in a city rich in shades, here is a COLOR that includes all...

Nina Vaca: Strategic Vision for Global Expansion

Minita Shah-Mara: Broadening the Scope of Success

Jacqueline Camacho-Ruiz: Ascending Above Adversity

Suzanne M. Hopgood: Leading with Value in the Boardroom

Goldie Chan: Personal Branding for Leaders

KAMIL ALI-JACKSON, ESQ.

EMPOWERING OTHERS SO THAT ALL MAY THRIVE
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Dear Friends and Partners,

It is time for a heartfelt farewell message:

Founding and running Color Magazine for the last twelve years has been an incredible and wonderful journey. As some of you may know, a little over two years ago, I sold Color Magazine to BridgeTower Media, an affiliate of Gatehouse Media, and stayed on to help shepherd Color through the transition. Now, is the time to begin a new chapter.

As I reflect on over a decade of blossoming partnerships, inspiring events, and disruptive thought leadership, I know what a blessing it is to uplift Color’s mission. It was my honor and pleasure to count on your friendship, support, and commitment to the greater mission of empowering and elevating professionals of color.

Our work is not finished. Diversity and Inclusion will remain at the core of Color Magazine’s mission and impact. And so, I proudly welcome Kamilah A’Vant as Color Magazine’s newest leader and champion. I trust wholeheartedly that she will lead confidently with our mission in heart; I look to you, my friends, for your continued support of our shared mission.

Thank you again for believing in Color throughout these meaningful years.

With much appreciation,

Josefina Bonilla

About BridgeTower Media
BridgeTower Media is a leading provider of business information, events, and marketing services for the legal, financial, construction, and government sectors in more than 20 local and regional markets across the United States. In addition to providing subscribers with content relevant to their daily professional activities, BridgeTower has a research unit focused on employee satisfaction, lead generation services, and live events centering on awards and education.

About GateHouse Media LLC
GateHouse Media is one of the largest publishers of locally-based print and online media in the United States, as measured by its 125 daily publications. As of December 25, 2016, our company operates in over 535 markets across 36 states, with over 600 community publications, over 535 websites, serving over 220,000 business advertising accounts, and reaching over 20 million people on a weekly basis.
AGENDA

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AGENDA

11:00 AM - 12:30 PM
Registration and Networking Lunch

12:30 PM - 1:00 PM
Opening Remarks and Keynote Speaker
Emcee
Amaka Ubaka
Opening Keynote Speaker
Kamil Ali-Jackson, Esq.

1:00 PM - 2:15 pm
Executive Panel Discussion
Executive Moderator
Josefina Bonilla
Executive Panelists
Minita Shah-Mara
Jacqueline Camacho-Ruiz
Rhonda Crichlow

2:15 PM - 2:30 PM
Break

2:30 PM - 3:30 PM
Executive Session
Executive Speaker
Suzanne M. Hopgood

3:30 PM - 4:30 PM
Executive Session
Executive Speaker
Goldie Chan

4:30 PM - 5:00 PM
Closing Keynote Speaker
Nina Vaca

5:00 PM - 6:30 PM
Reception

Emcee

Amaka Ubaka
News Reporter
7News

Opening Keynote Speaker

Kamil Ali-Jackson, Esq.
Chief Legal Officer, Chief Compliance Officer and Corporate Secretary
Aclaris Therapeutics

Executive Panel Moderator

Josefina Bonilla
Founder
Color Magazine

Executive Panelists

Minita Shah-Mara
VP of Organization Effectiveness and Global Diversity and Inclusion
Biogen

Jacqueline Camacho-Ruiz
14x Author, Pilot, and CEO
JJR Marketing and Fig Factor Media Publishing

Rhonda Nesmith Crichlow
Senior Vice President, Chief Diversity Officer
Charter Communications

Executive Speakers

Suzanne M. Hopgood
President and CEO
The Hopgood Group, LLC

Goldie Chan
Founder, Head of Content and Creative
Warm Robots

Closing Keynote Speaker

Nina Vaca
Founder, Chairman, & CEO
Pinnacle Group

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Coming aboard 7 News in New England as a reporter in 2016, Amaka Ubaka is now anchor of 7News Today and 7News at Noon.

Previously, Amaka was a reporter in Florida, Nebraska, and California. Amaka has emceed several charity events, including Project Hope, a Boston non-profit, focused on raising families out of poverty. She loves meeting new people and learning their stories.

