

Culturati Summit 2.0

hosted by



knowledge partners



APRIL 3-4, 2022





2C
22

Welcome to Culturati Summit 2.0

The glass is half full . . . we focus on what we've learned during the COVID-19 pandemic and the opportunities, while we honor the sacrifices of so many.

The profound call for connection, purpose and belonging as well as our awakening to the priority of spending time with families and our communities, while challenging, presents opportunities for better balanced lives, employees who thrive, who will perform and lead our organizations to new levels of success.

Practices of civil discourse contribute to collaboration and innovation, yielding competitive advantages, addressing our increasingly polarized worlds.

The Future of Work, one of this year's programming pillars, . . . how we communicate and how we connect (our social capital), the technologies we deploy, how

well we achieve belonging, addressing the mental health crisis . . . these efforts define our future.

Together with our Knowledge Partners—Microsoft and McKinsey & Company—and with our underwriters and sponsors, we have programmed these 24 hours to best discuss, debate and explore these issues, to bring more science to the art of culture building.

Thank you for joining us, for your commitment to cultures that transform lives and fuel performance.

Much love,

Eugene & Josh

Eugene Sepulveda & Josh Jones-
Dilworth; Culturati Co-founders



agenda at a glance

Entire programming details on pages 10-21

APRIL 3, 2022

3:00 PM: Registration opens & guest check-in | Lobby

3:00 - 6:00 PM: Rapid Covid Testing | Holdsworth Center Entrance

5:00 PM: Opening reception | Holdsworth Center

5:20 - 5:30 PM: Welcome & Intro | Pavilion

5:30 - 6:00 PM: Keynote | Pavilion

6:00 - 6:10 PM: Thank you & send off to dinners

6:10 - 6:20 PM: Guests to sprinters or on Campus Dinners

6:45 - 7:00 PM: Guests arrive at dinners

7:00 - 9:00 PM: Culturati dinners with CEOs & executives

9:00 PM: Sprinters back to Campus on Lake Austin

2C
22

APRIL 4, 2022

6:00 - 9:00 AM: Rapid Covid Testing | Holdsworth Center Entrance

6:45 - 8:45 AM: Kayaks on the lake | Dock

7:00 - 8:00 AM: Sunrise Yoga | South Lawn

7:00 - 9:00 AM: Registration open | Lobby

7:30 - 8:30 AM: Breakfast served | Dining Room

8:35 AM: Doors open | Pavilion

8:45 - 9:00 AM: Welcome & Emcee introduction | Pavilion

9:00 - 10:00 AM: Keynote | Pavilion

10:00 - 10:10 AM: Break | Lounges 201 & 106

10:10 - 11:10 AM: Breakout sessions

11:10 - 11:20 AM: Break | Lounges 201 & 106

11:20 - 12:20 PM: Breakout sessions

12:20 - 1:30 PM: Lunch served | Dining Room

1:20 PM: Doors open | Pavilion

1:30 - 2:30 PM: Keynote | Pavilion

2:30 - 2:40 PM: Break | Lounges 201 & 106

2:40 - 3:40 PM: Breakout sessions

3:40 PM: Doors open | Pavilion

3:50 - 4:50 PM: Keynote | Pavilion

4:50 - 5:00 PM: Closing | Pavilion

5:00 - 6:00 PM: Reception | Charlie's

6:00 PM: Board Commodore's Pup | Dock

6:15 - 8:00 PM: Sunset dinner cruise | Commodore's Pup

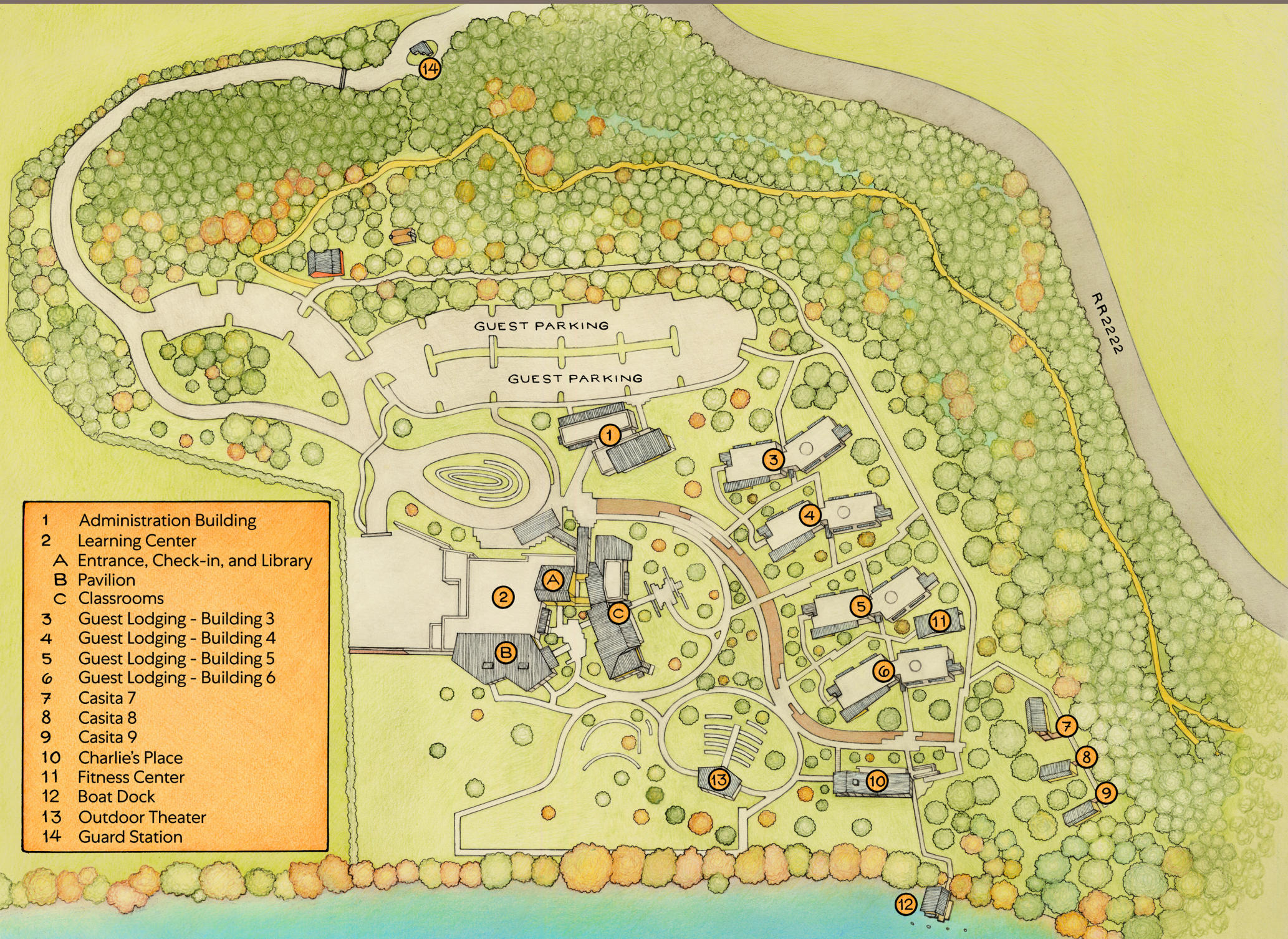
8:00 PM: Optional after-party | Charlie's

