

## 2024 WCU Women's Entrepreneurship Conference

### Breakout Sessions

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

- **Moderator:** Lauren Streubert, Citadel, VP of Human Resources  
[LaurenStreubert@citadelbanking.com](mailto:LaurenStreubert@citadelbanking.com)
- **Panelists:**
  - Melanie Culbertson, Citadel, Director of Talent & People  
[melanieculbertson@citadelbanking.com](mailto:melanieculbertson@citadelbanking.com)
  - Stephane L. Smith, RKL LLP, Partner and Vice President, Workforce Strategies [sjsmith@rklvirtual.com](mailto:sjsmith@rklvirtual.com)
  - Rebecca Lagravinese, Lavazza Group BU Americas, Sr. Manager, Learning & Development [rebecca.lagravinese@lavazza.com](mailto:rebecca.lagravinese@lavazza.com)
  - Sarahi Zamores, Associate Director Human Resources  
[szamores@longwoodgardens.org](mailto:szamores@longwoodgardens.org)

#### **Breakout Session #2** – Storytelling For Your Brand

**Presenter:** Craig Smith

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

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

**Moderator:**

- Heather Morgan, Citadel, Benefits Manager,  
[heathermorgan@citadelbanking.com](mailto:heathermorgan@citadelbanking.com)
- **Panelists:**
  - Christina Gamez, Chester County Hospital,  
[Christina.Gamez@Pennmedicine.upenn.edu](mailto:Christina.Gamez@Pennmedicine.upenn.edu)
  - Hilary Sohn, The Healing Sanctuary, Owner and Licensed Massage Therapist [hilarysohn1@gmail.com](mailto:hilarysohn1@gmail.com)
  - Tabassum Salam, MD, ChristianaCare  
[Tabassum.Salam@christianacare.org](mailto:Tabassum.Salam@christianacare.org)

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

**Presenter:** Marie Conley

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