



IGNITE THE POWER

THE WOMEN'S LEADERSHIP FORUM

March 21, 2024

THE TRACK at New Balance

PRESENTING SPONSOR



new balance

AGENDA

9:00AM | **PRE-CONFERENCE NEW BALANCE WORKOUT SESSIONS**

10:00AM | **PRE-CONFERENCE BREAKOUT SESSIONS**

11:30AM | **SEATED LUNCH IN THE TRACK**

12:30PM | **WELCOME REMARKS**
Barb Reilly | President, The Ad Club

12:40PM | **ELLE PURRIER ST PIERRE**
Olympic, Athlete

1:00PM | **GRISELLA MARTINEZ**
Former Director of Legislative Affairs for Vice President Kamala Harris

1:25PM | **KEL KELLY**
Founder & President Humanity Rises and Founder Kel & Partners

1:45PM | **THE BAND OF SISTERS**
Founding Members: Angelique Bellmer Krembs, Katie Lacey, Lori Tauber Marcus, Mitzi Short

2:30PM | **COFFEE BREAK AND BOOK SIGNING**

- 3:00PM** | **MINDFULNESS MOMENT WITH TARA HEALEY**
Director of Harvard Pilgrim Health Care's Mind the Moment Mindfulness Program
- 3:10PM** | **CAITLIN MURRAY**
Content Creator, @bigtimeadulting
- 3:30PM** | **LEAH THOMAS**
Founder | Intersectional Environmentalism
- 3:50PM** | **WOMEN WE ADMIRE**
Barb Reilly, President | The Ad Club
- 4:00PM** | **SONITA ALIZADEH**
Activist, Poet, Rapper
- 4:20PM** | **CLOSING REMARKS**
Barb Reilly, President | The Ad Club
- 4:30PM** | **COCKTAIL AND NETWORKING RECEPTION**
- 5:30PM** | **EVENT CONCLUDES**

BREAKOUT SESSIONS

9:00AM

PRE-CONFERENCE **new balance** WORKOUT SESSIONS

- **SPIN CLASS**
 - This challenging, music-driven stationary cycling class utilizes various training techniques and motivational strategies to simulate actual riding experiences. Riders of all levels are welcome!
 - *Location: NB Fitness*
- **YOGA/SCULPT STUDIO CLASS** *Sponsored by New Balance*
 - A high energy yoga class consisting of vigorous vinyasa poses with an additional metabolic boost. Class incorporates the use of weights with traditional yoga poses and cardio bursts for maximum calorie burn.
 - *Location: NB Fitness*
- **TREADMILL CLASS** *Led by Olympian, Elle Purrier St. Pierre*
 - Run with Olympic athlete Elle Purrier St. Pierre. If you are a serious runner, register for this treadmill class.
 - *Location: NB Fitness*

10:00AM

PRE-CONFERENCE BREAKOUT SESSIONS

- **Women in Advertising | How Positive & Modern Gender Representation Helps Women**
 - **Sponsors: Arnold, Havas Media Boston, AMP Agency and Fidelity**
 - Amanda Hegge - Senior Vice President, Emerging Products Marketing, Fidelity (Moderator)
 - Bre Rossetti - Chief Strategy Officer, Arnold + Havas Media Boston
 - Liz Aviles - SVP, Strategy and Cultural Insights, AMP Agency
 - There is a benefit to women when we show men as capable caregivers with equal responsibility in the home—it becomes a norm and not the exception to the rule. Similarly when we show all types of gender roles. There is benefit to women when we represent intersectionality in the media—it creates space for women to hone their own feminine identity.
 - *John Hancock* **Walk and Talk Mentoring** *Sponsor John Hancock*
 - Wear your walking shoes and prepare to meet your mentor for an informal conversation while you take a few turns around the world class New Balance TRACK.
- Mentors:
- Lindsay Hanson - CMO & Global Head of Behavioral Insurance, John Hancock
 - Anne Hammer - Global CCO, John Hancock
 - Michelle Dauphinais - VP, Head of Distribution, John Hancock
 - Amy Carcieri - Regional VP, John Hancock
 - Lori Dentch - AVP Head of Marketing, John Hancock
 - Kelly Heath - Head of People, Gupta Media
 - Julie Sullivan - VP, EdAdvisory Marketing, Bright Horizons
 - Sujata Yadav - CMO & CCO, Eastern Bank
 - Kiran Smith - CMO, Butcher Box
 - Cristin Barth - Creative Director, GYKAntler
 - Amy Hardcastle - Director Creative Services, BCBS
 - Joanna Howarth - Senior Manager of Global Communications, New Balance

