

**PULL UP**

**IF YOU'RE HERE FOR US LIKE WE'RE HERE FOR US,**

**PULL UP**

**2021 IS THE TIME TO PROVE IT.**

**PULL UP**

**THIS AGENDA  
BELONGS TO:** \_\_\_\_\_

## TUESDAY, OCTOBER 5

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10:15 AM

### **THE EQUITY EFFECT: A YEAR IN REVIEW** PRESENTED BY SPARKS & HONEY

2020 revealed our endless capacity for resilience, rebuilding and empathy. But it also illuminated disparities in opportunity, justice and economics that still prevail in the U.S. and globally. This session unveils the findings of spark & honey's latest cultural intelligence report, *The Equity Effect*: when you place equity, which is simply the quality of being fair, at the center of your organization, it also solves for a wide variety of unexpected issues.

**DAVIANNE HARRIS**, Chief Client Officer & DE&I Lead at sparks & honey

**JONATHAN JACKSON**, Advisory Board Member at sparks & honey

**CAMILO LA CRUZ**, Chief Strategy Officer at sparks & honey

**ANNA MARTIN**, Editorial Director at sparks & honey

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11:00 AM

### **LET'S BE REAL: A CONVERSATION ABOUT CORPORATE DE&I** PRESENTED BY REAL CHEMISTRY

Companies within and beyond our industries are searching for effective ways to turn their words into action. But action requires honesty. Honesty about where they are in their journey, where they've gone wrong and an acknowledgement of the work that still needs to be done. That starts here.

**HOWIE CHAN**, Managing Director, Strategy at Real Chemistry

**ABBY HAYES**, Practice Leader, DE&I Client Engagement at Real Chemistry (*Moderator*)

**ROCHELLE FORD**, Dean and Professor, School of Communications at Elon University

**SYNIM RIVERS**, Senior Director, Research & Development Communications at Horizon Therapeutics

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11:45 AM

### **A DEI BLUEPRINT: COLLABORATION. ACCOUNTABILITY. ACTION.** PRESENTED BY VERIZON

Learn how partnerships grounded in collaboration, accountability and action have helped Verizon create impactful solutions to impact DE&I throughout the marketing industry.

**RENETTA McCANN**, Chief Inclusion Experience Officer at Publicis Groupe

**SINGLETON BEATO**, Global EVP Chief Diversity Equity and Inclusion Officer at McCann Worldgroup

**DETAVIO SAMUELS**, CEO at REVOLT Media

**DIEGO SCOTTI**, Chief Marketing Officer at Verizon (*Moderator*)

**JEANNINE SHAO COLLINS**, President, SeeHer

**SEBASTIAN GARCIA**, Marketing Analyst, American Express, adfellow Graduate

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12:45 PM

### **ALLYSHIP IN ACTION: EMPOWERING INNOVATION & IMPACT** PRESENTED BY MICROSOFT

ADCOLOR Chairman Marc Strachan and Microsoft's Chief Marketing Officer and Executive Vice President of Marketing and Consumer Business, Chris Capossela, share the stage to discuss Chris' allyship journey and how Microsoft empowers its employees, customers, and partners to do more. Then listen in on a candid dialogue exploring diversity, inclusion, purpose, and inclusive marketing principles and how partnering with innovators can drive impact for Black and Brown communities.

**CHRISTOPHER CAPOSSOLA**, CMO and EVP, Marketing and Consumer Business at Microsoft

**GILBERT CAMPBELL III**, Founder & Chief Executive Officer of Volt Energy Utility

**MERISA HUE-WELLER**, General Manager, Racial Equity and Justice Reform Initiative at Microsoft

**RAHSAN-RAHSAN LINDSEY**, Chief Executive Officer at MediaCo Holding Inc.

**AKHI JOHNSON**, Acting Director Reshaping Prosecution at Vera Institute of Justice

**MARC STEPHENSON STRACHAN**, Chairman, ADCOLOR Board of Directors and Head Coach at Coach Marc Consulting

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1:45 PM

**PULL UP AND PUSH PLAY: THE CHANGE AGENTS IN PODCASTING ARE HERE** PRESENTED BY IHEART

Change is happening now if you know where to listen. Pull up and press play with the next generation of podcasters, who are creating a more inclusive industry with their slate of networks and shows at iHeartMedia.

