

# SAN DIEGO BUSINESS JOURNAL

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**Mary Walshok**

**BUSINESS WOMEN OF YEAR  
LIFETIME ACHIEVEMENT  
HONOREE**





# CONGRATULATIONS!

UC San Diego and the Burnham Center for Community Advancement congratulate Mary Walshok on this lifetime achievement award and express gratitude for her tireless efforts in making the San Diego/Baja region a better place to live, work and play for all. For more than 50 years, Mary has been a passionate connector, forging relationships between people who have knowledge, expertise and experience with individuals and institutions who can benefit from those qualities. So much of what our region is now, Mary has been a positive contributor towards. In times when there were barriers to women being in the boardroom, Mary pulled up a seat at the table and was steadfast in her ability. She was a pioneer for women, and she did it all with grace. With Mary's recent retirement, we await with great anticipation the strides she will continue to make in and for our region.

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Dean of the Division of Extended Studies (retired)  
UC San Diego



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California State University  
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**SHAWNDA DORANTES**  
Founder  
Beauty Lounge Medical  
Spa



**TANYA DUGGAN**  
Director of Communications  
and Government Relations  
Rincon Band of Luiseno  
Indians



**KELLY FEUILLET**  
Controller  
San Diego  
Foundation



**SARAH HASSAINE**  
Global Director of  
Diversity & Inclusion  
ResMed



**CLAUDIA IBARRA**  
Chief Operating Officer  
DermTech



**JULI MORAN**  
Managing Director &  
Office Managing Partner  
Deloitte



**LISA ORDÓÑEZ, PH.D.**  
Dean  
Rady School of Management,  
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# Mary Walshok Receives SDBJ Lifetime Achievement Award

**EDUCATION:** Scholar, Author and Innovator Honored by Business Journal

■ By KAREN PEARLMAN

**Dr. Mary Lindenstone Walshok**, who in June retired as **University of California San Diego** Associate Vice Chancellor for Public Programs, says her rather unconventional childhood may have paved the way to her distinctive career path – and a very unique life.

The child of parents who immigrated in the 1920s from Sweden, Walshok was born in Santa Monica but grew up in Palm Springs near celebrities like Bob Hope, Elizabeth Taylor and Kirk Douglas. In the 1950s, she and other neighborhood children sang Christmas carols inside the home of actor Cary Grant.

“Having Bob Hope on one end of your street and Cary Grant at the other was definitely unique,” said Walshok, a longtime Del Mar resident. “I had some unusual childhood experiences that led to some interesting adult adventures” – like being decorated in 2002 with the rank of Knighthood, First Class, of the Royal Order of the Polar Star by **King Gustaf** of Sweden.

Walshok grew up bilingual, speaking Swedish with her parents at home. Her father owned a restaurant in Palm Springs and she recalls rolling meatballs and clearing plates just hours before she was crowned prom queen at Palm Springs High.

Likely as a result of a childhood spent living in both California and Europe in the years after World War II, Walshok is highly tuned into world affairs. It was during time spent in Europe, she said, that she developed “sensitive points of view” after witnessing everything from bombed-out buildings in England to starving families in Italy. “The contrast of affluence in California and the poverty and wreckage across Europe deeply affected me,” she said.

An aspiring singer as a child and at one time planning a career in opera, Walshok switched gears in the 1960s at **Pomona College**, earning a bachelor’s degree in sociology in 1964, and then both a master’s and Ph.D. in sociology from **Indiana University**, in the late 1960s.

## A Workforce Development Thought Leader

In the decades since, she has worked to open the minds and change the lives of thousands of people through her efforts at UC San Diego and in the community as an educator, author and visionary.

A thought leader in workforce development and regional growth, Walshok began her tenure not long after UC San Diego was founded in 1960. She started her career at the university as a research sociologist, then starting in 1972 joined UC San Diego’s Division of Extended Studies. She was appointed associate dean in 1975 and dean in 1980.

She called San Diego of the 1970s and early ‘80s “a Navy town with a zoo.”

“We had a real estate crisis, a savings and loan crisis, we had **General Dynamics** with layoffs,” Walshok said. “We had lots of interesting research going on in engineering tech and life sciences but virtually no companies. And (UC San Diego) was isolated. It was a difficult time.”

An adjunct professor of sociology, Walshok has authored six books and written more than 100 articles, reports and book chapters on regional innovation, workforce development and the role of research institutions in regional economies.

Her books on the economy, entrepreneurship and the workforce include “Blue Collar Women: Pioneers on the Male Frontier” (1981); “Knowledge Without Boundaries: What America’s Research Universities Can Do for the Economy, the Workplace and the Community” (1995); and “Closing America’s Job Gap” (2011). She considers two of her most recent books - “Invention and Reinvention: The Evolution of San Diego’s Innovation Economy (Stanford University Press) and “The Handbook on Regional Competitiveness (Oxford University Press) – among her “most significant.”