IGNITE THE POWER

Meet **ELLE PURRIER ST. PIERRE**

Olympian



Elle Purrier St. Pierre is one of the fastest women in the country. The professional New Balance athlete broke the American record in the indoor mile. She won the 1500m event at the U.S. Olympic Track & Field Team Trials (and set a Trials record for that event), solidifying her spot on Team USA for the 2020 Olympics, and achieving a lifelong dream of becoming an Olympian. So far this year, Elle has won the 3000-meter short track at the World Athletic Games in Glasgow! Elle — widely known as a small-town farm girl from Vermont — is living the professional runner dream as she now trains for Paris 2024.

View Elle's content [@elleruns_4_her_life](#)

IGNITE THE POWER

Meet **GRISELLA MARTINEZ**

*Former Director of Legislative
Affairs for Vice President
Kamala Harris*



Grisella M. Martinez is a respected and trusted leader on Congressional policy and political matters on Capitol Hill and the White House. She most recently served as Director of Legislative Affairs for Vice President Kamala D. Harris in the Biden-Harris Administration. She was the most senior Latina on the Vice President's team and the first Latina to hold this role for a Democratic Vice President. She has worked in policymaking and politics for over fifteen years. Some of her previous roles include Chief of Staff to Rep. Ruben Gallego (AZ-03); Vice President of Government Relations at the National Association of Broadcasters (NAB); and Policy Director for House Democratic Caucus Chairman Xavier Becerra (CA-34).

Martinez began her career in immigration law and non-profit advocacy and holds an LL.M. from Washington College of Law at American University, a J.D. from the Catholic University of America Columbus School of Law, and a B.A. in English and Political Science from James Madison University.

IGNITE THE POWER

Meet *KEL* *KELLY*

Founder & President
Humanity Rises and Founder
Kel & Partners



Kel Kelly is the mom of four kids, a humanitarian, empath, warrior for the underdog, refugee advocate, champion for the homeless, hospice volunteer, TEDx Talk speaker, and the Founder and President of Humanity Rises. Kel has been deeply involved in the refugee crisis since spending a significant amount of time in 2016 on the island of Lesbos, Greece volunteering at Camp Moria, the most dangerous refugee camp on earth. In Camp Moria, Kel was one of the many volunteers ensuring the refugees' basic human needs – food, water, shelter, dry clothing, medical assistance, and comfort – were met after the refugees made the harrowing crossing of the Aegean Sea from Turkey to Lesbos in overcrowded boats wearing fake life jackets the smugglers had sold them. While navigating the sheer chaos of Camp Moria and witnessing their utter desperation, Kel realized she needed to spend the rest of her life looking for ways to restore dignity and ignite hope in the lives of these innocent souls who deal with unimaginable uncertainty every second of every day of their lives. That experience became the catalyst for Kel to leave her CEO job to focus the remainder of her life on alleviating refugee suffering and in doing so, she found the nourishment her soul was craving. [Humanity Rises](#) was created as the path to do just that. Today, Humanity Rises is a refugee humanitarian aid organization focused on the genocide-driven Rohingya crisis. Humanity Rises runs a medical clinic and child life center in the world's largest refugee camp located in Cox's Bazar, Bangladesh. Click [here](#) to learn more or donate.

Kel is also the Founder and Former-CEO of Kel & Partners (K&P), the anti-agency agency for public relations and social media. For over twenty years, K&P delivered explosive results for clients like Lola, Zappos, TrueCar, VacationHomeRentals, Cumberland Farms, Hydrow, UNREAL, GLAAD and hundreds of other brands. Instead of talking about business, Kel would much rather talk to you about things near and dear to her heart like giving underdogs a voice. Kel believes her purpose in life can be summed up in the two words she has tattooed on her forearm: Be Kind. Kel spends time every day looking for opportunities to create happiness through kindness in the lives of people who are often invisible or simply need a to know someone cares about them.