On a path of self improvement, when not working, Amaka is at the gym and taking Spanish classes. A Florida native, Amaka has fully embraced living in New England and enjoys attending Celtics, Patriots, and Red Sox games and learning how to ski. Of Nigerian-American heritage, Amaka means “beautiful.”

Amaka received her Bachelor of Arts degree from the University of Miami.

Josefina Bonilla is the Founder and former Publisher and President of Color Magazine, an online and print, all-inclusive publication, launched in 2010, that highlights topics of interest for professionals of color. In 2017, Josefina negotiated the successful public sale of Color Magazine to Gatehouse Media, one of the largest publishers of locally-based print and online media in the US. As President, she was responsible for leading business and marketing campaigns, establishing strategic partnerships, and cultivating community relations within multicultural markets.

Following the public sale to GateHouse Media, Josefina served as the Chief Diversity Officer (CDO) of BridgeTower Media, an affiliate of GateHouse Media. As CDO, she identified new opportunities to highlight diversity across publishing and event platforms.

Josefina is currently pursuing a Ph.D. in Global Inclusion and Social Development at The University of Massachusetts – Boston.
As an entrepreneur, author, international speaker, philanthropist, pilot, and visionary, Jacqueline Camacho-Ruiz is an empowerment pioneer in creating new ways to unlock personal and professional potential, and she is inspired to change the world. “As CEO of JJR Marketing Solutions and Fig Factor Media, it is my mission to take your business to ‘ascending’ mode, whether in public relations, content and creative, or marketing solutions,” explains the Make-It-Happen Director.

In business strategy, Jacqueline starts with building human-centered relationships with people she encounters. She pays forward the knowledge she’s gained through adversity and her climb to the top. “When you do what you’re called to do, you can change the world! I want to provide tools to help [people] share their stories and create their marks on this world,” she says.

Camacho-Ruiz dedicates her non-profit, Fig Factor Foundation, to be a game changer for Latinas ages fifteen to twenty-five who want to pursue their dreams through mentorships and educational leadership platforms. “I was inspired to start the foundation after reflecting on my first trials as an entrepreneur selling figs in my hometown Mexico City,” she recalls. “I learned that by facing adversity and striving to manifest my amazing life within, nothing was impossible.”

Her pioneering spirit also led her toward the sky and becoming one of the few Latina pilots in the United States. Out of six-and-half million US pilots, less than half a million are women and fewer than five-thousand are Latina women. Determined to close the gender gap, Camacho-Ruiz is creating space for Latinas to fly, through the #Pilotinas Scholarship. This year’s award went to Rhiannon Mueller. “One can go through the military or commercial channels to obtain a pilot’s license, but aviation should be available as a hobby too,” she explains. “I am free to fly my nine-seater plane anytime I wish. Flying is one of the most rewarding experiences. Even though there’s a lot to learn, it’s all worth it. My co-pilot is a small teddy bear, named Amelia.”

When asked to reflect on the legacy she’d like to leave behind, Camacho-Ruiz answered, “I want my two children and people all over the world to have a meaningful opportunity to impact this world. I encourage people to live their best lives and remind them they can land their own dreams.”
In October 2016, Rhonda Crichlow was appointed Senior Vice President, Chief Diversity Officer for Charter Communications, the nation’s second largest TV, internet, and voice company, operating under the Spectrum brand. Rhonda heads the development and management of Charter’s diversity and inclusion strategy, including its D&I Center of Excellence. In 2019, Rhonda’s role expanded to include leadership of Charter’s Community Impact, the company’s strategic philanthropic investments and employee volunteerism initiatives.

As a D&I innovator, prior to working with Charter, Rhonda was Executive Director of Philanthropy & Community Development of Novartis, beginning in 2006, and served in the Innovative Medicines Executive Committee for Novartis Pharmaceuticals Corporation (NPC). She was Vice President and Head of US Diversity & Inclusion at Novartis and President of the Novartis US Foundation.

Rhonda began her career as a federal judicial law clerk in the United States District Court. As a tax attorney, specializing in federal litigation and business planning matters for more than a decade, Rhonda advised leading corporations and institutions on complex tax matters. She was involved in the Pigford v. Glickman and Brewington v. Glickman landmark national class action lawsuits filed by African-American farmers alleging racial discrimination in the US Department of Agriculture’s farm credit and non-credit benefit programs.