## Launching UCSD-TV and the Park & Market Center

While at UCSD, Walshok oversaw exponential growth in the university’s continuing education and public programming,

with that division’s enrollment now including more than 27,000 students taking nearly 4,500 courses.

In 1993, Walshok co-founded and helped launch UCSD-TV, which to-

and were broadcasting them way before **Google** and **YouTube**.”

Most recently, Walshok has championed the creation and rollout of the downtown San Diego multipurpose meeting and event center UC San Diego Park & Market, which opened in 2022. The 66,000-square-foot building adjacent to the Blue Line San Diego Trolley is a state-of-the-art facility that includes conference rooms, event spaces and an outdoor terrace.

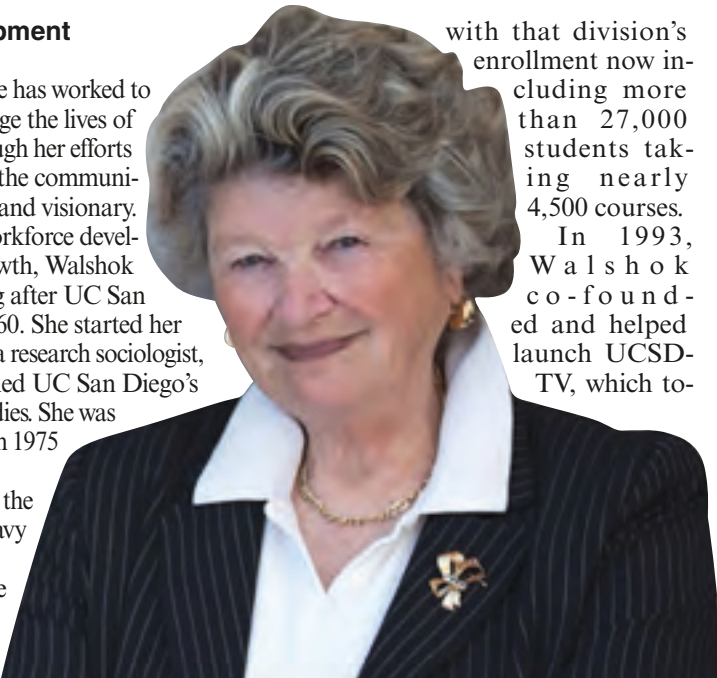
**Mark Cafferty**, CEO of the **San Diego Regional Economic Development Corporation**, has been a friend and colleague of Walshok since the two first met in the 1990s. Last month, at Walshok’s urging, the San Diego Regional EDC moved its headquarters to the Park & Market building.

“Mary has partnered with many of us and with stunning results,” Cafferty said. “She is truly a reflective practitioner – meaning she doesn’t just develop programs – she analyzes trends, outcomes and challenges through research and writing, which allows for continuous improvement in practice.”

Walshok has spent her career “trying to be a bridge between academic knowledge and practical everyday knowledge,” Cafferty added.

## Forging Partnerships

Throughout her career, Walshok has forged partnerships on campus and with



day has more than a million **YouTube** subscribers. “I knew people at **PBS** and **C-SPAN**, and this was right after the **Anita Hill** hearings, and everybody watched that,” she said. “We were discovering that people loved talk radio and talk television, not just movies and documentaries. So we adopted a C-SPAN model and developed content and started broadcasting. We had **Danny Glover**, poetry readings, famous economists and historians



## A Timeline of Mary Walshok (Selected highlights)

Teaching Associate, Sociology, Indiana University

1968-1969

Assistant Professor, Sociology, Cal State Fullerton

1972-1975

Assistant/Associate Dean, UC San Diego Division of Extended Studies

1975-1980

First book published, “Blue Collar Women: Pioneers on the Male Frontier”

1981

Dean, Division of Extended Studies, UC San Diego

1981-2022

1998-2008

Visiting Professor, Stockholm School of Economics, Sweden

2002

Decorated with the rank of Knighthood, First Class, of the Royal Order of the Polar Star by King Carl XVI Gustaf of Sweden

2002-present

University of California Television Advisory Board

2003

Cofounder, Global CONNECT

2004

Visiting Professor, Department of Continuing Education, Oxford University, England





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regional business leaders, creating innovative programs that continue to thrive to this day, including UC San Diego CONNECT, now known as **CONNECT San Diego**, one of the nation's first start-up accelerators. That organization was launched in 1985 by Walshok, Qualcomm co-founder **Irwin Jacobs**, **Richard Atkinson**, president emeritus of the University of California and a group of other prominent San Diegans.

CONNECT initially connected UC San Diego scientists with private individuals and companies working in technology along with support communities that serve technology, including accountants, attorneys, bankers, venture capitalists, marketing consultants, advertising agencies and public relations firms.

Walshok said working with leaders like Jacobs and Atkinson taught her that “success is the reward of good performance. If you make success your goal, it is much harder to achieve. If instead you focus on solving a problem, getting the job done and performing well, your reward is profit, your reward is success, your reward is a good reputation.”