Culturati:
2C22



The Holdsworth Center

CAMPUS ON LAKE AUSTIN



- 1 Administration Building
- 2 Learning Center
- A Entrance, Check-in, and Library
- B Pavilion
- C Classrooms
- 3 Guest Lodging - Building 3
- 4 Guest Lodging - Building 4
- 5 Guest Lodging - Building 5
- 6 Guest Lodging - Building 6
- 7 Casita 7
- 8 Casita 8
- 9 Casita 9
- 10 Charlie's Place
- 11 Fitness Center
- 12 Boat Dock
- 13 Outdoor Theater
- 14 Guard Station

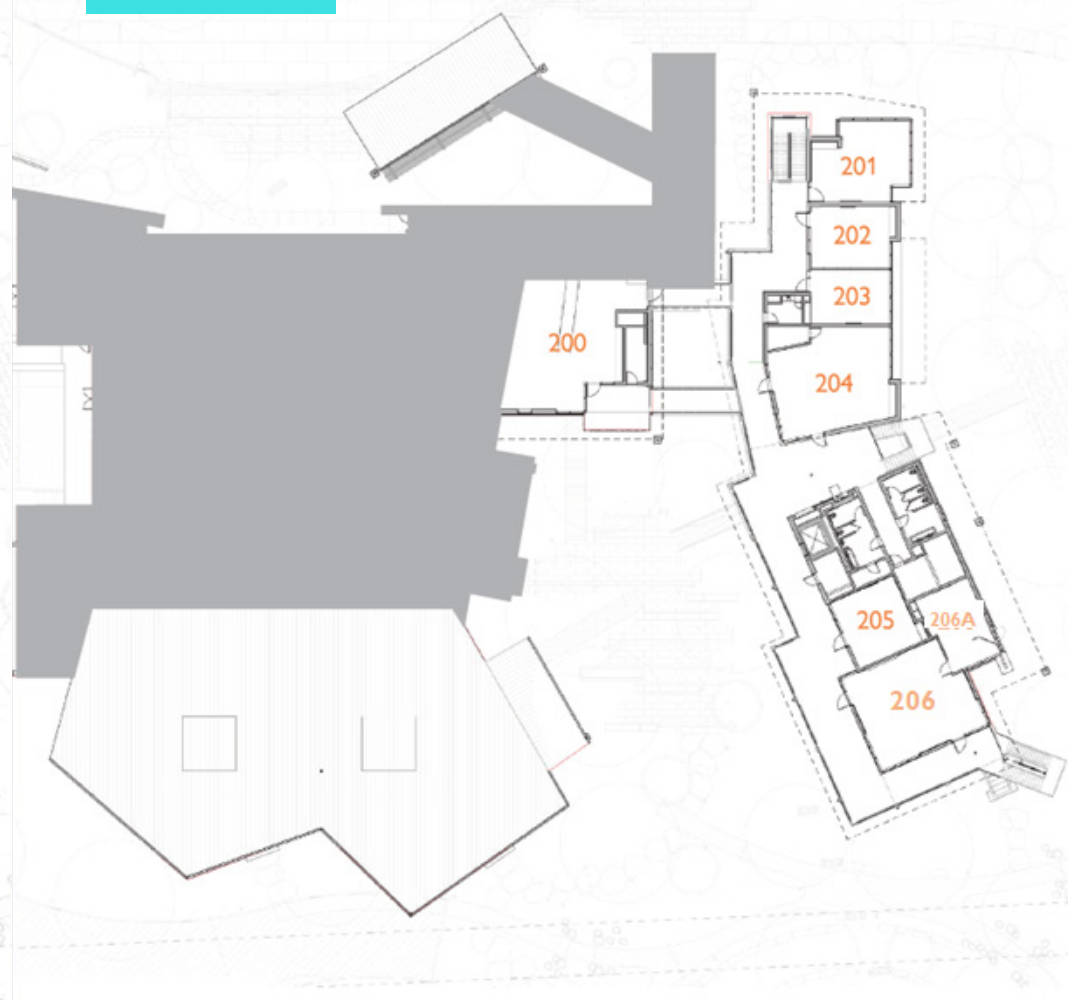
campus on lake austin:
event space map



FIRST FLOOR



SECOND FLOOR



programming overview

APRIL 3, 2022

3:00 PM: Registration opens & guest check-in | Lobby

Lawn games available at Charlie's. Kayaks available at the dock on a self-serve basis. (By utilizing you assume liability.)

3:00 - 6:00 PM: Rapid Covid-19 testing | Holdsworth Center Entrance

Provided at no cost to you by Total Men's Primary Care. A negative test taken within 24 hours of the event is required to participate.