**GISSELLE BANCES**, Lead Executive Producer for My Cultura Podcast Network | iHeartMedia

**DOLLIE S. BISHOP**, President of Black Effect Podcast Network | iHeartMedia

**WILL LUCAS**, Host of *Black Tech Green Money* Podcast, Black Effect Podcast Network | iHeartMedia

**RAHUL SABNIS**, Chief Creative Officer at iHeartMedia (*Moderator*)

**WILMER VALDERRAMA**, Host of *Essential Voices* podcast, My Cultura Podcast Network | iHeartMedia

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1:30 PM

**TAKE PRIDE IN THE PROCESS: FINDING INTENTION ON THE CREATIVE JOURNEY** PRESENTED BY AMAZON ADS

IMDb TV's Lauren Anderson joins Pantora designer Andrea Pitter, Season 2 winner of the Amazon Original Series *Making the Cut*, and fashion icon and co-host Tim Gunn, to talk about owning the creative process and finding your "why" as a creator.

**LAUREN ANDERSON**, Co-Head of Content & Programming for IMDb TV (*Moderator*)

**TIM GUNN**, Educator, Author, Fashion Therapist, Mentor

**ANDREA PITTER**, Fashion Designer at Pantora and Season 2 Winner of Amazon's *Making the Cut*

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3:15 PM

**CHANGING THE GAME: DE&I IN THE BIG LEAGUES** PRESENTED BY MLB + NFL

Big-league leaders go beyond the headlines to share the challenges, successes, and the work that is being done to improve DE&I in the world of sports.

**BRIAN ELLNER**, EVP, Marketing & Growth at BCW (*Moderator*)

**JUSTIN REYES**, VP Diversity, Equity & Inclusion at MLB

**DASHA SMITH**, Executive Vice President & Chief Administrative Officer at NFL

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4:00 PM

**UNTAPPED POTENTIAL: HBCU SPORTS, LIFE & TALENT** PRESENTED BY DISNEY

Despite producing some of the country's most successful Black professionals and athletes, Historically Black Colleges and Universities (HBCUs) are often overlooked by recruiters. Dive into HBCU life and culture as you learn how ESPN and AFLAC are impacting change by showcasing HBCU sports and excellence.

**CHRISTINA CAREY DUNLEVY**, VP, Business Operations Disney CreativeWorks and Multicultural & Inclusive Solutions at The Walt Disney Company

**BURKE MAGNUS**, President, Programming & Original Content at ESPN

**RYAN SMITH, ANCHOR**, Host and Correspondent at ESPN (*Moderator*)

**SHANNON WATKINS**, SVP, Chief Brand and Marketing Officer at Aflac

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5:00PM

**FIRESIDE CHAT WITH TAMRON HALL**

Emmy Award-winning TV Host, journalist and author, Tamron Hall, sits down with Tiffany R. Warren to discuss her barrier-breaking TV career, her new show and her first book.

**TAMRON HALL**, Emmy Award-Winning TV Host, Journalist and Author

**TIFFANY R. WARREN**, President & Founder at ADCOLOR and

EVP, Chief Diversity & Inclusion Officer at Sony Music Group

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## WEDNESDAY, OCTOBER 6

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10:15 AM

### IDENTITY-BASED TRAUMA AND WHY PULLING UP STARTS WITH YOU

Identity-Based Trauma (IBT) is what happens when we try to rip up the labels that society has given us and write our own authentic narrative. It's why we wear masks. It's why we don't know who we are. It's why we come to therapy for depression and anxiety. That depression and anxiety may really be a symptom of IBT, and we're handling it all wrong. Before we PULL UP for others, we need to LEVEL UP against IBT.

