted several presentations nationwide including workshops for Family Communications Inc/Producers of Mr. Rogers Neighborhood, Vassar College, University of Michigan, Magnet Schools of New York, New York State Department of Health, and the Federal Bureau of Investigation.

In addition to training, in 2006 Dina was selected for a fellowship with the Children's Defense Fund in Washington, D.C. and was named as one of Pittsburgh's 40 under 40 leaders by Pittsburgh Magazine. In 2009, she was also named one of 50 recipients of the "Women of Excellence" award, from the Pittsburgh Courier, and in 2015 recipient of the Allegheny County Bar Association Homer S. Brown Spirit Award and in 2017 she was featured in the Women & Business section of Pittsburgh Magazine for the work she does in developing and strengthening D & I strategy. In 2018 Dina also was recognized at the City & State PA's inaugural award ceremony, *Above and Beyond: Honoring Women of Public and Civic Mind* in Philadelphia.

Dina is very involved in the Pittsburgh community. She is a graduate of Leadership Pittsburgh Inc (Class XXIII), and she currently serves on several boards and advisory committees. In addition, Dina has also worked as a professional tester for housing discrimination for the Fair Housing Partnership of Pittsburgh and as a diversity/anti-bias trainer for the Anti Defamation League. In 2012, she was selected as a participant for the Federal Bureau of Investigation (FBI) Citizen's Academy, Class XIII and served as a board member of the FBI Citizen's Academy Alumni Association for six years. Dina has a Bachelor's Degree in Psychology/Child & Family Studies from Syracuse University, a Master's Degree from Duquesne University, with a focus on global leadership and she is currently working on her Doctorate in Education at Point Park University, with a focus on leadership and administration, and in 2019 Dina completed *The Advanced Leadership Initiative*, Executive Leadership Academy at Carnegie Mellon University's Tepper School of Business.

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**Dawnita Wilson**

**Vice President, Diversity & Inclusion, JBG Smith**

Dawnita Wilson currently serves as VP, Diversity and Inclusion for JBG Smith, an S&P 400 company that owns, operates, invests in, and develops a dynamic portfolio of high-quality mixed-use properties in and around Washington, DC.

Dawnita has over 15 years of strategic Diversity and Inclusion experience and came to JBG Smith from Sodexo, a Fortune 500 company with over 450,000 employees worldwide, where she served as Director, Global

Diversity & Inclusion. Dawnita relocated to the DC area from Pittsburgh, PA, where she previously worked as Director of Inclusion Initiatives for Highmark Health and as Director of Inclusion Initiatives for UPMC.

Throughout her career, Dawnita has been responsible for leading and developing diversity and inclusion strategies focused on culture change, competency building, employee engagement, communications, and strategic partnerships. As a thought leader and business partner, she has developed and led multiple programs and initiatives focused on advancing diversity and inclusion, while also serving as a trusted advisor to c-suite executives and leaders.

Dawnita has a broad range of professional experience that includes leadership roles in areas such as Human Resources, Talent Acquisition, and Operations Management, as well as independent D&I consulting.

Dawnita holds a master's degree in Human Resources Management from La Roche University in Pittsburgh, Pennsylvania and a bachelor's degree in Administration of Justice from the University of Pittsburgh. She has also maintained her Professional in Human Resources (PHR) Certification since June of 2006.

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**Betty Cruz**

**President & CEO, World Affairs Council of Pittsburgh**



Betty Cruz assumed the role of President and CEO of the World Affairs Council of Pittsburgh in January of 2020. Prior to joining the Council, Betty served as the leader of Change Agency, a social enterprise which she founded in 2016, and Project Director for All for All, an immigrant inclusion initiative. Betty has extensive experience in community outreach, communications, partnership-building, and program management – spanning nearly 20 years. She has developed citywide initiatives for Pittsburgh Mayor William Peduto, managed major accounts for a national nonprofit dedicated to building playgrounds across the U.S., and supported public relations for global brands representing a wide range of industries.

Originally from Miami, Florida, Betty is the daughter of Cuban immigrants and a first-generation college graduate. She holds a BA in History from Edinboro University of Pennsylvania and an MPA from the University of Pittsburgh Graduate School of Public and International Affairs (GSPIA) where she was selected for the Johnson Institute for Responsible Leadership Portfolio Program and U.S. Department of Education Foreign Language and Area Studies Fellowship in Portuguese. Betty is fluent in Spanish, Portuguese, and English.