5:00 PM: Opening reception | Holdsworth Center

Hors d'oeuvres & beer/wine

5:20 - 5:25 PM: Welcome | Pavilion
Mayor Steve Adler

5:25 - 5:30 PM: Intro | Pavilion

Eugene Sepulveda, Co-founder/CEO Culturati & Josh Jones-Dilworth, Co-founder Culturati & CEO JDI

5:30 - 6:00 PM: Opening Keynote:
Creating a Winning Culture | Pavilion

Cynt Marshall, CEO Dallas Mavericks

Marshall's story of sticking by her leadership principles of listen, learn, and love—or what she calls the "three Ls"—and the success it led to over the course of her career. As the

first Black female CEO of an NBA team, Cynt was hired in 2018 to turn around the Dallas Mavericks' culture. They are now recognized as one of the league's most well run franchises and have since enjoyed winning records.

How listening is the first step towards cultural revolution. The value of learning who your employees are, personally and professionally. The key to lasting success: love your workforce as people first and employees second.

Key Takeaways

1. How listening is the first step towards cultural revolution
2. The value of learning who your employees are, personally and professionally
3. The key to lasting success: love your workforce as people first and employees second

6:00 - 6:10 PM: Thank you & send off to dinners | Pavilion

Eugene Sepulveda, Co-founder/CEO Culturati & Josh Jones-Dilworth, Co-founder Culturati & CEO JDI

6:10 - 6:20 PM: Guests to sprinters or campus dinners
Chartered transportation to assigned dinners (if off-site).

6:45 - 7:00 PM: Guests arrive at dinners

7:00 - 9:00 PM: Culturati dinners with CEOs & Executives

9:00 PM: Sprinters back to Campus on Lake Austin

APRIL 4, 2022

6:00 - 9:00 AM: Rapid Covid-19 testing | Holdsworth Center Entrance

Provided at no cost to you by Total Men's Primary Care. Second day testing is on a voluntary basis.

6:45 - 8:45 AM: Kayaks on the lake | Dock

Kayaks available at the dock on a self-serve basis. (By utilizing you assume liability.)

7:00 - 8:00 AM: Sunrise yoga | South Lawn

Yoga mats provided. Athletic wear recommended. (Weather permitting.)

7:00 - 9:00 AM: Registration opens | Lobby

For any who did not check-in on April 3.

7:30 - 8:30 AM: Breakfast buffet served | Dining Room

8:35 AM: Doors open | Pavilion

8:45 - 9:00 AM: Welcome & Emcee introduction | Pavilion

Eugene Sepulveda, Co-founder & CEO Culturati, Josh Jones-Dilworth, Co-founder Culturati & CEO JDI, Austin Mayor Steve Adler

Emcees: Mayerland Harris, Group VP Talent HEB, Prof Steven Tomlinson, Seminary of the Southwest

9:00 - 9:30 AM: Keynote: The Forgotten Capital: The Role Of Social Capital in Unlocking Workplace Culture and Performance | Pavilion

Dr. Brooke Weddle, Partner McKinsey & Company

Dr. Bill Schaninger, Senior Partner McKinsey & Company

Leaders have long understood the importance of financial capital and human capital. However, in light of the changing nature of work, we've seen a third type of capital emerge that is the key to unlocking both: social capital, i.e., the network of relationships and connections, shared norms, and trust among individuals, teams, and leaders. Despite its importance, social capital has been largely overlooked to date. Leaders that are able to successfully harness the power of social capital will not only be able to deliver value, but will also be able to attract, develop, and retain their talent.



Key Takeaways:

1. Explore the science behind social capital
2. Discuss the impact social capital has on organizations and their people
3. Learn the ways leaders can create greater social capital in their organizations to drive performance

9:30 - 10:00 AM: Keynote: Andrea Alexandander, Chief People Officer Rent the Runway | Pavilion

10:00 - 10:10 AM: Break

Coffee, tea, water available. Visit the Microsoft Lounge in Room 201 and McKinsey & Company Lounge in Room 106 for small bites, networking, and knowledge.

10:10 - 11:10 AM: Breakouts

Room 206: Work Trend Index 2022: Five Critical Findings Business Leaders Need To Know

Matthew Duncan, Head of Thought Leadership on the Future of Work, Microsoft

To thrive in this new era of hybrid work, every leader will need to study the data to help solve the biggest business challenges—from building social capital in a digital-first world to meeting changing employee expectations. Join Matthew for a dive into the research and urgent trends that emerged in Microsoft's 2022 Work Trend Index. Published in March, the report features key findings gleaned from a survey of 31,000 people in 31 countries, along with analysis of trillions of productivity signals in Microsoft 365 and labor trends from LinkedIn.

Key Takeaways from the Research:

1. Employees have a new "worth it" equation and managers feel stuck in the middle
2. Leaders must make the office worth the commute
3. Flexibility doesn't have to mean "always on"

Room 104: Inclusive, Hybrid Work Environments

Bonnie Dowling, Associate Partner McKinsey & Company
Darren Murph, Head of Remote at GitLab Inc.

Recent research on the "Great Attrition" has found that flexibility and belonging are two critical factors for retaining today's workforce. Despite its importance,

many organizations have struggled to implement a hybrid strategy in an optimal and inclusive way. Leaders that anchor in flexibility and build a culture of inclusion will create a clear competitive advantage.

Key Takeaways:

1. Share the latest research on "Great Attrition," in particular factors that are driving retention and employee preferences for flexible work
2. Discuss best practices for creating a hybrid strategy
3. Share what matters most when building an inclusive culture - and how to maximize inclusion in a hybrid world
4. Learn best practices from an all-remote organization, since inception, and how they collaborate, communicate, and deliver results in 65+ countries

Room 200: Civil Discourse as a Competitive Advantage

Professor Steven Tomlinson, Seminary of the Southwest

Civil discourse is not a compliance program, it's a practice that supports collaboration and innovation. Leaders must model listening to understand the grievances, fears or values that give rise to uncivil behavior. Separating the work of understanding from problem-solving deescalates conflict and builds trust.