Walshok also said she believes that “too many young people today, and people in general, say they want to be rich and successful. But they’re not passionate enough. Passion and confidence are the essential requirements of success and reward,” she said.

Walshok also co-founded **Global CONNECT** in 2003, a sister organization to the regionally focused CONNECT program. In 2005, CONNECT spun out of the university as an independent nonprofit

while Global CONNECT remains a part of UC San Diego.

A strong advocate for working women throughout her career, in 1998, Walshok leveraged CONNECT to help start **Athena**, a nonprofit professional networking group for executive women in STEM fields. Later, she was a founder of San Diego Dialogue – since 2007 known as the **Smart Border Coalition** – which analyzes cross-border issues and policy initiatives.

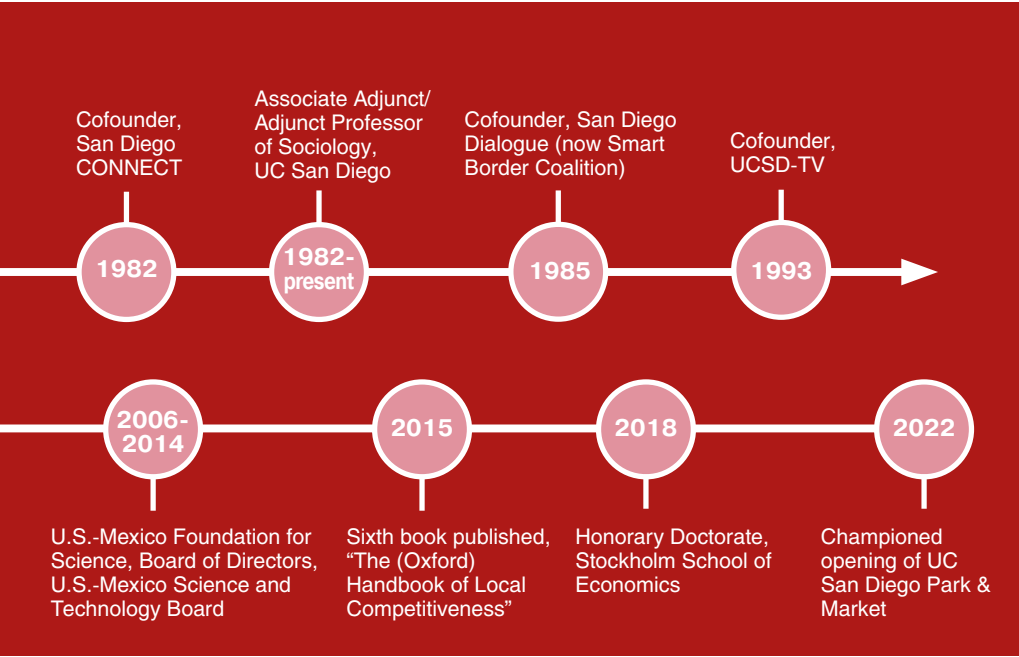
A self-described “sparkplug,” Walshok has played a key role in accelerating the San Diego region’s economic vitality for half a century. She says today that she clearly didn’t do it alone. “You don’t run a car with just a sparkplug, there are all those moving parts,” she said. “But without a sparkplug, you can’t get the whole machine to start moving.”

She calls herself “an academic entrepreneur. What does an entrepreneur do?” Walshok asked, rhetorically. “He or she sees a problem that needs to be solved, a problem that others often don’t see and he or she comes up with a solution. He or she mobilizes people and resources so that the problem can be solved. That’s the big picture.”

In addition to her knighthood, Walshok has been recognized with a plethora of prestigious awards during her eventful, 50-year career, including the Bynum Tudor Honorary Lectureship at **Oxford University**. She holds an honorary doctorate from the **Stockholm School of Economics** and is the recipient of the highest award for service to the society and the economy presented by the **Royal Swedish Academy of Engineering and Economic Sciences**, of which she is an elected member.

She also serves on the board of the **La Jolla Playhouse**, the **San Diego Opera**, the **United States-Mexico Foundation for Science**, **ACCESS Academy**, the **Kyoto Symposium Organization** and the **Girard Foundation**.

In helping present Walshok with her Lifetime Achievement Award at this year’s Business Women of the Year event, Mark Cafferty said he is “proud” to be Walshok’s friend. Then he praised the visionary business leader with her own words: “I remember that Mary once told me that friendship is wonderful but friendship in a cause is powerful. So I just want to thank you, Mary, on behalf of lots of people for these wonderfully powerful years.” ■







## Diaz Shines Bright in First Year at CSUSM

**EDUCATION:** Student Affairs VP Raises Millions for Programs

■ By JEFF CLEMETSON

**D**r. Viridiana Diaz began her tenure as Vice President for Student Affairs at **California State University San Marcos** (CSUSM) in January of this year and in her short time at CSUSM has already made a tremendous impact on student's lives.

She has demonstrated a solid commitment to removing systematic barriers for all students, and has worked across departments, programs and divisions to advance student success. She has also identified opportunities for synergetic partnerships while elevating the vital work and contributions of Student Affairs across the student life cycle.

