



2025

UC WOMEN IN BUSINESS LEADERSHIP FORUM





WELCOME

Welcome to the third annual **UC Collab - UC Women in Business Leadership Forum**, hosted by the **A. Gary Anderson Graduate School of Management (AGSM) at UC Riverside**. This event is a platform to inspire, connect, and empower women who are shaping the future of business.

We are proud to celebrate this event on **International Women's Day**, marking the beginning of **Women's History Month**—a time to honor achievements and highlight the importance of leadership and collaboration.

Our journey began in **2023** at **UC Irvine** with the desire to unite women across the University of California system. In **2024**, **UC San Diego** joined the collaboration and deepened conversations on leadership. This year, **UC Riverside** is the host school and continues the tradition of fostering engagement and opportunity.

Annually, this conference brings together graduate students, alumni, and professionals to share experiences, elevate voices, and explore how women are driving change. We invite you to **engage deeply, share openly, and build connections** to fuel your journey.

We are committed to advancing **equity, leadership, and innovation**. Our mission is to build a supportive community where we share **knowledge and create lasting networks**. We envision this event growing into an even larger **multi-campus initiative, amplifying women's voices**.

This year's program includes a **keynote address, panel discussions, and an interactive workshop**, offering actionable insights and meaningful dialogue. Beyond the agenda, we hope you leave with new connections and a renewed sense of purpose.

Together, we are not just imagining a better future,
WE ARE BUILDING IT.



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CONFERENCE AGENDA

9:30 am - 10:00 am

Check-In & Refreshments

10:00 am - 12:00 pm | Negotiation Workshop

Negotiation Skills for Women: Getting What You
Deserve

12:00 pm - 1:00 pm

Lunch and Networking

1:00 pm - 1:45 pm | Keynote Address

The Future is Female: How Women are Shaping the
Business World

2:00 pm - 3:00 pm | Entrepreneurship Panel

From Startup to Scale-Up: Female Entrepreneurs
Share Their Journey

3:00 pm - 4:00 pm | Leadership & Diversity Panel

Leadership and Diversity: Women at the Helm in
Corporate America

4:00 pm - 5:00 pm

Closing Remarks & Happy Hour Networking

SPEAKERS & PRESENTERS

WORKSHOP

NEGOTIATION SKILLS FOR GETTING WHAT YOU DESERVE

DR. ELAINE WONG

Associate Professor of Management in the School of Business at UC Riverside

Dr. Elaine Wong is an award-winning educational leader, teacher and researcher, an advocate for inclusion, diversity and equity, and is an associate professor of Management in the School of Business at UC Riverside. Dr. Wong's research interests are in organizational behavior, specifically leadership in executive teams and what makes them successful. The central themes of her research include examining the impact of executive communication and leadership team decision making dynamics on firm outcomes. Her research has been published in numerous journals, including *Academy of Management Journal*,

Journal of Applied Psychology, *Organizational Behavior and Human Decision Processes*, *Personnel Psychology*, and *Psychological Science*. Dr. Wong teaches organizational behavior and leadership development in the graduate and undergraduate business programs at UC Riverside. She has conducted workshops and consulted on collaboration in teams, strategic decision-making, and DEI initiatives. Professor Wong earned her Ph.D. in Business Administration from the University of California at Berkeley and she was a faculty member at Northwestern University and the University of Wisconsin-Milwaukee before joining UC Riverside.



KEYNOTE ADDRESS

THE FUTURE IS FEMALE: HOW WOMEN ARE SHAPING THE BUSINESS WORLD

BANSREE PARIKH

President, Inland Empire and SVP & Market Executive, Business Banking at Bank of America