IGNITE THE POWER

Meet *THE BAND OF SISTERS*

*Founding Member of “The
Band of Sisters”*



This inspiring group of successful women met while working together in various executive-level marketing roles at PepsiCo. “The Band of Sisters,” is now a group of executive women-turned-authors who have seen it all, from the bottom rung to the Boardroom. They will share their stories and practical advice about how to dismantle gender bias in the workplace. Their approach is designed to engage all genders through humor and storytelling. The breadth and depth of their combined experience is unmatched in the field of Women’s Leadership.

See their book ***You Should Smile More: How to dismantle gender bias in the workplace.***

IGNITE THE POWER

Meet *TARA HEALEY*

*Program Director, Mind The
Moment, Harvard Pilgrim
Health Care*



Tara Healey is the director of Harvard Pilgrim Health Care's Mind the Moment mindfulness program.

Since 2005, Tara has been developing mindfulness workshops and courses that have been conducted at hundreds of organizations across the U.S., in a wide variety of industries. Additionally, Tara has spoken about mindfulness at numerous events domestic and abroad, and regularly contributes to mindfulness publications in print and on the web.

Tara became a student of mindfulness over 25 years ago, and sits silent retreats annually with the teachers at the Insight Meditation Society in Barre, Mass. She currently serves as President of the board of the Insight Meditation Society, and previously served on the advisory board of the International Mindfulness Teachers Association, and as a WELL Mind Advisor for the International WELL Building Institute.

IGNITE THE POWER

Meet *CAITLIN MURRAY*

*Content Creator,
@bigtimeadulting*



After going through a lot as a young mother caring for a sick child, parenting through a pandemic and just making it through the challenges of day to day life with kids, Caitlin had an aching desire to “word vomit” about it all, so in late 2018, she started an Instagram page. She hoped to reach fellow moms who cared deeply about their families, but who were equally shocked by the challenges of motherhood and the back-breaking weight of the unrealistic expectations on women to do it all and to be it all.

With over 1 million followers on Instagram, a podcast and an online magazine, she not only connected with moms but women everywhere.

View Caitlin’s content [@bigtimeadulting](#)

Meet *LEAH* *THOMAS*

*Founder, Intersectional
Environmentalism*
[@greengirleah](#)



Named to the 2024 Forbes 30 under 30, Leah is a celebrated environmentalist based in Los Angeles, CA. Coining the term ‘eco-communicator’ to describe her style of environmental activism, she uses her passion for writing and creativity to explore and advocate for the critical relationship between social justice and environmentalism.

Leah founded and launched the non-profit Intersectional Environmentalist, a platform and resource hub that aims to advocate for environmental justice, provide educational resources surrounding intersectional environmentalism, and promote inclusivity and accessibility within environmental education and movements in 2020.

Building on her work in the field, Leah penned **The Intersectional Environmentalist: How to Dismantle Systems of Oppression to Protect People + Planet.** The book serves as an introduction to the intersection between environmentalism, racism, and privilege. Leah is a graduate of Chapman University with a B.S. in Environmental Science & Policy and a cluster in Comparative World Religions.

Leah is also the founder of the eco-lifestyle blog @greengirleah, where she uses her multiple years of eco-focused educational and work experience to inform her ever-expanding list of projects and connect with her audience of more than 400k followers across channels. Leah has been named to several notable lists—including TIME100 NEXT, INSIDER’s Climate Action 30, Marie Claire’s Creators to Watch, EBONY Power 100, and InStyle’s The Badass 50—and is an established public speaker who has presented at Google, 1% for the Planet’s Global Summit, Dreamforce, and more. Her writing has appeared in a variety of publications, including Vogue, Elle, Marie Claire, Teen Vogue, The Washington Post, and Highsnobiety. She has also been featured in Harper’s Bazaar, W Magazine, and CNN as well as Good Morning America, ABC News, NBC, The Weather Channel, and numerous podcasts.