Dr. Diaz was named by the **San Diego Business Journal** as the 2022 Business Woman of the Year Rising Star.

### Fundraising Success

This year, Dr. Diaz has been successful in securing a variety of funding for CSUSM.

She led CSUSM through a renewal of the TRIO Student Success Services grant – a competitive \$1.74 million grant over a five-year period. TRIO offers academic, personal, and professional support to first-generation, students with low-income, and/or disabled backgrounds who persist and graduate.

The **Latin@ Center** received a CSU Student Success Equity grant to expand on the success and impact of the Unidos: Latinx Leadership Certificate program at CSUSM as well as a \$40,000 **CSU STEM Vista-AmeriCorp** grant to support Latinx students pursuing STEM fields.

CSUSM Associated Student, Inc. received a \$39,000 Basic Needs & College Success Grant from the **San Diego Foundation** to support expanded services in the Cougar Pantry. The Cougar Pantry serves, on average, 600 students each year experiencing food insecurity.

Veterans Services at CSUSM renewed the Veterans to

### Rising Star



**Dr. Viridiana Diaz**

Energy Careers (VTEC) Program grant from the **Office of Naval Research** in the amount of \$6 million over three years. This grant will help student veterans translate their military experience into sustainable energy careers through internships and professional development.

Diaz also helped secure a \$50,000 grant award for **Project Rebound** to work with **At Promise Youth**. The grant will

empower the formerly incarcerated and those impacted by the criminal justice system by advocating for access to higher education and offering support services.

CSUSM's College Assistance Migrant Program secured another five-year grant, providing \$2.4 million over five years to serve students from migrant and seasonal farm working backgrounds. This summer, the school also received a \$3.4 million Child Care Access Means Parents in School grant from the **U.S. Department of Education** to supplement the childcare fees for our neediest student parents with children.

And CSUSM Readiness and Success Services received a \$45,000 grant to work with high school personnel to promote academic preparation and success.

### Commitment to DEI in Education

Throughout her 20-year career in higher education, Dr. Diaz has exemplified a strong commitment to equity, diversity, and inclusion, as well as cross-divisional campus partnerships and community engagement.

Previously, she served at **California State University, Sacramento** as assistant vice president for strategic diversity initiatives, special assistant to the president, co-director for the DEGREES (Dedicated to Educating, Graduating and Retaining Educational Equity Students) program, director of the College Assistance Migrant Program (CAMP), career counselor/coordinator and admissions and outreach counselor.

Dr. Diaz is a first-generation college student holding a bachelor's degree in communications studies, a master's degree in Latin American literature, a second master's degree in history, and a doctorate in educational leadership and policy. She is also a graduate of the **UC Berkeley Executive Leadership Academy**, **Stanford University Executive Leadership Management Institute**, and the **Harvard Institutes for Higher Education**.



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## Duggan Brings Communications Expertise to Rincon Tribe

**COMMUNICATIONS:** Highlights Include Expanding Media Presence, Rebranding Name

■ By KAREN PEARLMAN

In five years as the very first Director of Communications and Government Affairs for the **Rincon Band of Luiseno Indians**, **Tanya Duggan** has helped bring attention to and elevate the footprint of the tribe.

The Rincon Band is one of 18 federally recognized tribes in San Diego County. Many tribal governments, including Rincon, are fairly new to working with the media, branding and local legislative/nonprofit affairs.

With passion and commitment, Duggan has been able to demonstrate the importance to the tribal government leaders and elevated the Rincon Band of Luiseno Indians throughout many different sectors.

With more than 22 years of professional experience and with a strong foundation in media and public relations, public policy and project management, Duggan has expanded communications for the Rincon Tribe and bridged government relations between federal, state and local governments, and organizations, including nonprofits.

Duggan develops and implements all internal and external communications, directly engaging and directing, promoting and coordinating public relations matters for the tribal government. She is also responsible for all press releases, statements, quotes and alerts across all media outlets.

A tireless worker seeing that Rincon is represented in many different sectors, Duggan is responsible for connecting with local news media outlets to promote the tribe.

Duggan was named by the **San Diego Business Journal** as 2022 Business Woman of the Year for nonprofits.

### Community Organizations Benefit

Organizations that have benefited from contributions provided by Rincon because of Duggan's relationship building include **Final Honor**, the **San Diego Food Bank**,

### Nonprofits



**Tanya Duggan**

**Feeding San Diego**, **Boy Scouts**, the **San Diego Restaurant Association**, **Rescue Ranch**, **San Diego Burn Institute** and the **Rady Children's Ice Rink at Liberty Station**.

Duggan, who seeks out the neediest and community wide events for Rincon to support, digs deep in San Diego County and social services departments to help address many social issues of the most vulnerable populations in

the county, including veterans, those experiencing homelessness, children in foster care children and the elderly.