**DESYREE DIXON, LCSW-C**, Doctoral Candidate, USC Rossier School of Education, Organizational Change and Leadership

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10:45 AM

### MENTAL HEALTH & MEDIA: TURNING AWARENESS INTO ACTION PRESENTED BY YAHOO

Media, creative and community leaders come together to discuss how last year's events, coupled with a new generation attuned to neurodiversity, have culminated with a watershed moment for the media & advertising industries to work together to turn awareness into action and catalyze change—both their own people and the millions they reach through content and creative campaigns.

**SANDY GOULD**, VP, Talent Acquisition, Diversity & Inclusion and Learning & Development at Yahoo

**AARON HARVEY**, Co-Founder at Made of Millions & Ready Set Rocket

**BRITTANY JONES-COOPER**, Journalist at Yahoo Lifestyle & Entertainment (*Moderator*)

**LORENZO LEWIS**, Founder at The Confess Project

**ERIKA SOTO-LAMB**, Vice President at MTV Entertainment Group/ViacomCBS

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11:30AM

### ADS FOR ALL: WHAT'S BEHIND THE REPRESENTATION GAP PRESENTED BY FACEBOOK

Advertising has the power to shape our world and how we see ourselves and each other. When done well, it reflects our innermost desires, feeds our greatest aspirations, and fuels our feelings of hope and belonging. But for the sense of belonging was reserved for a very narrow audience. Facebook and Deloitte captured the thoughts fears and ideas of advertising professionals of all backgrounds to answer the question; What is holding the industry back? What they found might surprise you, anger you, or even make you rethink your team.

**JOYCE CHEN**, Global Head of Production for Creative Experiences at Facebook (*Moderator*)

**CARLA EBOLI**, EVP, Multicultural Market and DEI Lead at Energy BBDO

**NICOLE PATTERSON**, Principal at Deloitte

**PEPPERMINT**, Actress, Singer, DJ, Reality Star, and Activist

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12:15 AM

### RACISM & ABLEISM: INTERSECTIONS OF ACCESSIBILITY PRESENTED BY OMNICOM

From accessibility by design to creating innovative products, accessibility is not just compliance. It's respect for and acknowledgment of the disability community. Join us for a provocative dialogue that explores the myriad intersections of identity for those living with disabilities.

**CLAUDIA GORDON**, Senior Accessibility Strategy Partner at T-Mobile

**VON HARRIS**, Agency Operations Manager at TBWA/ Chiat/Day New York (*Moderator*)

**ANNA JOHANNES**, Paralympian and Account Supervisor, Marketing at Porter Novelli Boston

**SAM LATIFE**, Company Accessibility Leader at Procter & Gamble

**MARIANNE WAITE**, Director of Inclusive Design at Interbrand & Founder of Think Designable

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1:00PM

**BALANCING THE EQUATION: HOW EDUCATION EQUALS OPPORTUNITY** PRESENTED BY GOOGLE | YOUTUBE

Discover the ways in which educators and business leaders (and Pharrell) are using tech & education to create tools and opportunities for historically excluded communities by reframing education models and reimagining systems to open doors across industries.

**TIA McLAURIN**, Community Engagement - National Partnerships, Grow with Google at Google (*Moderator*)  
**DR. GHOLDY MUHAMMAD**, Assoc. Prof. of Literacy, Language, and Culture at the University of Illinois at Chicago  
**SHANTANU SINHA**, Senior Director, Product Management, Google for Education at Google  
**PHARRELL WILLIAMS**, Grammy Award-Winning Musician, Producer, Philanthropist, Founder of YELLOW

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1:45 PM

**IDENTITY: IT'S A FUNNY THING** PRESENTED BY CITI

Pull up for a candid (and comedic) chat with two leaders from very different industries about the twists and turns of personal and professional identity through the last tumultuous 18 months.