In recent years, Betty has received the following accolades: 25 Essential Pittsburghers by NEXTpittsburgh in 2019, Pittsburgh Magazine 40 Under 40, Global Pittsburgh Immigrant Champion, 2018 Women of Achievement, 2018 CLASS Community Heroes Award, Islamic Center of Pittsburgh for Humanity Day, The Incline as a Community Leader, Peace Islands Institute and Turkish Cultural Center for Public Service, 2014 YWCA Racial Justice Awardee in Government, and GSPIA 4 Under 40 Distinguished Alumnus. In 2015, Governor Tom Wolf appointed Betty to the Governor’s Advisory Commission on Latino Affairs.

Betty serves on several local boards including Carnegie Library of Pittsburgh and Global Minds Initiative. Betty is a member of the BMW Foundation Responsible Leaders Network and is a Next City Vanguard.

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**James Robert Martin II**

**US Steel Dean of Engineering, University of Pittsburgh**

**a. PROFESSIONAL PREPARATION:**

Ph.D. Civil Engineering, Virginia Polytechnic Institute and State University (1990)  
 M.S. Civil Engineering, Virginia Polytechnic Institute and State University (1987)  
 B. S. Civil Engineering, The Citadel, The Military College of SC (1985)

**b. PROFESSIONAL APPOINTMENTS:**

2018-present: U. S. Steel Dean of Engineering, University of Pittsburgh  
 2015-2018: Director Risk Engineering and Systems Analytics Institute, Clemson University  
 2013-Present: Professor and Chair, Civil Engineering, Clemson University  
 2004- 2013: Professor, Virginia Tech  
 1995-2004: Associate Professor, Virginia Tech  
 1990-1995: Assistant Professor, Virginia Tech

**HONORS AND AWARDS:**

- 2017 James E. Bostic Award for Inclusive Excellence, Clemson University
- 2016 Bob Benmosche Endowed Professor of Risk Engineering and Systems Analytics
- 2015 Academy of Distinguished Alumni, Charles E. Via, Jr. Department of Civil and Environmental Engineering, Virginia Tech
- 2006 Dean's Award for Excellence in Professional Service, College of Engineering, Virginia Tech
- 2001 Alumni Award for Teaching Excellence, Alumni Board, Department of Civil Engineering
- 2000 Edward S. Diggs Scholar, University-Level Teaching Award & Lectureship
- 1998 Civil Engineering Faculty of the Year Award (teaching award among 42 Civil Engrg. faculty)
- 1996 ASCE Norman Medal (November). Highest technical achievement award for paper submitted to the American Society of Civil Engineers
- 1996 State Council of Higher Education of Virginia (SCHEV) Outstanding Faculty Award. Award presented to outstanding research & teaching faculty (11 recipients from 15,000 eligible faculty in VA)
- 1996 Certificate of Teaching Excellence, College of Engineering, (Awarded to 4 of 275 College of faculty).
- 1994 James M. Robbins Excellence in Teaching Award, Cumberland District of Chi Epsilon, National Civil Engineering Honor Society, (Awarded to 1 Civil Engrg. professor in 7 mid-Atlantic states)
- 1993 National Science Foundation Young Investigator Award (NYI). (\$500,000 research award).
- 1992 Civil Engineering Faculty of the Year Award (teaching award among 42 Civil Engrg. faculty).
- 1992 Certificate of Teaching Excellence, College of Engineering, (Awarded to 4 of 270 College faculty).

**c. PRODUCTS- FIVE CLOSELY RELATED JOURNAL PUBLICATIONS:**

1.) Percher, M., Dickenson, Augustin, A., Bruin, W., Eskijian, M, Martin, J.R., Oritatsu, Y., Rudolph, W., and Sugano, T., (2014) "The Great Tohoku, Japan, Earthquake and Tsunami of 2011: Survey of Port and Harbor Facilities, Northern Region," prepared by Coastal Ocean Ports Rivers Institute (COPRI-ASCE)Field Survey Team, *American Society of Civil Engineers*, March 2014, SBN (print): 978-0-7844-1318-, 403 pp.



2.) Martin, J.R., and Olgun, C.G. (2011) "Emerging Vulnerabilities and Disaster Risk Management Solutions for Multi-Hazard Resilience," *Journal of Emergency Management, Special Issue on Multi-Organizational Partnerships*, January 2011, pp 13-26.

3.) Zobel, C.W., Martin, J.R., Olgun, C.G. (2008) "Disaster Risk Management for Critical Infrastructure A Services-Based Viewpoint.", *International Journal of Service Sciences*, Vol. 2, No. 2, pp. 189-205.