### Tribal History

The Rincon Reservation was established by an Executive Order on Dec. 27, 1875. A second Executive Order on March 2, 1881, increased the land area of the reservation. The reservation was officially established on Sept. 13, 1892, under the authority of the Act of 1891.

**Harrah's Resort Southern California**, owned by the Rincon Band, is a major source of government revenue for the tribe.

Duggan has rebranded the name of the "Rincon Band of Luiseno Indians" to "**Rincon Tribe**," thought to be easier to say and print, and is more recognizable to the public and media. She has also updated and monitored the Rincon website and positively promoted the Rincon brand and team.

### The Right Experience

An alumnus of the Academy of Our Lady of Peace, Duggan is a member of the San Diego Food Bank North County Advisory Board and is part of the San Diego Restaurant Association.

Before joining Rincon, Duggan represented State Sen. **Ben Hueso** as his Communications Director. She advised the senator on highly sensitive policy issues affecting the state and recommended the tone and position of such matters.

Additionally, the position enabled her to work closely with the media, develop marketing strategies, and organize special events for community and business leaders.

Prior experience as the Communications Manager and Special Projects Manager at the **County of San Diego Treasurer-Tax Collector** helped her develop strong leadership skills by directing and motivating the department's team to achieve maximum results.



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## SDF Controller Crunches Numbers For Community Benefit

**NONPROFITS:** Feuillet Led Foundation Through Pandemic Federal Award Compliance

■ By JEFF CLEMETSON

As Controller and Director of Financial Reporting for **San Diego Foundation**, **Kelly Feuillet** is known as a trusted senior advisor who ensures the foundation delivers world-class philanthropy to the organization's constituents. In her role, she oversees the foundation's accounting, audit, tax, and cash management activities. This includes ensuring an appropriate system of accountability and contingency plans designed to mitigate risk as well as enhance the accuracy of the reported financial results.

Since the pandemic, San Diego Foundation (SDF) has provided more than \$250 million to nonprofits locally, processing over 10,000 grants. Feuillet was instrumental in leading all facets of financial reporting and back-office administration, which enabled this community impact. In addition, she led the organization through complex Federal award compliance and all other audit matters associated with SDF's programmatic efforts, including the provision of healthcare worker vouchers, childcare provider financial support, computers to bridge the digital divide, summer learning camps, and small business relief funding.

Due to her competence, leadership – and at times, double-duties – the launch year financial reporting and audit for the **San Diego Regional Policy & Innovation Center (SDRPIC)**, a San Diego Foundation affiliate and consolidating entity, was a complete success.

Feuillet was named by the San Diego Business Journal as 2022 Business Woman of the Year for nonprofits.

### Year of Accomplishments

According to audits and assurance services firm Moss Adams, Feuillet is the most competent and organized professional among their nonprofit clients. Her exceptional leadership is evident in Audit Committee sessions and instills trust not

### Nonprofit



**Kelly Feuillet**

only among the SDF's Board of Governors, but also across the donor base and other readers of the audited financial statements and form 990's.

During fiscal year 2022, Feuillet led a number of professional achievements, including completing the foundation's first single audit of a Federal Award and advising the Chief Innovation Officer on Federal Award structural and

compliance matters; upgrading SDF's budget module software and automated budget reporting capabilities; revamping gift entry processes for SDF's Donor Services team; launching SDRPIC's accounting systems; and recruiting and mentoring a new controller at SDRPIC.

### Tireless Support for Community

Feuillet works tirelessly to support San Diego nonprofits and the SDF Community Impact team focused on education, children and healthy families, racial and social justice, senior wellbeing, workforce development, and crisis philanthropy.

She is instrumental in leading and organizing group discussions on current topics of interest among local nonprofit CPAs, or as an individual reference source to executives at community foundations across the county on best practices in finance and accounting. In addition to her role at SDF, Feuillet also serves on the boards or committees of **First Republic Bank**, **San Diego Women's Foundation**, and **SDF-Scholarship**.

### Resume of Success

Prior to joining San Diego Foundation, Feuillet worked in public accounting and auditing in various industries and nonprofit organizations, providing expertise in forensic accounting, discovery, analysis and presentation of complex financial and economic issues central in litigation matters.

From 2007 through 2013, Feuillet worked at **Scripps Health**, managing the accounting for numerous divisions and functional areas, including five hospitals, more than 20 clinics, restricted funds and investments.

Feuillet graduated from **San Diego State University** with a bachelor's degree in Business Management with an emphasis in Accounting. She is a Certified Public Accountant in the state of California and is a veteran of the U.S. Navy.

## CONGRATULATIONS, CHIKAKO



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California Bank & Trust (CB&T) is proud of **Chief Financial Officer Chikako Tyler**, named a **2022 Women of the Year Finalist**.

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2022







## Sasaki Leads By Example at United Way of San Diego County

**NONPROFITS:** Successful Programs Range From Literacy to Tax Refunds

■ By KAREN PEARLMAN

**N**ancy L. Sasaki has more than 35 years of business and leadership experience under her belt. As President and CEO of **United Way of San Diego County** for the past four years, Sasaki has provided unparalleled leadership to more than 40 staff members of the United Way San Diego team.