Key Takeaways:

1. A framework for separating understanding from problem-solving when conflict arises
2. Rules of engagement for difficult conversations
3. Practice applying this approach during the workshop

Room 102-103: Belonging is a Two-way Street

Carin Taylor, Chief Diversity Officer & VP Belonging & Diversity, Workday
Cate Prescott, Chief People Officer & Senior VP, NI

To achieve a sense of belonging for team members, five conditions must be in place, and each team member shares a responsibility to proactively communicate and participate.

Key Takeaways:

1. Learn five conditions that drive a culture of belonging
2. Define your own sense of belonging
3. How to sustain a culture of belonging

Room 204: Transforming Hiring Amidst the Great Resignation

Chris Hyams, CEO Indeed; Moderated by Ellen McGirt, Senior Editor Fortune

As the Great Resignation continues, businesses are rethinking their hiring processes and what it takes to attract talent. In parallel, technology and automation are evolving which in turn is driving the need for greater adaptability among people and employers. Indeed CEO Chris Hyams will offer perspective on the following topics:

Key Takeaways:

1. The state of the current job market
2. What research shows about the state of talent pools in the future
3. Why businesses need to focus on greater access to opportunity for all

11:10 - 11:20 AM: Break

Coffee, tea, water available. Visit the Microsoft Lounge in Room 201 and McKinsey & Company Lounge in Room 106 for small bites, networking, and knowledge.

11:20 AM - 12:20 PM: Breakouts**Room 206: The New Measurement For Purpose-Driven Work**

Vetri Vellore, Corporate Vice President & Author, Microsoft

At a moment when businesses face unprecedented change—including permanently distributed workforces, retention challenges, and shifting markets—leaders need to make sure employees feel connected to the company's most important goals. In this talk, measurement expert and author Vetri Vellore puts conventional performance metrics in the hot seat, and shares a new way of setting purpose-driven goals across your organization.

Key Takeaways:

1. Discover how purpose-driven goals drive better business outcomes
2. Learn the fundamentals of a flexible and inclusive Objectives and Key Results (OKR) framework
3. Get tips on how to make goals stick in your organization

Room 104: Talent Systems in the Next Normal

Bryan Hancock, Partner McKinsey & Company

Alexander DiLeonardo, Chief Talent Officer Activision Blizzard Inc.

Talent is the scarcer of the two capitals. Given external forces – the prolonged pandemic shifting workforces to remote/ hybrid work, increased automation and digital agendas requiring entirely new skills, changing employee preferences and expectations, and increasing talent mobility in the "Great Attrition" – organizations need to upgrade their talent systems to attract, engage, develop, and retain the talent needed to deliver on their business agendas. The winners take a data-driven approach to create personalized and future-focused talent management practices.

Key takeaways:

1. Explore elements of highly effective talent systems and the value they unlock for people and the business
2. Discuss talent priorities and steps you're taking to build winning talent systems

Room 200: The Power of Culture

Jim Breyer, Founder & CEO Breyer Capital

Interviewed by Matrice Ellis-Kirk, CEO Ellis-Kirk Group

As an investor/board member or former board member of Facebook, Walmart, Marvel Entertainment, Dell, Blackstone, Circle, Twentieth Century Fox, and several other companies, and as an investor at Breyer Capital, Jim has a deep understanding of the power of culture. We'll discuss the value of culture, ESG and CSR not only as tools to manage risks and identify opportunities but as tools for scaling global organizations, for attracting & training new employees in this hybrid work environment, and as filters for identifying investments.

Key Takeaways:

1. Culture's importance to us as citizens of the world and what it implies as investors
2. What culture elements you need to drive 2-3x as much value from your team
3. Where AI intersects with culture and what might mean in the future

Room 102-103: Youth Mental Health Crisis

Kathy Farmer, VP Global Benefits Levi Strauss

Scilla Andreen, CEO & Co-Founder of IndieFlix Angst, Producer

Dr. Yusra Benhalim, Senior National Medical Director Optum Behavioral Solutions

Marti Post, Co-Founder On Our Sleeves program at Nationwide Children's in Columbus

Moderated by Maria Brown-Spence, Founder, Hearts 2 Heal

Mental health concerns skyrocketed throughout the Pandemic—as people across all nations grappled with anxiety, uncertainty, isolation, depression and exponential substance abuse...So—what about the children? How did they fare? What are the issues and resources to help a generation?

Key Takeaways:

1. What effect will the pandemic have on the workforce of the future, what are the long term ramifications?
2. Actionable steps to mitigate these negative effects
3. The potential positive effects of the pandemic

Courtyard: Improv in the Workplace

Josh Jones-Dilworth, Co-founder Culturati & CEO JDI

We'll cover (and practice) improv fundamentals as well as how to use improv in the real world, in formal and informal ways alike. We'll also share some of our individual crucibles as leaders and find out together what happens when we apply improv tools and frameworks in an intentional way.

Key Takeaways:

1. Emerge as a better listener
2. Understand that improv is a skill that anyone can learn
3. Become more comfortable in situations without a plan or script
4. Increase confidence, energy, and joy when creating new things with others

*Fair warning, this class will not make you funnier, but it will require you to get up and interact with others.

Room 204: NXP Next: Navigating A Dynamic World's Impact On Company Culture

Elsa Zambrano, Senior Vice President, NXP

Chris Gagnon, Senior Partner McKinsey & Company

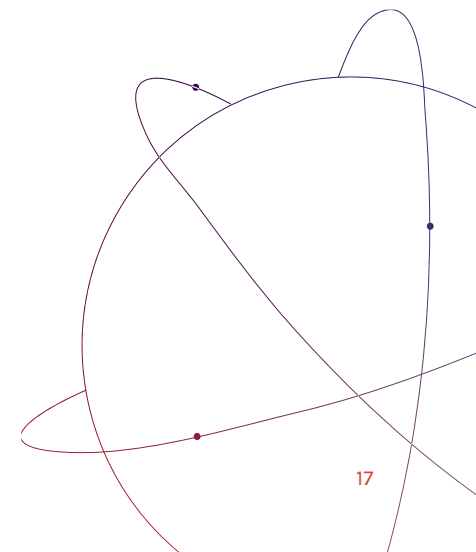
To attract and retain the best talent, companies must continually grow and evolve. NXP Next encapsulates our ongoing evolution – from how we architect the company to new ways of working and more. The COVID-19 pandemic transformed workforce needs, and gaps between rapidly shifting employee sentiment versus slower-moving employer sentiment became apparent, presenting new challenges to address. From employee wellbeing to flexible work arrangements, NXP is working to navigate an ever-changing world and adapting to lessons learned over the past two years, while balancing management viewpoints and expectations.