**YVETTE NICOLE BROWN**, Actress and Host  
**KIRA CORDOBA-BROWN**, Head of Talent and Diversity for the Institutional Clients Group at Citi (*Moderator*)

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2:30 PM

**ADCOLOR STATE OF THE WORKPLACE: THE ROADMAP TO RETENTION** PRESENTED BY MICROSOFT

The good news: historically excluded employees are finding their way into advertising and its related industries. The bad news: many are not staying. During this discussion, we'll hear about first-hand experiences and insights that can help create and sustain a more stable, satisfied, and diverse workforce.

**ESTHER (ET) FRANKLIN**, President, Global Strategy | Cultural Fluency at Spark Foundry  
**CONSTANCE CANNON FRAZIER**, Principal at Cardinal Change Consulting  
**JOANNA L. JENKINS, PH.D.**, Cardinal Change Consultant, Associate Dean, Moore College  
**KENDRA HATCHER KING**, Experience Transformation Executive at Accenture (*Moderator*)  
**MALLORIE RODAK**, Strategy Director at The Richards Group  
**MARC STEPHENSON STRACHAN**, Chairman, ADCOLOR Board of Directors and Head Coach at Coach Marc Consulting  
**HARRY ROMÁN-TORRES**, Chief Brand Strategy Officer at Droga5

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3:30 PM

**EQUITY EVERY DAY: CREATING THE NEW FUTURE** PRESENTED BY LINKEDIN

What does it take to realize true equity and inclusion in our workplaces and work cultures? Join Director Ty Heath of LinkedIn's B2B Institute as she welcomes Vice President of Direct to Consumer Jackson Jeyanayagam of The Clorox Company and Associate Professor Jamillah Bowman Williams of Georgetown University Law Center to discuss what it takes to create Equity Every Day? We want to change the rules of the game, which means everyone needs to pull up. It's not enough to have conviction, as studies are showing. So we'll be talking about how everyone can make big strides to transform their culture, the world beyond, and the people they partner with. You'll also get great new research from LinkedIn on the state of DEI marketing and communications and our opportunities to make a difference.

**TY HEATH**, Director of Market Engagement for the B2B Institute at LinkedIn (*Moderator*)  
**JACKSON JEYANAYAGAM**, VP and General Manager of the Direct-to-Consumer Businesses at The Clorox Co.  
**JAMILLAH BOWMAN WILLIAMS**, Diversity Researcher & Associate Professor at Georgetown University Law Center

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## WEDNESDAY, OCTOBER 6

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4:15 PM

### **WOMEN OF COLOR IN THE WORKPLACE** PRESENTED BY MICROSOFT

Listen in as these powerful women discuss the key trends revealed by the Lean In 2021 Women in the Workplace report and the integral role women of color play in creating a more inclusive and equitable organizational culture.

**ARCHANA GILRAVI**, VP Partnerships at Sheryl Sandberg and Dave Goldberg Foundation

**TIFFANY R. WARREN**, President & Founder at ADCOLOR and  
EVP, Chief Diversity & Inclusion Officer at Sony Music Group

## THURSDAY, OCTOBER 7: ADCOLOR IN MUSIC CONFERENCE

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10:45 AM

### **ADVISORY IN TIMES OF CHANGE** PRESENTED BY SONY MUSIC GROUP

How do you encourage future leaders in a company, teaching employee engagement that fosters diverse and inclusive actions as part of a company's mission and business goals? Whether through volunteerism or employee resource groups, hear from two experts who create spaces for important conversation and outlets to connect employees across varied experiences. Jeff Walker and Tiffany R. Warren will discuss how they help give voice to emerging talent and create opportunities for that talent to connect with mentors and support colleagues.

**JEFF WALKER**, EVP & Head, Business & Legal Affairs, Global Digital Business, Sony Music Entertainment

**TIFFANY R. WARREN**, EVP, Chief Diversity & Inclusion Officer, Sony Music Group

11:15 AM

### **THE UNBOtherED NETWORK: AMPLIFYING & ELEVATING BLACK WOMEN** PRESENTED BY SPOTIFY

Spotify's Victor Barbieri is joined by award-winning journalist, culture critic, and multi-hyphenate creator, Jemele Hill, and Executive Producer and Head of Content, Christina M. Tapper, to talk about their new groundbreaking podcast and production company, The Unbothered Network. They'll discuss the importance of elevating the voices, stories, agency, and nuance of Black women and how podcasts can be a game-changer in giving a voice to an audience that is often chronically underserved across all mediums.