Understanding the nuances of a business and highly focused on team building, Sasaki is not the business leader to give orders behind a desk – she takes action and is engaged alongside her team.

Sasaki is commonly seen at local events, proudly distributing school supplies to elementary school students, lifting boxes and packaging food at the local food bank, at a community garden clean up or walking for a cause -- among a litany of other altruistic events she involves herself in throughout the county.

Additionally, Sasaki ensures UWSD continues to be a reputable name in the community by maintaining successful partnerships with corporate partners and local organizations that support and uplift in-need communities and create a beacon of optimism in their lives.

Sasaki was named by the **San Diego Business Journal** as 2022 Business Woman of the Year for nonprofits.

### Leading Successful Programs

Sasaki's eagle vision for success has resulted in the group's programs that benefit low-income communities in invaluable ways -- whether by finding ways to provide free tax preparation services for them or leading initiatives to create awareness of the importance of literacy among young schoolchildren.

Sasaki's leadership propelled the United Way of San Diego County, **211 San Diego**, and the **San Diego County**

### Nonprofits



**Nancy L. Sasaki**

**Earned Income Tax Credit Coalition** to provide free tax preparation services to the community, resulting in more than \$38 million of federal and state tax refunds returned back to San Diego County individuals and families.

She led UWSD's annual **Read Across America** initiative, resulting in the donation of more than 2,000 books to local students.

Sasaki also launched "**The Gap Minders**" podcast in partnership with the **San Diego Council on Literacy**. The community-driven platform features weekly episodes of insightful conversations with a range of notable and engaging guests to discuss ways to illuminate and improve the gaps in the region to create equity for all children and families.

Guests to date have included Deputy Secretary of the **U.S. Department of Education Cindy Marten**, California Secretary of State **Shirley Weber**, and author and "**A Way with Words**" former co-host **Richard Lederer**.

### A Community Partner

Under her leadership, UWSD aligns with cross-sector community partners and leverages investments from individuals and corporate partners to transform the lives of children, young adults and families in San Diego County.

She helps lead several UWSD programs and initiatives, including the Nonprofit Board Certification and Matching Program and Women United, along with annual events like Read Across America and June Day of Action.

Sasaki is a board member of **211 San Diego** and **San Diego Regional Task Force on Homelessness**, and serves on the National Advisory Council for **United Way Worldwide**, the Policy Board for **San Diego Workforce Partnership**, and the Impact Investment Committee for **Catalyst of San Diego and Imperial Counties**.

In these positions, she provides a perspective to enhance collaboration between groups dedicated to helping the diverse populations in our region.

Her precise business strategies in leading UWSD align with cross-sector community partners and leverage investments from individuals and corporate partners to transform the lives of children, young adults and families in the county.

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## Danielle Carpenter an 'Xceptional' CFO and COO

**TECHNOLOGY:** Led Company Through First Acquisition

■ By JEFF CLEMETSON

As Chief Financial Officer and Chief Operating Officer for managed IT services and consulting company **Xceptional**, **Danielle Carpenter** played a significant role in the company's expansion.

In 2022, Xceptional acquired its first company – Colorado-based **Altitude Integrations**. Carpenter assisted with the vetting and prospecting of all potential acquisition prospects by driving financial, operations, and cultural fit analyses.

When Altitude Integrations was chosen as the first company Xceptional would acquire, she led the Xceptional team in negotiations. When the acquisition closed, she spearheaded the integration processes. Within three months she had integrated all financial and communication processes. Thanks to Carpenter's work, Altitude Integrations is on track to be fully integrated with Xceptional by the end of 2022, which is six months from when the acquisition closed. The acquisition of Altitude Integrations is expected to contribute to a 25% growth in revenue for Xceptional in 2022.

Carpenter was named by the San Diego Business Journal as 2022 Business Woman of the Year for private companies with five to 49 employees.

### Admired Leader

Carpenter is admired for her career growth. When she started at Xceptional in 2009, she took on an accounting and administrative position. She progressed quickly through the ranks, holding roles in accounting, operations, and project management, which gave her the hands-on experience to prepare her for her role today as COO and CFO. Carpenter humbly credits active support and mentorship from Xceptional CEO **Chris McKewon**, and

### Small Company, Private



**Danielle Carpenter**

Chairman **Larry Johnes** for her ability to rise to meet the demands of the job.

In the same way she was provided mentorship early in her career, Carpenter now lends her hand to mentoring the women who walk through Xceptional's door. She believes in uplifting the women around her, and as a result runs an all-female finance department. Under Carpenter's

leadership, Xceptional has seen tremendous growth in gender and ethnic diversity representation, hitting 40% female and 40% self-identified ethnic minority staffing.