Key Takeaways:

1. Discuss with peers and colleagues various talent challenges resulting from shifting workforce needs and ways forward
2. Exchange ideas for narrowing the gap between employee and employer sentiment on how we work and attract/retain talent
3. Hear from McKinsey & Company on what matters to employees and potential hires, and how that data may require companies to rethink standing practices and policies

12:20 - 1:30 PM: Buffet Lunch | Dining Room

1:20 PM: Doors Open | Pavilion



1:30 - 2:30 PM: Keynote: Making A Hybrid Workplace A Thriving Workplace – People, Culture, And The New Employee Experience | Pavilion

Amy Coleman, Corporate Vice President HR, Microsoft
Moderated by Ellen McGirt, Senior Editor Fortune

Two years into a global pandemic, it's clear that the workplace and workforce will never be the same. Join Ellen McGirt of Fortune magazine for an up-close conversation with Amy Coleman, Microsoft's CVP of HR. Coleman will share key lessons Microsoft has learned from its unexpected journey into hybrid work, breaking down the importance of strong culture, the new terms of attracting and retaining talent, and what employee wellbeing really means.

Key Takeaways:

1. Learn how to make flexible culture stick in hybrid work
2. Empower managers to be conduits for employee wellbeing, productivity, and talent retention
3. Uncover the people and technology investments required to make hybrid work work

2:30 - 2:40 PM: Break

Coffee, tea, water available. Visit the Microsoft Lounge in Room 201 and McKinsey & Company Lounge in Room 106 for small bites, networking, and knowledge.

2:40 AM - 3:40 PM: Breakouts

Room 206: The Innovation Powering The New Employee Experience

Seth Patton, GM Viva, Microsoft

The workplace is changing—fast. From on-boarding to employee engagement, it's more important than ever to invest in your people. Join Seth for an interactive workshop on the innovations that will help shape the new digital employee experience.

Key Takeaways:

1. Learn how to map a digital employee experience
2. Leverage new people insights for wellbeing and productivity
3. Discover practical steps to get started now

Room 104: Transformational Change And The Role Of The Front-Line

John Parsons, McKinsey & Company
Chris Siemer, Divisional President and Chief Transformation Officer, The Chemours Company, Retired

Now, more than ever before, organizations need to transform to remain competitive – and those that are most successful place an equal emphasis on transforming their culture. However, truly transforming a culture requires more than top-down efforts and policy changes. Rather, it involves shifting mindsets and behaviors across all levels of the organization.

Key Takeaways:

1. Discuss the power of mindsets and how they can hinder or accelerate change
2. Learn the critical behaviors (and corresponding mindset shifts) that help drive transformational change

Room 200: Leadership in a Post-Covid World

Tom Meredith, Partner Brightstar Capital Partners
Moderated by Nicole Brennig, Managing Partner DLA Piper

Tom Meredith has led teams as a senior and c-suite executive at several Fortune 100 companies, national & international nonprofits and investment firms. He's developed a template for leadership which he believes differs from management - acknowledging the critical roles of vision, communication and inspiration. Join Tom Meredith and DLA Piper Austin Managing Partner Nicole Brennig for a round table discussion of effective leadership in today's world.

Key Takeaways:

1. Habits of most effective leaders
2. Identification of communication style
3. Identifying your Achilles heel as a leader

Room 204: Perceptions Vs. Reality: Teamwork Is All About How You See You

Danielle Dannenberg, Senior Product Manager for Product Craft, Atlassian

The way you perceive the actions of your team influences your reality in how you collaborate with those around you. And it's when we realize the gap in perception, when we can truly work well together. So before thinking about team rituals or development methodologies, the first step in successful teamwork comes from openness and a willingness to turn inwards. This session will offer an opportunity to increase awareness and understanding of personal and professional blindspots and gain practical tools you can share with your team to pioneer new ways of working together and enhance team collaboration. Drawing on insights from an Atlassian study conducted in partnership with Bloomberg and her experience as a Conscious Leadership facilitator, Atlassian's Product Craft leader, Danielle Dannenberg, will lead an immersive session that starts with an inquiry into your own perceptions and patterns as a leader.

Key Takeaways:

1. Increased awareness of personal and professional blindspots to enable more effective teamwork
2. Deeper understanding of your perceptions and patterns as a leader to be a more effective communicator
3. Practical tools you can share with your team to pioneer new ways of working together and enhance team collaboration

Room 102-103: Is My Computer Racist?

Professor Craig Watkins, University of Texas at Austin

Moderated by Albert Swantner, VP Engineering Clerk

AI is shaping culture in many different ways and in all aspects of our lives from our access to information, to the people we engage with, and the opportunities we have in life. But there are growing concerns that AI can replicate bias and discrimination in our culture and society at unprecedented scale. What happens to society when machines make decisions that have historically been made by humans? Come to hear how we can work to build AI systems and cultures that are more inclusive, transparent, and equitable.

Key Takeaways:

1. What does bias in AI look like and how can we identify it?
2. Learn how to create technology with a lens towards fairness and equity
3. The future of AI as it relates to culture

3:40 - 3:50 PM: Break

Coffee, tea, water available. Visit the Microsoft Lounge in Room 201 and McKinsey & Company Lounge in Room 106 for small bites, networking, and knowledge.

3:40 PM: Doors open | Pavilion

3:50 - 4:50 PM: Closing Keynote: How to Build Trust | Pavilion

David Brooks, NYT's columnist & author

Distrust is a cancer eating away at our society. It magnifies enmity, stifles cooperation and fuels conspiracy thinking. So the question is, how do you build trust? Within organizations, trust is usually built by leaders who create environments that encourage people to behave with integrity, competence and benevolence. That's not just a matter of character, but of having the right practical skills – knowing what to do in complex situations to make people feel respected and safe.