IGNITE THE POWER

Meet **SONITA** **ALIZADEH**

Activist, Poet, Rapper



Sonita Alizadeh is a young Afghan rapper working to end child marriage. With a poet's soul and activist's passion, she uses rap, courage to stand up for women's and girls' rights. Sonita was born in Afghanistan under the Taliban regime.

Being almost sold into marriage twice at age 10 and again 16, Alizadeh's mother, who had moved back to Afghanistan, instructed her to return home to meet her future husband.

With the help of Rokhsareh Ghaemmaghami, an Iranian filmmaker, who recorded her journey in a documentary called "Sonita" helped Alizadeh record a powerful and evocative video, "Daughters for Sale," which was seen around the world. The rap song and her story helped Sonita to obtain a full scholarship to come to the US in 2015.

Today, Alizadeh lives in the United States and has pursued a joint major at Bard College in Human Rights and Music. As a Rhodes Scholar, she will be attending the University of Oxford in September 2024 to obtain her master's degree in Politics.

Besides school, she is still a passionate advocate to end child marriage and promote the rights of other women around the world. She has shared the stage with heads of state, Nobel Laureates, and renowned change-makers and helped develop a curriculum on child marriage for over one million students.

IGNITE THE POWER

BOOK SIGNING

WHEN: 2:30PM

WHERE: IN THE FOYER



*Featuring a chance to meet and have your book signed
by The Band of Sisters*



WOMEN
WE ADMIRE

THE
AD
CLUB

In conjunction with Women's Leadership Forum, we'd like to recognize the top women you admire (*as identified by you!*) in our community and our industry.

These are women from all generations and walks of life who have inspired us and helped ignite the passion in us. They've led by example, doing good for you, for others, for the community, for the world. You admire them for THEIR actions big and small, using their voice, their passion, their energy to ignite others, to create impact.

CRITERIA FOR NOMINATION:

Someone you feel has impacted either you, your organization, a cause or an issue - with actions, using their voice, passion, energy and/or intellect

They must work/live in the "Boston and beyond" area and work in the marketing eco-system

Winners will be announced during the event . A full list will be shared on our website by March 25.



THANK YOU TO OUR COMMITTEE

Kristin Havens

Outside

Ginger Ludwig

GYK

Katrina Campanale

Her Campus

Kate Ardini

Independent

Emily Trent

TJX

Sharifah Niles-Lane

Citizens

Theo Berenson

CBS Boston

Joanna Bittle

CommCreative

Peggy Byrd

Boston Globe

Breanne Diorio

John Hancock

Allison Doherty

Colossus

Kelly Heath

Gupta Media

Wendy Karlyn

Rightpoint

Kristen Kearns

ELEMENT

Lauren Kimball

CTP

Kathy Klingler

Brightcove

Melissa Levy

Digitas

Jess Lloyd

HHCC

Courteney Mitchell

Washington Post

Melissa More

Fortune

Danya Raphael-Hoyle

DFCU

Laura Voigt Hendrickx

Arnold Worldwide

Charitable Partner *ROSIE'S PLACE*



For the tens of thousands of women experiencing poverty or homelessness in Boston, basic feminine hygiene and care products are seen as a luxury. A cost they must often forgo in place for food or shelter. This drives inequity. And this inequity needs to end. Many of us take for granted purchasing tampons, pads, underwear, shampoo, deodorant, bras, or toothpaste – items that seem small but hold great significance in how confident or dignified we feel as women.

This year, we're asking attendees to join us in a **Drive to collect Wishlist items for Rosie's Place** – a local multi-service community center that was also the first shelter for women in the U.S.

Forget to bring an item? Donate [here](#).

Let's Ignite the Power of The Ad Club community to support women in need and help create equity right in our own backyard!