The recipient of numerous awards, in 2018, Rhonda was named one of the Most Influential Minorities in Cable by Cablefax and recognized as one of the Top Executives in Corporate Diversity by Black Enterprise. In 2016, she was the recipient of the Healthcare Businesswomen’s Association Luminary Award, in recognition of her significant contributions to the healthcare industry.

Rhonda is a current member of Alpha Kappa Alpha Sorority, Inc. (Omicron Xi Omega Chapter) and The Links, Inc. (North Jersey Chapter), has served on the Board of Trustees of the Council of New Jersey Grantmakers, and is a past Board Chair of the Association of Corporate Contributions Professionals. Rhonda previously served on the boards of several non-profit organizations, including the United Way of Northern New Jersey, the Human Needs Food Pantry, Cornerstone Family Programs, and the New Jersey Center for Nonprofits.

Rhonda received her undergraduate degree from The George Washington University, a Master of Public Policy from Duke University, and a Juris Doctor from the University of Virginia Law School. She lives in New Jersey with her husband, David and son, Andrew.

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Minita Shah-Mara: Broadening the Scope of Success
By Andre LaFontant

As the Vice President of Organization Effectiveness and Global Diversity and Inclusion at Biogen, Inc., Minita Shah-Mara aligns business, talent, and culture strategies towards redefining the corporate workplace. At the core of her diversity and inclusion approach is the impassioned commitment to equity, cultivated over the span of a 19-year career. “Diversity and inclusion work is complex and multifaceted; it’s about both demystifying what it means to be successful, and broadening the aperture of what ‘success’ looks like,” explains Shah-Mara.

Minita accomplishes the layering of diversity and inclusion initiatives into Biogen’s organizational effectiveness strategy by broadening the ways in which Biogen’s employees are valued. Her leadership approach fosters the ability to embrace adverse circumstances and find empowerment through the challenge. “Failure is critical for innovation,” she begins. “I understand those who are underrepresented feel a pressure to be ‘excellent’ and the fear of failure that comes with that pressure. I’ve grown to appreciate that every failure provides a learning opportunity.”

“It is a critical [oversight] when companies value employees strictly on performance,” she continues. “Biogen considers multiple elements of employee impact beyond the traditional factors of performance by assessing ‘how’ goals are attained against our own cultural values. We also seek to better assess employee learning agility. Learning agility accounts for the reality of an ever-changing business context, especially in the Biotech Industry. We aim to understand one’s ability to deliver results under challenging conditions through resilience, adaptability, and comfort in ambiguity. For people leaders, we also look at one’s inclusive leadership capabilities.”

Integrating performance, impact, and learning agility within Biogen’s people practices is one way Shah-Mara honors the legacy of empowerment passed down from her mentors. “I feel comfortable going through leadership transitions by leaning on my mentors and assessing how my experiences, worldview, blind spots, and the external environment impact my own leadership effectiveness,” she explains.

Shah-Mara’s first, and possibly most influential mentor was her grandmother. “She did not have a lot of opportunity in her own life and experienced many hardships—as many South Asian women of her generation did, complicated further by her becoming a refugee later in life. I believe she lived many of her dreams through me. She created an environment where I could dream big and without inhibition,” Shah-Mara explains. “I hope my legacy mirrors that sentiment: creating a space for others to dream big and feel empowered to accomplish their dreams.”
Josefina Bonilla: Leaving a Legacy to Follow

Twelve years ago, Josefina Bonilla founded Color Magazine, a premier diversity and inclusion publication determined to shift the narrative around professionals of color in the US. After selling Color Magazine to BridgeTower Media (BTM) in 2017 and shepherding the company through the transition as the magazine’s President and Publisher, as well as Chief Diversity Officer to BTM, Josefina ventures toward new horizons. She is pursuing a Ph.D. in Global Inclusion and Social Development at the University of Massachusetts – Boston. Her debut book “Roar If You Have To” is forthcoming in July 2019.

Josefina will continue to consult in the areas of diversity and inclusion strategy, multicultural marketing, and communications. When asked to reflect upon her legacy, she simply states:

“Legacy is more about the impact we have on others and their success than less about the accouterments of accomplishments we pick up along the day.”

Color Magazine: What inspired you to start Color Magazine?

Josefina Bonilla: Candidly, what I saw in terms of coverage for people of color in mainstream media primarily centered around sponsorship and crime; I focused on changing that. I wanted to create a company that would highlight and celebrate the accomplishments of the growing number of professionals of color in the country while also creating community for those professionals.

Can you share one lesson that has served you throughout your career with Color Magazine?