Key Takeaways:

1. Practices leaders have used in their companies and organizations to build trust
2. Concrete behaviors to rebuilding trust

4:50 - 5:00 PM: Closing & thank you | Pavilion

Eugene Sepulveda, Co-founder/CEO Culturati

Josh Jones-Dilworth, Co-founder Culturati & CEO JDI

5:00 - 6:00 PM: Closing reception at Charlie's | Charlie's

Hors d'oeuvres & beer/wine

6:00 PM: Board Commodore's Pup | Dock

6:15 - 8:00 PM: Sunset dinner cruise on Lake Austin | Commodore's Pup

Fajita buffet dinner + hosted bar

8:00 PM: Optional after-party | Charlie's

the speakers

Gathering the
best minds.



Steve Adler

Mayor of Austin, Texas

Steve Adler is the 58th and current mayor of Austin, Texas. Adler has been a practicing attorney in Austin in the areas of eminent domain and civil rights law for 35 years. For eight years he worked as the chief of staff and later general counsel to Democratic State Senator Eliot Shapleigh in the Texas Legislature. He has also worked with or board chaired Austin-based nonprofits and civic organizations, including the Texas Tribune, Anti-Defamation League, and Ballet Austin.



Scilla Andreen

CEO & Co-Founder, IndieFlix Group Inc.

Scilla Andreen is an award-winning Producer, Director, Emmy nominated Costume Designer, Author, CEO & Co-Founder of IndieFlix Group Inc., a global, streaming and offline screening distribution service that focuses on content for a purpose. Her work has been covered by such publications as The New York Times, and Good Morning America to the South China Morning Post. She's produced and/or distributed social impact films, *Nevertheless*, *Screenagers*, *Angst*, and *Empowerment Project*.



Andrea Alexander

Chief People Officer, Rent The Runway

Andrea Alexander is the Chief People Officer for Rent the Runway, a company that pioneered the closet in the cloud. Prior to joining RTR, Andrea spent over a decade at McKinsey & Company serving in various roles of increasing responsibility, including Associate Partner, and Professional Development Manager. She also serves on the board of directors of two non-profit organizations, Teach for America Houston and Buffalo Bayou Partnership.



Dr. Yusra Benhalim

Sr. National Medical Director, Optum Behavioral Solutions

Dr. Yusra Benhalim serves as a Senior National Medical Director within Optum Behavioral Solutions. In this capacity, she works to enhance the clinical enablement of innovative and effective solutions that meet the current and future needs of people across the country. She helps influence clinically focused solutions, perspectives, and best practices to facilitate a seamless and effective engagement experience.

the speakers

Sharing our
playbooks.



Nicole Brennig

Managing Partner, DLA Piper, LLC, Austin, TX

Nicky Brennig's practice focuses on advising many of the world's largest and most active pension plans, endowments, insurance companies, private market solutions providers, family offices and other financial institutions on all aspects of their business. Nicky is actively involved in domestic and foreign alternative investment representation, including advising clients with respect to private investment funds, syndicated and direct co-investments.



Jim Breyer

Founder/CEO, Breyer Capital

Jim is the Founder and CEO of Breyer Capital, a premier venture capital firm based in Austin, TX and Menlo Park, CA. Jim has been an early investor in over 40 technology companies that have completed highly successful public offerings or mergers. As a lead investor and Director, many of these investments, including Facebook, returned well over 100 times their cost, and over a dozen more have returned well over 25 times their cost.



David Brooks

New York Times Columnist, Major political and social analyst

David Brooks has a gift for bringing audiences face to face with the spirit of our times with humor, insight and quiet passion. He is a keen observer of the American way of life and a savvy analyst of present-day politics and foreign affairs. He holds several prestigious positions as a commentator: Bi-weekly Op-Ed columnist for the *New York Times* and regular analyst on PBS *NewsHour* and NPR's *All Things Considered*.



Maria Brown-Spence

Manager, Member Company Programs, Entrepreneurs Foundation

Maria Brown-Spence is also the Founder & CEO of Hearts 2 Heal, an Austin based 501c3 nonprofit dedicated to designing and implementing community-based bereavement support & wellness strategies for under-served communities, including military service members, veterans & their families. As a Black-Latina & Army National Guard Veteran, Maria knows the importance of creating dialogue and opportunities to perpetuate health equity.

the speakers

Designing cultures that drive performance.



Amy Coleman

Corporate VP, HR & Corporate Functions, Microsoft

Amy Coleman is the general manager of human resources and corporate functions at Microsoft, where she leads HR4HR and HR planning, in addition to HR support for corporate, external and legal affairs, finance, business development, CTO and the office of the CEO. Coleman's primary focus is building the capabilities of Microsoft's HR function, with emphasis on the skills and experiences the company must provide to grow its HR talent.



Alexander DiLeonardo

Global Chief Talent Officer, Activision Blizzard

Alexander serves as Activision Blizzard's global Chief Talent Officer. He is passionate about innovating in and shaping the future of the human-capital space and, ultimately, making work better for all. As the organization's talent leader, Alexander oversees the complete career lifecycle for our over 10,000 employees; including workforce planning, recruiting, learning and development, and performance management.



Danielle Dannenberg

Head of Product Craft, Atlassian

Danielle Dannenberg leads Product Craft at Atlassian, scaling and sharing Atlassian's excellence in product management across the global product team after serving as the Chief of Staff role for Atlassian Accelerator—an organization of 250 people focused on accelerating the growth of Atlassian and new product initiatives.



Bonnie Dowling

Associate Partner, McKinsey & Company Denver

Bonnie serves clients across sectors and industries, including financial services firms, health systems, insurers, Federal and State agencies, and NGOs. Her work focuses primarily on operational efficiency and organizational transformations and she has deep expertise in end-to-end talent management with a particular focus on hybrid-virtual operating models, employee engagement, capability building, leadership development and labor optimization.

the speakers

Gathering the
best minds.