In addition to leading Xceptional through its first acquisition, Carpenter's career accomplishments at Xceptional include architecting and implementing workflow automation for sales operations to reduce internal costs and accelerate order flow; and leading an organizational migration from **QuickBooks** to **Microsoft Business Dynamics**, including design and development of a customized commission assessment and reporting platform to prepare the organization for hyper-growth and regional expansion.

Every day at Xceptional, Carpenter continues to develop and refine financial reports, analytics, dashboards, and forecasts that provide leadership and employees with insight into corporate performance and what levers to pull to maximize cash flow and profitability. She also regularly assists clients in finding creative financing solutions to meet their budget and IT needs.

Under her leadership, the Xceptional team was awarded MSP of the Year by **The Channel Futures**.

Carpenter is already planning and undertaking exciting 2023 initiatives at Xceptional, including attaining certified B-corporation status, formalizing Xceptional's DEI program and acquiring another company.

Carpenter also gives her time to community causes, fundraising annually for **Doctors Without Borders** and producing a substantial amount of money through her personal network. She also supports local nonprofits, including **Family Assistance Ministries**, which fights homelessness in the community, as well as the **Ark of San Juan Capistrano**, an animal rescue group which she has a personal connection to, having adopted three cats from the organization.

*Congratulations!*  
to our very own  
**Kimberly Fischer**  
for being recognized as a finalist in San Diego Business Journal's Top Business Women of 2022.

We appreciate your consistent leadership and relentless effort that you contribute to making our company the special place that it is. Go team!

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# CONGRATULATIONS

**Lisa D. Ordóñez, Ph.D.**

Dean of the UC San Diego  
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## Shawnda Dorantes Brings Out Beauty of Success

**PROFESSIONAL SERVICES:** Beauty Lounge Founder Grows Staff, Services in ‘Uncertain Times’

■ By KAREN PEARLMAN

**S**hawnda Dorantes is not one to shy away from challenges. The San Diego native triple majored in Biological Sciences, Women’s Studies and Nursing at **California State University San Marcos** in the 2000s.

Dorantes went on to work as a nurse in the acute care setting for more than eight years, specializing in medical, surgical, telemetry and hospice care, before founding **Beauty Lounge Medical Spa** in 2018, where her approach is to seamlessly enhance each client’s natural beauty and self-confidence.

Dorantes, MSN, APRN, FNP-C, has been a high achiever for decades. Recently, she successfully scaled her business over the past four years – seeing it through the Covid-19 pandemic – and provided 10 new medical professionals with steady employment during those uncertain times. She also expanded the full-service aesthetic spa to a brand-new, state-of-the-art facility during the height of the pandemic.

Dorantes was named by the **San Diego Business Journal** as 2022 Business Woman of the Year for private small companies with five to 49 employees.

### Proven Success

A powerful force in the beauty industry for the past 15 years and a registered nurse of more than 11 years, Dorantes’ tailored expertise and innovative service offerings have paved the way for Beauty Lounge’s proven success.

The medical spa is best known for its non-surgical PDO thread lifts and minimally invasive lip and nose transformations. Beauty Lounge’s service offerings include Botox, fillers, laser treatments, microneedling, non-surgical facelifts, body contouring, teeth whitening and results-driven skin care treatments.

She previously worked in an acute setting for more than eight years as a certified hospice and palliative nurse. She

### Small Company, Private



**Shawnda Dorantes**

then made the decision to combine her passion for beauty and nursing and open her own medical spa, intending to provide safe aesthetic treatments to her patients and improve their confidence.

Dorantes is a proponent of continued education, constantly earning more certificates and doing additional medical training so that she can offer her patients the

newest advancements in aesthetics.

In similar fashion, she also stepped up to help Del Norte High School make its Biomedical Pathway Program graduation ceremony special by donating the funds for each graduating student to receive an embroidered white lab coat.

### Committed to Philanthropy

Dorantes is an avid supporter of local youth sports, serving as a team sponsor, and she regularly donates to neighborhood football, volleyball and lacrosse programs.

Committed to philanthropy, Dorantes also participated in a medical mission providing medical aid to remote villages throughout Cusco, Peru with **Flying Doctors of America** in 2017.

In 2022, she made generous silent auction donations to **Father Joe’s Villages’** 37th Annual Children’s Charity Gala and the **San Diego Food Bank’s** 10th annual Chefs, Cork & Craft Gala: Hang Ten.

In honor of Mother’s Day earlier this year, Beauty Lounge partnered with the San Diego chapter of the national charitable Latinx organization, **MANA**, to provide nine mothers who were nominated by their daughters with complimentary facials.

Her entrepreneurial spirit was ingrained at an early age when she began helping her parents run their family-owned business. She attributes their guidance to her robust career as a Latina entrepreneur. Dorantes, a former longtime in-demand makeup artist, began as a Beauty Advisor for **Estee Lauder** and later became a freelance professional makeup artist for several other prestigious cosmetic lines.

After securing multiple credits in film, print, and television for her work, she joined Estee Lauder’s Regional Artistry Team while working her way through college.



