



## Speaker Biographies

### **Keynote Address: *The Importance of Creating Your Own Professional Brand***

#### **Wendy Saltzman, Founder & CEO, Philly Power Media**

Wendy Saltzman is a three time Emmy Award Winning Journalist. She was in the television news business for 23 years. Most recently she was a TV News Reporter at Philadelphia's powerhouse station, 6abc, where she was recruited to start up their Investigative team back in 2012.

Wendy launched her own media conglomerate to coach high level corporate management, television stations, and individuals to prepare them for on and off camera interviews and public speaking opportunities. In today's video focused environment, media training is critical for both seasoned communicators and those wishing to boost their media presence.

The difference in working with us is Wendy is a journalist, who utilizes her inside knowledge of how the news works to help you succeed in interviews or crisis situations.

Her background as a story teller has also taught her to think outside of the box and produce unique corporate video content.

Philly Power Media is the area's premier video production agency, focusing on strategic branded video content, commercial video production, personal & corporate video marketing, & social media strategy to generate buzz & grow new & existing brands.

## **Panel 1: Defining Professional Success: Is the C-Suite the Only Answer?**

### **MODERATOR:**

#### **Joanne Connor, Ed.D., President's Chief of Staff/Board of Trustees Liaison, Rowan University**

Dr. Joanne Connor is chief of staff to the President and liaison to the Board of Trustees of Rowan University. A member of the senior leadership team, she oversees a wide variety of strategic initiatives and works closely with external constituent groups. She is responsible for ensuring progress on major University-wide initiatives and advises the President on matters affecting the University. Dr. Connor spent 13 years in K-12 education--as a special education teacher and as a principal. She earned a bachelor's degree in Spanish from St. Joseph's University, a master's in School Administration and a doctorate in Educational Leadership from Rowan, where she is also an adjunct professor. She has three children and resides in Haddonfield.

#### **Kate Gibbs, Deputy Director, Engineers Local-Employer Cooperative 825; Member, CCSNJ Board of Directors**

Kate Gibbs currently serves as Deputy Director for the Engineers Labor-Employer Cooperative, ELEC 825, a collaborative trust focused on creating work opportunities for the members and signatory contractors of Local 825 Operating Engineers. Gibbs heads up Business Development for the organization by promoting economic development and advocating for investments in all types of infrastructure.

She has established a strong record of shaping policy, building coalitions and implementing successful strategies and tactics that include political advocacy, government relations, communications and social media in pursuit of organizational goals. With her background in politics, public affairs and organizational management, Gibbs is uniquely suited to help ELEC 825 achieve its core objectives of growing the economy to create jobs for Local 825 members and its union contractors.

In November of 2015, Gibbs was elected to the Burlington County Board of Freeholders; becoming the youngest woman in NJ to be elected to countywide office. During her first two years in office, Gibbs served as Deputy Director before being elected in January of 2018, in a unanimous and bi-partisan vote of her peers to serve as Freeholder Director.

In this role she crafted and passed a tax-cutting budget while investing in a first of its kind \$20 million school security grant program, creating a women's mentoring program, and ensuring that all County facilities, schools and libraries are equipped with dedicated, private space for mothers to nurse or pump.

Prior to joining the Freeholder Board, Gibbs served on the Board of Trustees for Rowan College at Burlington County, where she worked closely with the County's new Workforce Development Institute and played an active role in establishing the College's partnership with Rowan University.

Gibbs actively participates on boards and committees for various Chambers of Commerce and business and industry organizations throughout the entire State of New Jersey.

Gibbs earned her Master's in Business Administration with a concentration in Finance from Drexel University's LeBow College of Business, graduating Summa Cum Laude and a B.A. from The American University, with a Double Major in Public Communications and Political Science.

#### **Nicole Simonin, Health and Fitness Coach, Shape It Up Fitness**

Since 2006, Nicole has been helping women lose weight for the last time. Nicole is an ACE Personal Trainer, ACE Health Coach, TEDx Speaker, host of *Shape It Up Over 40* podcast, founder of Shape It Up, LLC, author of "*The No Fuss, No Mess Shape It Up Cookbook*", licensed Physical Therapist Assistant and former professional ballet dancer. Nicole has been featured in Racheal Ray in Season, Bicycling Magazine, Real Simple and MSN. To learn more, go to [ShapeltUpFitness.com](http://ShapeltUpFitness.com)

#### **Lieutenant Janell Simpson, Camden County Police Department**

Born and raised in Camden, New Jersey, Lt. Janell Simpson, began her law enforcement career when she joined the former Camden City Police Department in 2002. Simpson started her career as an Officer in the Patrol Division she was then transferred to the Community Policing Unit before becoming a Detective in 2007. As a detective she was assigned to various investigative units such as

General Investigations, Homicide Unit, Shooting Response Team, the Robbery Unit and the Special Victims Unit where she specialized in Missing Persons.