Matthew Duncan

Head of Thought Leadership on the Future of Work, Microsoft

Matthew is a thought leader and innovator at the intersection of human performance, advanced technology and the employee experience. He leads the market movement behind the Future of Work for Microsoft, setting the stage for how digital transformation will shape the way we work, collaborate and build community in the human-first workplace. With more than 25 years in technology sector, Duncan's market playbook has led to two IPOs, four acquisitions and the founding and sale of his customer experience company, Resolute.



Kathryn Farmer

Senior Director Global Benefits, Levi Strauss & Co.

Kathryn Farmer is the Senior Director of Global Benefits for Levi Strauss & Co with responsibility for strategy, design and oversight of benefits programs in 46 countries. Prior to joining LS&Co in 2013, she held a number of Global Benefits leadership roles across the technology, financial services and consumer goods sectors and is well versed in driving innovative and transformational change across global programs.



Matrice Ellis-Kirk

Founder, Ellis Kirk Group

Matrice has over 20 years' experience in the executive search industry with deep knowledge in governance. Before founding Ellis Kirk Group, Matrice led board and CEO assignments at two large global search firms and a boutique search firm. She began her search career in the Consumer Goods and Services and Private Equity Practices, as well as the Financial Officers Practice.



Chris Gagnon

Senior Partner, McKinsey & Company Austin

Chris is the former leader of McKinsey & Company's Global Organization Practice. He works with clients to improve their performance and health by taking an integrated approach to align Org design with culture, talent, change management and leadership. He has worked with clients in many sectors including consumer products, technology, private equity and hospitality and leisure.

the speakers

Sharing our
playbooks.



Bryan Hancock

Partner, McKinsey & Company Washington D.C.

Bryan Hancock is a Partner in the Washington D.C. Office of McKinsey and Company, and he is the global leader of McKinsey's talent practice. He is also one of McKinsey's leading researchers on talent. He has been a co-author on numerous recent research efforts including, "Race in the workplace: The Black experience in the US private sector," "COVID-19 and education: The lingering effects of unfinished learning," "Getting practical on the future of work," and "The future of work in America: Mapping the impact on people and places."



Mayerland Harris

Group Vice President of Talent, HEB

Mayerland Harris is seasoned leader with over three decades of combined Human Resources and store operations experience in the grocery retail industry. As the Group Vice President of Talent for H-E-B, Mayerland leads the strategic functions of Human Resources. This includes total company compensation, talent acquisition, on-boarding, talent and leadership development, training, succession planning, people data and analytics, and employee connection—including the DEIB function.



Chris Hyams

Chief Executive Officer, Indeed

Chris Hyams is Chief Executive Officer (CEO) of Indeed. Chris joined Indeed in 2010 as VP of Product, responsible for technology strategy and innovation. In 2015, Chris became President, assuming responsibility for Indeed's revenue growth and client success. Chris was appointed Indeed CEO in April 2019, leading Indeed's mission to help people get jobs. Before Indeed, Chris was Founder of B-Side, a technology platform for independent film analytics and distribution.



Josh Jones-Dilworth

Founder/CEO, JDI

Josh has spent his career making sure that the right things get the attention they deserve. At work and in life, he's passionate about science and technology; his specific expertise lies in the areas of "brains, bots and bodies" as well as education and education technology. He spends most of his professional time working with innovators in the fields of artificial intelligence, big data, healthcare IT and "omics," neuroscience, robotics, chemistry, material science, and aerospace.

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Designing cultures that drive performance.



Cynt Marshall

CEO, Dallas Mavericks

Cynthia "Cynt" Marshall is the first black female CEO in the history of the NBA. She will be Culturati 2.0's opening keynote speaker on April 3rd, appropriately the weekend of the Final Four. Cynt Marshall has been a dynamic force within the Mavericks organization and over a 36-year career at AT&T. Widely recognized for her visionary leadership, she was touted as one of Adweek's 30 Most Powerful Women in Sports and was selected as one of the 2019 Women of Power Legacy Award honorees by Black Enterprise.



Ellen McGirt

Editor, FORTUNE Magazine

Ellen McGirt is an editor at *FORTUNE*, where she established the race and leadership beat in 2016. In addition to long-form magazine features, she writes *RaceAhead*, a regular column on race and inclusion in corporate life and beyond. The column has received a New York Press Club Award, a National Headliner Award, and the Steven Heller Prize for Commentary from the AIGA. She is the editorial director of *FORTUNE Connect* and the co-host of *Fortune's Leadership Next* podcast which explores the changing rules of business leadership.



Tom Meredith

Partner in Brightstar Capital Partners, Co-founder/Chair InstaBuilt NA, and CEO of MFI Capital

Tom Meredith is a Partner in Brightstar Capital Partners, a middle market private equity firm based in New York. He is also co-founder and Chair of InstaBuilt NA, building sustainable communities worldwide. Tom serves as CEO of MFI Capital, the Meredith family's private investment arm. Tom's career spans over 40 years and includes extensive experience in corporate finance, manufacturing, finance operations, and global financial markets.



Darren Murph

Head of Remote, GitLab

Named an "oracle of remote work" by CNBC, Darren is a recognized visionary in organizational design. He serves as GitLab's Head of Remote, a role which he pioneered. His team made history by scaling GitLab's workplace operations to become the world's first all-remote company to IPO. He leads at the intersection of people operations, marketing, and strategic communication. His career is defined by leading remote teams, charting remote transformations, connecting non-obvious dots, and architecting inclusive cultures.

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Gathering the
best minds.



John Parsons

Managing Partner, McKinsey & Company Calgary

John Parsons is the Managing Partner of McKinsey & Company's Calgary office and a leader in their Global Energy and Materials Practice. He has worked extensively in oil and gas, petro-chemicals, metals and mining, and power generation. He is one of the company's leading experts in large scale operations and performance transformations, change management, culture change, and organization design.



Marti Post

Executive Director, On Our Sleeves

Marti Bledsoe Post is the executive director of the On Our Sleeves movement for children's mental health. In her role with the On Our Sleeves movement, Marti leads strategy and operations with the goal of ensuring every community in America has access to free, evidence-informed mental health resources to break stigmas and educate families and advocates. She collaborates with the team to advance programming, fundraising and national visibility for the movement.