**VICTOR BARBIERI**, Global Enterprise Marketing Lead for LATAM at Spotify (*Moderator*)

**JEMELE HILL**, Award-Winning Journalist, Culture Critic, and Multi-Hyphenate Creator

**CHRISTINA M. TAPPER**, Executive Producer at Spotify Studios and  
Head of Content at The Unbothered Network

12:00 PM

### **PULL UP A CHAIR: A CONVERSATION WITH AIM BOARD CHAIRS MC LYTE AND MICHAEL BIVINS**

AIM Board Chairs, Michael L. Bivins and MC Lyte discuss how they have pulled for representation, fairness and equity for themselves others in Music and beyond. while blazing trails and breaking records along the way.

**MC LYTE**, Grammy-Nominated Rapper, DJ, Actress and Philanthropist

**MICHAEL BIVENS**, Music Mogul and CEO at Sportyrich Enterprises



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12:45 PM

**DECONSTRUCTING THE BLACK PODCAST UNIVERSE** PRESENTED BY SXM MEDIA

Take a deep dive into the evolution of Black podcast listeners and creators with this session that will highlight the abundance of Black excellence in podcasting, unveil findings from the first-ever Edison Research Black Podcast Listener Report by SXM Media and Mindshare, and share the ways in which non-BIPOC audiences can pull up to support Black creators.

**ERIC EDDINGS & BRITTANY LUSE**, Podcast Creators of For Colored Nerds  
**NIDIA SERRANO**, Senior Director, Sales Marketing Strategy at SXM Media (*Moderator*)  
**NATASHA STOCKTON**, Director, Communications Planning at Mindshare

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1:45 PM

**MGMT: THE ART OF MAKING THINGS HAPPEN** PRESENTED BY BLACKTAG

Tune into a conversation with Black music industry visionaries that will be featured in the upcoming Blacktag series, MGMT. We'll hear their stories of breaking into the industry, deconstruct career-defining moves and talk broader cultural impact.

**TUNDE AJABA-OGUNDIPE**, Head/GM of African Music Strategy at Sony Music Group (*Moderator*)  
**GORDAN DILLARD**, Artist Manager at Sal & Co / Live Nation  
**DIMPLEZ**, Founder and Digital Architect at IJEOMA  
**SEAN FAMOSO**, Head of Marketing & Brand Partnerships at LVRN  
**OUSMAN SAHKO**, Co-Founder and President at Blacktag (*Moderator*)  
**HENNY YEGEZU**, Co-Founder of EQT

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1:30 PM

**WHEN LA CULTURA SHIFTS CULTURE: INTERSECTIONALITY, LATINIDAD & MUSIC** PRESENTED BY GOOGLE | YOUTUBE

The LatinX community's impact on culture has never felt more palpable. Join a group of experts, artists and creators as they explore intersectionality, cultural exchange and the effect the internet has had on how cultures interact, share, and evolve today.

**KARLA AGIS**, Culture & Trends Manager, LATAM at YouTube  
**DORALYS BRITTO**, Beauty and Lifestyle Influencer  
**MIGUEL**, Artist, Activist and Founder of SIC  
**HENRY RABELLO**, Senior Marketing Director, Latin America and Canada at YouTube (*Moderator*)

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8:00 PM

**ADCOLOR AFTER DARK**

In honor of ADCOLOR Everywhere, the sparks & honey team will collaborate with special guests to illuminate the barriers to making real and meaningful progress in establishing a pro-black-and-brown culture in creative, media and tech organizations. In a showcase of open learning principles, sparks & honey's foundational Culture Briefing combines data science and social science to explore the horizontal, cultural shifts shaping our now, next and future—making connections across categories and assessing trends from the mainstream to the fringe.

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