Josefina Bonilla: Make it easy for people to say yes to you.” It’s simple, yes, and it helps me be transparent and open in my interactions.

How can companies ensure they attract, retain, and value diverse talent?

Josefina Bonilla: I think the big word there is value. If a company spends quality time, effort, and dollars on recruiting diverse talent, the next challenge becomes valuing diverse talent. In a recent LinkedIn article on the subject, I highlighted the importance of coupling diverse executive talent with different key players within the organization to demonstrate investment in the new executive.

In your opinion, what does it mean to be a woman of Color in 2019?

Josefina Bonilla: As women of color, we need to continue to be resilient, optimistic, and doers. Have your circle of supporters; you will need them. I can’t tell you how many phone calls I made to my circle before I sold Color. Some of them are my friends, others are my sponsors, and some simply believe in me and what I do.

It is critically important as well to be there when others need you. Return that phone call, recommend or hire that person for a great job, and be a beacon of light to guide another.

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Kamil Ali-Jackson, Esq. is a co-founder of Aclaris Therapeutics, Inc., as well as the company’s Chief Legal Officer, Chief Compliance Officer, and Corporate Secretary. As a result of her decision to leave a “safe” position with a large pharmaceutical company, Kamil quickly evolved from an employee to an entrepreneur.

As a fearless leader working to empower disadvantaged people, Kamil attributes her professional success to luck and talent. When asked to reflect on the meaning of success, Kamil said that her success should be measured by those she has empowered. She strives on a daily basis, and always with passion and grace, to help others navigate through work challenges. Kamil believes that her ability to “get the job done” is one of the primary reasons she has thrived in her profession.

Kamil’s commitment to sharing the power, rather than hoarding the power, and her dedication to developing a talented and diverse workforce for the companies she has helped to create is an integral part of her legacy. Drawing from her thirty-four years of experience in the legal profession and pharmaceutical industry, Kamil shares her thoughts on legacy, leadership, and empowerment.

Evan J. Cutts: Tell us a little more about your roles at Aclaris Therapeutics. What are some of your responsibilities?

Kamil Ali-Jackson: My responsibilities include the oversight and management of all legal, compliance, and corporate governance-related matters. I manage a team of attorneys and compliance professionals, to ensure that the company develops and commercializes its pharmaceutical products, technologies, and services, in accordance with applicable laws that govern the pharmaceutical industry. As a member
of the Executive Management team, I am responsible for providing both strategic and legal counsel regarding the company’s business, products, and services. I am one of the “Gets It Done” members of our Executive Team.

In your thirty-four-year career, you have co-founded several specialty pharmaceutical companies. Can you elaborate on one or two key lessons you learned along the way?

KAJ: Lesson #1 is stretch. Always be willing to take on more. Never assume that your “learning” days are behind you. There is always something new that you can learn about the industry and the company’s business, people, products, and services. Lesson #2 is jump. Take the job you didn’t want, handle the project that is not glamorous or important, take the “less safe” path to professional success.

Having an expansive career in the pharmaceutical and legal sector, what was your thought process for diving into higher education as a board member of Rosemont College in Pennsylvania?

KAJ: I love sharing my knowledge, expertise, information, and resources with other people—especially young people who are just starting on the road to becoming the working professionals and people they want to be. That is why I agreed to join the Board of Rosemont College. Colleges are the incubators for the leaders, thinkers and doers of the future, and I wanted to actively participate in helping to shape those leaders, thinkers, and doers.

How do you leverage your position to promote change in higher education?

KAJ: As a board member, by sharing my views and perspectives, I help educate others who are directly responsible for developing the teaching tools offered to the people who will determine my future as well as their own future. I need to be “in the room,” so that I can be one of those who influence the ones who determine who “is in the room.”

As an executive and a black woman navigating both the STEM and Legal sectors, what advice would you offer other Black women taking on those fields?

KAJ: My advice to other black women in any industry, including the science and legal professions, is embrace your black femaleness. Never deny it. Being black in America is a strength, not a weakness. Use that strength to keep you motivated, focused, and forward-looking. It is easy to learn “book subjects,” such as science and the law. It is harder to “learn” personality characteristics, such as resiliency, adaptability, moral character, and thankfulness. Being a black female in the science and legal professions in America—though it may not be commonplace—does not mean I am “special.” There are many who are more talented, smarter, stronger, more educated, and better-connected than I. I believe luck has as much to do with my personal success as my brains. If you remember that, you will keep your soul intact, as well as your mind.