Bansree Parikh is president of the Inland Empire, California market for Bank of America. As the senior executive in the market, Bansree is responsible for connecting clients, teammates, and communities to the full power of the franchise, driving integration across our eight lines of business. She also leads the effort to deploy Bank of America's resources to help advance economic mobility and build strong communities. In addition to being Bank of America Inland Empire President, Bansree is a senior vice president and market executive for

the Inland Empire for Business Banking. Her responsibilities include leading a team of client relationship managers to deliver the full capabilities of Bank of America to local companies with \$5 million to \$50 million in annual revenue. These businesses include a wide variety of general industries, from family-owned enterprises to multinational corporations. Bansree serves her community through leadership in several organizations, including Inland Empire Economic Partnership, Inland Action and University of California Riverside. Additionally, Bansree serves as a mentor within Bank of America, particularly working to enable connectivity and opportunity among the women of the Bank. She also serves as the Regional Executive Sponsor for the Asian Leadership Network Inland Empire Chapter.



PANEL 1

THE ENTREPRENEURS

FROM STARTUP TO SCALE-UP: FEMALE ENTREPRENEURS

SHARE THEIR JOURNEY



SHARON K. GILLENWATER

Tech Founder, Author & Speaker

Sharon is a tech startup founder, author and speaker who is on a mission to demystify entrepreneurship and make it more accessible to all. She is the author of *Scaling With Soul: How I Built & Sold a \$25 Million Tech Company Without Being an A**hole*, which chronicles how she built and sold Boardroom Insiders, Inc. Sharon speaks to groups of entrepreneurs at both in-person and virtual events, educating and inspiring them about how to build companies to multimillion dollar exits. She is also the Co-founder of Second Act Studio, an accelerator for first-time, midlife founders.

JULIA VU '19

Founder & CEO of The Event Community

Julia Vu is the founder & CEO of The Event Community, an event tech startup transforming how party and event vendors get discovered and grow their businesses. A UC Riverside alumna, Julia was an undergraduate student ambassador for the School of Business, president of Future Business Leaders of America, and later an admissions programs specialist for UCR AGSM. She went on to coordinate multimillion-dollar events for Google with Jack Morton, a top experiential marketing agency. In 2020, she launched

The Event Community, now a thriving platform with 35K+ Instagram followers and 560 businesses. Recently completing Founder University, Julia is preparing to fundraise and scale The Event Community to become a Party & Event Vendor marketplace, bridging the gap between events and tech.



WENDY ROMERO '19, '22 MBA

Founder & CEO of Love for Life

Wendy Romero is the president and CEO of Love 4 Life Association, a nonprofit she founded in 2012 as a high school freshman to prevent bullying and promote suicide prevention. Under her leadership, the organization has expanded its reach across the state and internationally, empowering youth, supporting families, and fostering mental health awareness. She oversees all business operations and strategic initiatives, ensuring Love 4 Life continues to make a meaningful impact. Wendy holds a B.A. in political science/public

service and an MBA from the University of California, Riverside. With a deep passion for service and leadership, she is dedicated to creating safe, supportive communities where every individual feels valued and empowered.



PANEL 2 LEADERSHIP & DIVERSITY

LEADERSHIP AND DIVERSITY: WOMEN AT THE HELM IN CORPORATE AMERICA

Shubhra Kathuria

Founder & CEO of Nova School

Shubhra Kathuria is a globally recognized entrepreneur, corporate executive, and emerging technology leader. As founder & CEO of Nova School, she is shaping the future of education, empowering the next generation with AI, innovation, and entrepreneurship skills. Previously, as VP of innovation strategy at VentureFuel and global innovation leader at EY, she spent over 15 years driving large-scale transformations for *Fortune* 500 companies, pioneering AI, metaverse, and blockchain solutions. A sought-after thought leader, Shubhra is an executive judge at the Webby Awards, a limited partner at Moneta Ventures, and is recognized among the Top 50 Thought Leaders in emerging technology. Passionate about mentorship and leadership development, she actively supports women's career advancement. Shubhra holds a computer science degree and an MBA from ISB (with Wharton and Kellogg) and has completed an executive education in AI from MIT.



Daniela Andrade '22 MBA

Real Estate Agent at Coldwell Banker Realty | Former Mayor of Banning, Calif.