4.) Martin, J. R., Olgun, C. G., Zobel, C.W., and Durgunoglu, H.T., (2008) "Soil Improvement for Mitigation of Damages During the 1999 Kocaeli Earthquake," *Journal of Earthquake Engineering, Special Issue on Earthquake Loss Estimation*, Volume 12, Issue S2, 01 2008, Pages 211 – 221.

5.) Martin, J.R., Olgun, C.G., Mitchell, J.K., and Durgunoglu, H.T. (2006),"Closure to High-Modulus Columns for Liquefaction Mitigation,"*Journal of Geotechnical & Geoenvironmental Eng.,ASCE*, June, 2006.

#### **d. SYNERGISTIC ACTIVITIES:**

- Director, Disaster Risk Management Institute, Virginia Tech (DRM-VT), (2005 - 2013)
- Ongoing field research studies of recent earthquakes in Japan, New Zealand, and Virginia; assessment of the effectiveness of soil improvement methods against liquefaction, assessment of the seismic performance of retaining structures, development of empirical methods for predicting lateral spreading movements, fundamental studies of liquefaction behavior of soils, and probabilistic seismic hazard studies in the Eastern and Central U.S.
- National Academy of Engineering Committee to Develop Long-term Research Agenda for NSF's NEES Program, Committee Member (2001 - 2003); Author, *Earthquake Hazard Management*, FEMA 4000-level Higher Ed. Course, 1000 pp. (2004) FEMA; Multi-hazard Building Design Institute (Instructor at EMI's summer institute and Higher Education Course Consultant and Developer; (2002 - 2005); American Society of Civil Engineers (ASCE); Professional Shortcourse Developer and Instructor (2004 - present); typically teaching course on *Fundamentals of Seismic Design* several times each year across US; Federal Energy Regulatory Commission (FERC) – Lead instructor and organizer of 5-day shortcourse Seismic Design Training Workshop for FERC at Virginia Tech, August, 2005.
- NSF Sponsored GEER Advisory Panel (Member); GEER Team Leader for 2011 Virginia Earthquake
- ASCE's COPRI Field Investigation for 2011 Tohoku Japan Earthquake and Tsunami; co-leader Southern Ports Team; collaborative field studies with Japan's Ports Airport and Research Institute (PARI)

#### **e. COLLABORATORS AND OTHER AFFILIATIONS (WITHIN THE PAST 48 MONTHS):**

- **Collaborators and co-Editors:** M.C. Chapman (VA Tech), M. Curbinovsky (Univ. of Canterbury),H. T. Durgunoglu (Bogazici Univ.), K. Ishihara (Chou University), L. Laloui (EPFL), J. McCartney (UC Boulder), J.K. Mitchell (VA Tech), G. Olgun (VA Tech), S. Pakzad (Lehigh University), James Ricles (Lehigh University), A. Sezen (Boagizici Univ.), B.Tiwari (UC Fullerton),V. Ungureanu (Transylvania Univ.), S. Seno (Univ. of Pavia), K. Soga (Univ. of Cambridge), M. Stephenson (VA Tech)
- **Graduate Thesis Advisor and Postdoctoral Sponsors:** Dr. G. Wayne Clough (Secretary, Smithsonian Institute)
- **Graduate And Post-Graduate Advisees Last 5 Years (Phds):**



- Olgun, G. C. (VA Tech); Polito, C. (Valparaiso Univ.); Eddy, M (Steele Foundation, Inc.); Ofori-Awauh, K. (KCI, Inc.); Atlayan, O (VA Tech); Abdelaziz, S. (SUNY Stonybrook), Wissman, K. (Geopier, Inc.)

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**Jen Yosef**

**CEO, Mighty**



Prior to joining Mighty, Jen had nearly a decade of leadership experience working in engineering and project management with fortune 500 companies such as Chevron and Williams. In these roles, she was responsible for managing up to \$100M projects ensuring engineering excellence and fiscal responsibility.

Jen joined Mighty as its CEO in 2016. Understanding Mighty's commitment to improving the real estate industry, Jen immersed herself in user research and understanding Mighty's core customer base. Her work informs all aspects of Mighty and every new product development along the way. As CEO of Mighty, Jen has led the company in a successful seed funding round and built a partnership with the 4th largest real estate brokerage in the country. She's led a team to increase users 300% in 2020 alone and managed the product development to position Mighty as a leading PropTech innovator for the real estate industry of the 21st century.

Jen is also passionate about mentoring diverse students and supporting other minority female founders with the unique challenges that they face in the tech ecosystem. She is committed to helping to raise awareness to this issue and advocating for change in the tech industry.

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