What does “legacy” mean to you? What do you want your “legacy” to be?

KAJ: A legacy is the gift you give to others. Overall, I want my legacy to be “She empowered others with passion and grace so that all of us could thrive.” I don’t want to be the “only.” If I feed myself, I’m the only one who survives. It’s a lonely existence. If I give other disadvantaged people the opportunity to earn a living, to feed themselves and their families, an entire community, which I can be a part of, survives and thrives.
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INTERVIEW

Nina Vaca: Strategic Vision for Global Expansion

By Princess Jones Curtis
Twenty-three years ago, Nina Vaca started Pinnacle Group in her living room with $300. The company has evolved from a one-woman IT staffing business into a team of hundreds. As Pinnacle Group’s Chairman and CEO, Vaca still wears many hats each day, including the roles of providing strategic vision for the company’s ongoing global expansion, setting the tone for fostering a culture of diversity, and spearheading numerous charitable initiatives.

As a committed civic leader and philanthropist, Vaca’s particular interest lies in females working in the STEM fields. As a public speaker, she has shared her story across five continents and advocated for women entrepreneurs. Named one of the most influential Latinos in the US for the past ten years, Vaca also serves as Chairman Emeritus of the United States Hispanic Chamber of Commerce.

**Princess Jones Curtis:** You founded your company over two decades ago. How has the industry changed in that time?

**Nina Vaca:** When I started Pinnacle Group in 1996, it took hours of manual searching and scouring through job boards to find a good staffing match. Today, within seconds, I can get access to millions of candidates matched to my client’s specific needs using Pinnacle’s world-class machine learning technology.

As a tech-based industry, the talent acquisition space shifts, changes, and evolves constantly, as new and more powerful technologies become available. What was a standard industry practice a few years ago is now completely obsolete. This is what makes it so important for companies in this space to embrace new technologies and adjust their business models based on the constantly shifting landscape.

**In your opinion, what skills are necessary to be an effective leader?**

**NV:** Effective leadership is less about concrete skills, and more about mindset and work ethic, grit and determination, and your ability to lean in and double down when the going gets tough. I learned this watching my parents achieve their American dream through entrepreneurship. They faced a lot of obstacles. Regardless, they chose to be resilient and persevere. For me, this is what true leadership is all about.

**If you could give advice to your younger self, what would it be?**

**NV:** It would be the same advice I often give to other women today: “Don’t beat yourself up. Somebody else will gladly do that for you.” We must remain true to who we are and confident in our own abilities. We are all human, and no one is immune from making mistakes. It’s important to understand this.

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What makes a good public speaker? What mistakes should a public speaker avoid?

NV: Confidence, passion, and authenticity. If you are not confident in what you have to say, you might as well not say it at all. It’s OK to be nervous, but you must believe in what you say – otherwise, why should anyone else?

It is also important to be passionate about your subject. Without passion, you won’t be able to engage your audience and motivate them to listen to you.

Two common mistakes new public speakers make are not practicing their speech enough or trying to memorize it verbatim. It’s important to practice your speech multiple times to feel more confident and relaxed. However, you shouldn’t try to memorize your speech word for word; it will make you sound less authentic and more likely to stumble if things don’t go exactly as planned.

What can we do to get more women into STEM industries?

NV: To tackle this issue, I started doing advocacy work for STEM education and career placement for women and minorities. Part of my strategy is to create a pipeline that would help bring more women and minorities into STEM fields.

One of the ways I was able to accomplish this was by partnering with the Pathways to Technology Early College High School (P-TECH) Program by Dallas Independent School District and Dallas County Community Colleges District, which allows traditionally underserved students—most of whom are minorities—to graduate with both a high school degree and an associate degree.

Many of these students will then go on to receive internships at companies like Pinnacle Group and other prominent companies in the Dallas region. These local programs are very effective at addressing the gap in STEM career opportunities for women and minorities. Sometimes, to do something big, you have to start local.

What does it mean to be a person of Color in 2019?

NV: This is the best time to be a person of Color in this country’s history. Of course, there are still many challenges, and we have a long way to go. However, there are more opportunities and representation than ever. Doors have been opened to so many different roles previously not available to people of Color.

That’s why this is such an important time; we need to work hard to expand those opportunities even further. We must take advantage of the momentum that has been created over the last few decades and use it to expand the opportunities for everyone. We have created a ripple effect that will, hopefully, continue to expand outward. That’s exactly why I so value the work we are doing with P-TECH and other organizations. Giving people, who traditionally have been overlooked, a step up, to reach that next level of success is so valuable, and it’s so rewarding to see lives and futures changed through these programs.