In 2013, Lieutenant Simpson joined the Camden County Police Department and was promoted to Sergeant assigned to the Special Victims Unit supervising Missing Persons investigations and the department's Juvenile Bureau. In 2017, she was promoted to Lieutenant in command of the department's Shooting Response Team. Over the last two years, she has been assigned to the Department's Professional Standards Bureau.

Janell Simpson, 39, attended Camden County College and Farleigh Dickerson University and is married with three children, 13, 11 and 4.

## ***Panel 2: Power of the Pack: Why Women Who Support Other Women Are More Successful***

### **MODERATOR:**

#### **Linda L. Coles, Media Relations Manager, NJM Insurance Group**

Linda L. Coles is a dynamic public speaker and a seasoned media executive. Since 2016, she has served as media relations manager for NJM Insurance Group, a leading property casualty insurer in the Mid-Atlantic region. In that position, she provides counsel in the development and oversight for the Company's public relations strategy. Coles' expertise in media engagement was cultivated during her extensive career as a broadcast journalist with New Jersey Public Television. While at New Jersey Public Television, she was Executive Producer of "Another View", an award-winning public affairs series that explored the richness and complexity of the African American experience. Coles' resume includes more than 20 years in television production management as well as media relations experience working within state government, non-profit and corporate sectors. A native of New Jersey, she earned a B.A. in Journalism from Rutgers University. Coles is a Lead New Jersey alum.

#### **JoBeth Mauriello, Executive Vice President and Regional Consumer Executive, Fulton Bank**

Over 35 years of experience in the Financial Services Industry. Currently responsible for the leadership and overall performance of multiple markets located within the Southeastern, PA Region. Leads a strong team of Consumer Sales Managers & Financial Center Managers to achieve growth goals and financial objectives.

Serves as the Project Manager for Fulton Banks Branch Optimization Program. Leading a cross-functional team to optimize and transform the branch delivery channel.

Founding member of Fulton Bank's Culture Action Team, currently serves as a certified facilitator that creates a learning environment to deliver on a robust & interactive culture transformation program to employees at Fulton Bank.

Current Board Member of the Hammonton Cancer Foundation & 2020 Host Committee member for the United Way Women United Gala of Philadelphia.

#### **Ashley H. Buono, Esq., Counsel, Parker McCay P.A.**

As a member of Parker McCay's construction department, Ashley Buono represents public and private sector clients in various stages of construction. She has appeared in all courts of New Jersey and Pennsylvania, as well as Federal Courts. Drawing from her extensive experience in design malpractice and litigation, she is able to counsel her clients in all aspects of construction law. Ashley's leadership extends beyond her work at the firm; she founded the construction law subcommittee at the Burlington County Bar Association, where she currently serves as the chair of the committee and as a trustee to the association's board. She also serves as an executive board member for Habitat for Humanity of Burlington and Mercer Counties as well as is an appointee for the Evesham Economic Advisory Council for Revitalization and Stabilization. She is a 2004 graduate of Widener University School of Law and possesses a Bachelor of Science from the University of Pittsburgh.

**Sheila Gallucci-Davis, Vice President - General Counsel, Philanthropy and Corporate Responsibility, Subaru of America, Inc.**

Sheila oversees the legal, corporate responsibility and philanthropy functions for Subaru of America, Inc. and its subsidiaries nationwide. In addition, Sheila is a member of the Board of Trustees of Subaru of America Foundation, Inc., and serves on both the Diversity and Inclusion Leadership Council and the Corporate Responsibility leadership team for Subaru in the U.S. Sheila joined Subaru in 1987 and was named Vice President in 1992.

Sheila is also very active outside of Subaru, having served as the Chairman of the Online Education and Outreach Advisory Board for Penn State University, a member of the Corporate Council Leadership Board of the Barnes Foundation of Philadelphia, former Vice Chairman of the Board for Symphony in C based in Southern New Jersey, and member of the Board of Directors of the Delaware Valley Corporate Counsel Association, to name a few.

Sheila has been named by Automotive News as one of the “100 Leading Women” in the North American Automotive Industry. She has also received the First Chair Award from her peers for her legal career achievements and superior leadership, the National Association of Minority Automobile Dealers Association Appreciation Award for her efforts in advancing diversity, the Fischer Award of Distinction from Penn State University for extraordinary service, and has been recognized by the Girls, Inc. of Greater Philadelphia and Southern New Jersey and Girl Scouts of America for both her personal accomplishments and her contributions to the advancement of girls and women.

Prior to joining Subaru, Sheila was a litigator in the law firm of White and Williams, Philadelphia, and a graduate of Dickinson School of Law and Penn State University. She and her husband Rob Davis have two children and reside in New Jersey.