IGNITE THE POWER

THANK YOU TO OUR SPONSORS

PRESENTING SPONSOR



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ARNOLD



HAVAS Media Network

M E D / A H U B



PUBLIC CONSULTING GROUP



BRONZE



FAQ'S

I signed up for the Women's Leadership Forum. Do I receive a ticket?	You will receive a confirmation email but that is not your ticket. Your name tag is your ticket and it will be available for pickup upon arrival.
What does my ticket include?	Pre Event Breakouts Seated lunch, Coffee break, All day snacks 20% discount at New Balance and other sponsor gifts Cocktail and Networking Reception
What should I wear?	Wear whatever you're comfortable in! The only thing we ask for is no pointed heels. You will not be able to step on the track with pointed heels.
What is the theme for this year's Women's Leadership Forum?	Ignite The Power- Women have power. Their voices, stories, passion, and empathy can influence culture, policy, and laws for the good of all. The women we celebrate this year have an inner drive that fuels their accomplishments and rekindles the spirit in others.
Are accommodations available for Special Needs?	Please send your question to info@adclub.org .
What do I do if I have Food Allergies?	Please let a member of the wait staff know once you are seated.
How do I become an Ad Club member?	Check out our tiers at: https://www.theadclub.org/membership or reach out to Josh Boyle at josh@adclub.org
How do I get to The TRACK at New Balance?	The address to the Track at New Balance is 91 Guest Street, Brighton, MA, 02135. The Commuter Rail Boston Landing stop is just steps away from the entrance to the TRACK. The nearest bus stops are Guest St opposite New Balance Way and Market St @ Guest St.
Where should I park?	Parking is available in the TRACK at new balance garage: 91 Guest Street (Access on Life Street across from NB Fitness Club). Please note there is no validation available. Rates are listed on the website: https://thetrackatnewbalance.com/plan-your-visit/parking/
Are There Networking Opportunities?	Yes there are! There is a breakout session at 10 AM, and a networking and cocktail reception from 4:30-5:30 PM.
Do you have a Mother's Room?	Yes, there is a mother's room at the TRACK. It is at the end of the row of restrooms.
Where can I store my belongings/shower during & after the morning workouts?	There are showers and locker rooms at the gym after you complete the morning workouts.
If I have a ticket to the Women's Leadership Forum, do I have an assigned seat table?	Yes, your table will be on your name tag upon arrival.

LIST OF COMPANIES REPRESENTED

AdTheorent

*Allen & Gerritsen
AMP Agency
Arnold Worldwide
Audigent
Azerion
Babson
BJ's Wholesale Club
Black Math
Blue Cross Blue Shield MA
BlueConic
Boston Business Journal
Boston Casting
Boston Globe Media
Brickyard VFX
Bright Horizons
Brightcove
ButcherBox
CCS Medical
Citizens Financial Group
Colossus
Conductor Productions
Connelly Partners
Copper Giants
CVS Health
Decibel Media
Digilant
Digital Remedy
Digitas
Eastern Bank
ELEMENT Productions
Emerson College
FairFolk*

Fidelity Investments

*FINN Partners
Fortune
FRESH Communications
Full Contact
Fundamental Media
Genpact
Genuine
Global Partners
GLP Creative
Gupta Media
GYK
Harvard
Hasbro
HATCH the Agency
Havas
Havas Edge
Havas Media
Hello Little One
Her Campus Media
HEYDUDE
Hill Holliday
Humanity Rises
IDC
Ingenius Jean Company
Innovation & Venture Building
Intersectional Environmentalism
iSpot.tv
Jack Morton Worldwide
John Hancock
Kel & Partners
L.E.K. Consulting
Liberty Mutual
McGarrah Jesse
MediaCause
Mediahub
MERGE Boston
MK3 Creative
MNI
MobileFuse
National MS Society
New Balance
Ogury*

Operative

*Outside, Inc.
Peapod Digital Labs
PerformanceRx
Pile and Company
Point32 Health
Proverb Agency
Public Consulting Group
Quizlet
RE6L
Resolute Digital,
Rightpoint
Robert Half
Rocket Software
Share Winter Sports Foundation
Silicon Valley Bank
SimCorp
SMMA
Soluna Brand Experience

Stop & Shop
SVB
Sweet Rickey
Teads
Teak Media + Communication
The Grist
The Spinale Group
The TJX Companies, Inc.
The Trustees of Reservations
ThinkArgus
Undertone
UNH
Verte Agency Inc
Viant
ViralGains
Washington Post
WBUR
Weber Shandwick
WGBH
White Label Digital Solutions
Wolverine
Yahoo Finance
Ziff Davis*

UPCOMING  *EVENTS*

CMO Breakfast

TJX

April 4

Professional Development

Presenting with Impact

May 9

Equity Event

June 6