What do you want your legacy to be? What does it mean to you?

NV: I believe it’s not enough to achieve a certain goal, like being the first woman or Latina on a certain corporate board. Once you get your seat at the table, you have to do something with it. The most powerful people are those who empower others. I want my legacy to be one of empowerment. I don’t want to be the last, or only, person of color who achieved the things I’ve achieved. I want it to be commonplace for a Latina to be a CEO, or on a corporate board, or in a C-suite position. I don’t want it to be unique that a woman is in a STEM field, I want it to be normal! My legacy is the success for others who come after me.
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2019 CALL FOR SPEAKERS

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“My Dad taught me that all you really had was your word. When the chips were down and people could believe in you, they would support you.” Suzanne Hopgood, founder and managing member of The Hopgood Group, still remembers the lessons she learned growing up with her family’s hotel and restaurant business. “I was CEO of Houlihan’s on 9/11. I called our largest vendors telling them the check was NOT in the mail, but would they please stay with us, while we sorted it all out. All replied that I had been totally straightforward with them during a difficult workout and they would stay with me.”

“I founded The Hopgood Group, LLC in 1985, upon departing from Aetna. I did hotel workouts for the major insurance company hotel investors: Aetna, PaineWebber Properties, John Hancock, etc. The unique value I brought was having grown up in a family-owned hospitality business, an understanding of the real estate investment strategy, and the ability to draft an Investment Committee presentation concerning the asset. It was a unique skill set.”

Over the past 35 years, Hopgood’s business objectives haven’t changed much. “My goals have always been to provide value to the customer. In my first assignment with John Hancock, I called from the property and told them that I couldn’t add any value and if they simply paid me for travel, we could cancel the contract. They replied that had never happened to them before and they wanted me to continue with the assignment.”

As an international speaker on corporate board issues, Hopgood has a lot of valuable information to share about the steps it takes to be a leader. One by one sticks them off, emphasizing that a leader’s duty is to pave a clear path for those who look to her; “Understanding the mission and the roadblocks to achieving the mission. Setting clearly defined goals, objectives, and responsibilities. Letting department heads achieve their goals in their own way. Rewarding people for achieving those goals. Providing a path forward for every employee.”

Hopgood defines her own legacy in terms of how she affects those around her. “I have to have an impact. For me, success is not about how much money or toys you have. It’s about the impact you have.”
Goldie Chan: Personal Branding with Purpose

By Andre LaFontant

As Founder and Head of Content and Creative for social media strategy agency Warm Robots, Goldie Chan aids globally-recognized brands in bridging the gap between their message and intended audience. Using LinkedIn to share her unique approach to personal branding, Goldie started the #DailyGoldie Channel in 2017.

“I was on a month-long sabbatical in 2017 after my last role as Head of Marketing at a social analytics startup and got into the LinkedIn Video beta,” she recounts. “I thought it would be fun to create video content that I enjoyed. For me, this was pop culture branding and marketing. It was a wonder that people enjoyed the content and started to share it without my prompts.”

After eclipsing four million views on her channel, as a testament to this influencer’s reach, she was dubbed the “Oprah of LinkedIn.” “It’s pretty wonderful to have the title ‘Oprah of LinkedIn,’ she explained.

Goldie’s approach attracts professionals and businesses alike. “As an official LinkedIn Top Voice, my content is recognized as some of the most innovative and creative content on the platform, in the area of social media and marketing,” shares Goldie. With her regular columnist status at Forbes, Goldie’s brand and brand-building tips have a major impact. Corporations that partner with Goldie and Warm Robots gain the insight they need to remain relevant, as potential consumers shift in age.

“Gen Z has been creating better ways to communicate in short bursts that aren’t always publicly broadcast,” reveals Goldie. “The extensive use of private Snapchat stories in small groups and Whatsapp chats are a good example. Thinking about how each generational group communicates is a great way to understand what leverage you will need in the future to grow your brand.”

Despite her huge success, Goldie Chan remains grounded in her role as an influencer of color. “So often, I’m the only person of color in the room, and I am representing not only Asian Americans but also all people of color. It’s a heavy weight, but also a responsibility that I have fully taken on. I try to spotlight as many people of color as I can online and through Warm Robots, to uplift their voices. When I think about the legacy I want to leave, I want it to be one of mentorship, kindness, education, and love.”
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