Seth Patton

General Manager, Microsoft 365 Next Gen Productivity & Employee Experience Microsoft Corporation

Seth Patton leads product marketing for Microsoft 365 employee experience and collaboration solutions, including Microsoft Viva, SharePoint, Yammer, OneDrive, Planner, Stream, Cortana and more. Seth and his team are responsible for product management and programs that enable organizations to transform their employee experience for the digital era.



Cate Prescott

Chief People Officer and Senior Vice President, NI

As chief people officer and senior vice president, Cate Prescott partners with the executive leadership team to maximize the potential of NI's greatest advantage—our people. She has engineered a Global HR team that is outcome-based and focused on solving challenges, working as people experts to be proactive, agile, and trusted advisors to the business.

the speakers

Sharing our
playbooks.



Dr. Bill Schaninger

Senior Partner, McKinsey & Company Philadelphia

Since joining McKinsey in 2000, Bill has focused his work on driving large-scale organizational and cultural change for diverse clients across North America, Europe, and the Middle East. An expert on the role of culture, values, and leadership in improving business outcomes, he helps top executives enhance organization-wide management effectiveness. He also brings strong experience in strategic human resources, and winning workforce dynamics.



Eugene Sepulveda

Co-founder & CEO, Culturati

Since 2012, Eugene has been hosting conversations & presentations on culture with CEOs, investors and scholars. Together with his Culturati co-founder, Josh Jones-Dilworth, he launched the first CEO Summit in 2014 and the first Culturati Summit in 2016. He's since hosted Culturati events in Austin, New York, Los Angeles, San Francisco, Columbus and Houston. Eugene Sepulveda is the CEO & co-founder of Culturati, the CEO of the Entrepreneurs Foundation, and an advisor to Capital Factory.



Chris Siemer

Divisional President and Chief Transformation Officer, The Chemours Company, Retired

Chris Siemer is currently a partner at Sea Shell Partners LLC where he has worked since his retirement from The Chemours Company in April 2018. Since 2018 he has also provided due diligence and acquisition support to a large number of public and private companies seeking to acquire assets in chemical market space. During this time, he has also supported the McKinsey company as a Senior Advisor working with over 50 multinational companies to provide leadership coaching and support for organizational transformation.



Albert Swantner

Co-chair, Culturati

Albert Swantner is a serial entrepreneur, a partner at The Fund Austin investing in early stage startups, and a Co-Founder of Tandem Brands, the parent company of Slow Ride Coffee. He currently serves as VP of Engineering at Clerk, a venture backed retail tech company solving core challenges in the grocery industry like out-of-stock tracking, planogram management, and in-store marketing. Clerk gives brands and retailers a way to connect with and better address the needs of their customers.

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Carin Taylor

Chief Diversity Officer/VP Belonging and Diversity, Workday

Carin Taylor is chief diversity officer at Workday and has global responsibility for the development and execution of Workday's inclusion and diversity strategy. Prior to joining Workday, Carin served as the head of diversity, inclusion, and innovation at Genentech where she was responsible for strategic initiatives including executive coaching, building and leading highly effective teams, and increasing employee engagement.



Vetri Vellore

Corporate Vice President, Microsoft Viva's Goals

Vetri Vellore is a serial entrepreneur with a proven track record and over 25 years of experience in building successful products and businesses and has helped thousands of leaders and teams leverage the OKR framework. He is the Corporate Vice President of Microsoft Viva's Goals product, after an acquisition of monumentally successful OKR and goal management software company, Ally.io, where he was CEO and founder.



Dr. Steven Tomlinson

Associate Professor, Seminary of the Southwest

Dr. Steven Tomlinson, associate professor of leadership and administration, holds a PhD in economics from Stanford University. He coaches and consults with Wall Street, Fortune 500 and high-tech start-up executives and managers on leadership and communication strategy. He is a founding master teacher at the Acton School of Business for Entrepreneurship. He taught economics and finance at The University of Texas at Austin for 17 years.



Craig Watkins

Ernest A. Sharpe Centennial Professor, University of Texas at Austin

Craig Watkins is the Ernest A. Sharpe Centennial Professor at the University of Texas at Austin. He is also the founding director of the Institute for Media Innovation—a new boutique hub for research and design located in UT's Moody College of Communication. IMI brings together a unique collection of social scientists, media creatives, journalists, and designers to translate research-driven knowledge into critical and creative engagement.

the speakers



Dr. Brooke Weddle

Partner at McKinsey & Company, Washington D.C.

As a leader in the firm's People & Organizational Performance Practice, Brooke helps organizations across the world achieve sustained performance through transformation. Globally, she leads the Change Leaders Forum, and our organizational work in advanced industries (aerospace and defense, automotive, and electronics). In addition, she leads the firm's culture-and-change management work in North America.



Elsa Zambrano

Senior Vice President, Global Talent & Culture, NXP Semiconductors

Elsa Zambrano is Senior Vice President of Global Talent & Culture at NXP Semiconductors. Most recently, she developed and implemented flexible work and well-being strategies to address the effects of the pandemic on NXP's global workforce. She also partnered with senior executives to define NXP's purpose, evolved values and behaviors to energize the workplace culture and engage the team.



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Group Vice President of
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Josh Jones-Dilworth

Founder/CEO JDI,
Co-Founder Culturati



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Head of Thought Leadership on
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Eugene Sepulveda

Co-Founder & CEO Culturati,
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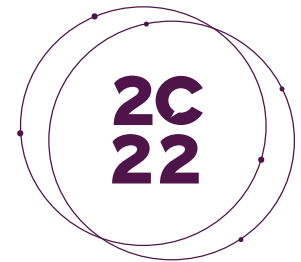
Albert Swantner

Co-chair, Culturati



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Virtual Culturati Summit June 6 & 7, 2022

Culturati Summit 2.0 in-person and additional programming will be aired during our Virtual Summit on June 6 & 7.

All attendees will receive a code allowing complimentary registration to the online sessions which you may share as broadly as you'd like. You will receive these by email.

Scan the QR code for additional information on registration.



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