Daniela Andrade is a dynamic business leader with a strong background in management, labor relations, and business development. Currently working as a real estate agent, she brings a wealth of experience from both the public and private sectors, having previously served as the mayor of Banning, where she oversaw legislative policies, budgeting, and community engagement initiatives. Daniela holds an MBA from the University of California, Riverside, where she also served as a graduate ambassador, assisting with leadership development and recruiting.

With expertise in negotiation, team development, and strategic planning, she is passionate about fostering professional growth and driving impactful business decisions.



Nwaka Onwusa '08

Chief Curator & Vice President at The Rock & Roll Hall of Fame

Nwaka Onwusa is a seasoned curator and cultural leader with a proven track record of creating impactful, thought-provoking exhibitions that resonate with diverse audiences and drive tourism. She joined the Rock & Roll Hall of Fame in 2019, serving as Chief Curator and Vice President of Curatorial Affairs, leading the development of award-winning exhibits that highlight the intersection of music, history, and cultural empowerment for more than 560,000 annual visitors. Before her role at the Rock Hall, Nwaka honed her skills at The GRAMMY Museum at L.A. Live, rising from the box office to lead curator. Over her career, she has curated more than 20 groundbreaking exhibits, including Tupac Shakur. *Wake Me When I'm Free* and The Beatles: *Get Back*. Her expertise extends beyond the museum walls, with satellite and traveling exhibitions experienced by audiences across the world.





THE MENU

*Sweet treats and savory items to help fuel your networking endeavours,
catered by UCR's Citrus Grove Catering.*

Check-in & Networking Sessions

Beverages: Coffee, Tea, and Water

Snacks: Mini Croissants and Vanilla Greek Yogurt

Lunch

Beverages: Water and Lemonade

*Main Dishes: Citrus Roasted Chicken
(with citrus honey reduction)*

Wild Mushroom & Kale Ravioli

(vegan and gluten-free, served with Pomodoro)

Salad: Chopped Mediterranean Salad

Sides: Rolls, Roasted Potatoes & Seasonal Vegetables

Happy Hour

Beverages: Wine, Beer, and Raspberry Lemonade

Appetizers: Premium Cheeses & Crackers


(with brie, goat, and manchego cheeses, fruit, and marmalade)

Shrimp Cocktail

Falafel with Spicy Curry Chutney (vegan)

Desserts: Mini Red Velvet Whoopie Pies

Networking BINGO

Share a picture from your album and the story behind it	Someone with a good book recommendation	Someone who writes a blog or has a YouTube channel	Someone who has a dog - share its name and a picture :)	Someone from the same hometown or county as you
Someone who attended last year	Someone who prefers tea over coffee	Take a selfie with someone and tag & post on your IG story	Someone you'll find at the beach this summer	Someone who has negotiated a raise
Someone who started their own business	Someone who knows how to code		Someone whose name you will not forget	Someone whose favorite color is pink
Someone who does yoga	Someone who loves Target	Someone who has a similar New Year's resolution to your own	Someone who watches the same TV show as you	Someone who loves baking
Someone who prefers coffee over tea	Someone in the same career path as you	Someone who owns a small business or side hustle	Someone who has visited Zion National Park	Someone who has a pet cat - share its name and a picture :)

Find someone who matches each description.
Write their name in the box. Connect with them on LinkedIn!

The first person to fill all the boxes wins!

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. In the bottom right corner, there is a decorative element consisting of two parallel diagonal stripes, one yellow and one blue, forming a triangular shape pointing towards the corner.



SCAN THE **QR CODES** TO
STAY UPDATED WITH ALL
THINGS UC WOMEN IN
BUSINESS

LET'S STAY CONNECTED

AGSM Women in Business (UC Riverside)



AGSM Women in Business



@agsmwibucr



Women of Rady (UC San Diego)



Women of Rady



@womenofrady



Merage Women in Business (UC Irvine)



Women in Business at UC Irvine
Merage School of Business



@uci_womeninbusiness





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THANK YOU FOR ATTENDING
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