## Congratulations, Dr. Tammi Ranalli Business Women of the Year Finalist 2022

SAN DIEGO BUSINESS JOURNAL



Senior Vice President, Molecular Business Unit for Quidel Corporation, Dr. Ranalli has been instrumental in the conceptualization and development of industry-defining diagnostics technologies for more than 25 years, including the successful launch of one of the first molecular SARS-CoV-2 assays in early March 2020.



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# Congratulations to Ericka Crawford & Kate Broderick!

## 2022 BUSINESS WOMEN OF THE YEAR AWARDS FINALISTS



We are delighted to have two outstanding leaders recognized as finalists among the SDBJ Business Women of the Year Award's inspirational nominees.

**Ericka Crawford**, Vice President of Quality and Regulatory, has had a prestigious career in the biotech industry. She is a collaborative leader, committed to developing physical, emotional, and mental well-being in the workplace.



**Also recognized in the SDBJ top 500, Kate Broderick**, Senior Vice President of Research and Development, has extensive experience leading multi-disciplinary teams and is passionate about fostering diversity for the best innovations in the life sciences.

**Congratulations to Ericka and Kate—we are so proud you are part of the Maravai team!**





## DeMan Leads Bench International to Top Life Science Recruiter

**LIFE SCIENCE:** 27% Revenue Bump, Diversity Goals Exceeded

■ By RAY HUARD

Since Denise “DeeDee” DeMan founded **Bench International** in 1974, the company has grown from a one-person life science and healthcare executive recruiting and advisory firm into one with a global presence.

Bench International is the world’s oldest, international, and certified woman-owned retained executive search firm serving the life sciences. It has a reputation as the most comprehensive search firms working exclusively in executive recruitment for the life sciences.

DeMan was named by the **San Diego Business Journal** as 2022 Business Woman of the Year among small companies with five to 49 employees.

### A Powerhouse

DeMan has made a significant impact on the life science community through Bench International by recruiting and making executive placements in the international biotech sector.

DeMan has been described as a powerhouse figure in the local biopharma industry and someone whose grace, intelligence and resilience are inspiring.

With DeMan as its chairman and CEO, Bench is considered one of the most successful companies, shattering diversity ceilings by bringing women, people of color, as well as those who think and do differently to leadership roles in life science companies.

Bench exclusively serves the pharmaceutical, life science platform technologies, biotechnology, devices, diagnostics, bio-pharma and drug/device combinations industries.

The company’s footprint extends across the U.S., Europe and reaches to Australia and the Pacific Rim.

### Long Term Partners

For more than 45 years, Bench has had a remarkable track record.

### Small Company, Public



**Denise DeMan**

Under DeMan’s leadership the company’s revenue in fiscal year 2021 was 27% higher than it was in the 2020 fiscal year and 60% of Bench’s hires in the last year have either met or exceeded diversity standards.

The firm has established an enviable record in placing people. More than 75% of those recruited through Bench stay with the same company for five years or more with an average of two

promotions in five years.

Vetted job candidates are delivered by Bench within two to five weeks.

As a result of Bench’s finding the right people for the right positions, 90% of Bench’s clients are long-term partners.

The firm’s recruiting practice encompasses recruiting independent board members and spans corporate leadership and leadership positions in discovery, research and development through commercial leadership.

Its advisory practice includes confidential diagnostic projects and leadership managing projects.

### Inspiring

Giving back to the industry important to DeMan. In addition to her leadership at Bench, DeMan is a leader in industry and charitable organizations such as **BIOCOM**, **Life Science Cares**, **Learning Forum International**, **Making Great Kids Greater**, **Healthcare Business Woman’s Association** and the **Bank of Women**.

She also empowers others at Bench to engage in causes that are important to them.

DeMan is an inductee of the **National Association of Women Business Owners**.

A graduate of **Drexel University’s** Corporate Governance Program, DeMan holds a double masters of science degree in auditory pathology and speech pathology.

Before founding Bench International, DeMan was a research fellow in a joint research program sponsored by the **National Institute of Health**, **Siemens Corp.**, the **University of California**, **San Diego State University**, and the **San Diego Speech and Hearing Center**.

Since 1974, Bench International has served its client partners using a performance milestone accountable model. DeMan was named by **PharmaVoice** as one of “The Top 100 Most Inspiring People” in the pharma industry.

# CONGRATULATIONS!



**TANYA DUGGAN**  
DIRECTOR OF COMMUNICATIONS  
AND GOVERNMENT RELATIONS

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## Bravo-Karimi Leads Law Firm's Emphasis on Diversity

**ATTORNEYS:** Wilson Turner Kosmo Achieved 80% Women or Minority Staff

■ By RAY HUARD

As the head of one of Southern California's largest law firms owned by women, **Carolina Bravo-Karimi** has been hailed as a catalyst for change in helping businesses harness the power of diversity in her role as managing partner of **Wilson Turner Kosmo**.

She did that at Wilson Turner Kosmo in leading the firm's commitment to diversity as it hired 17 lawyers and a human resources director of diversity.

More than 60% of the firm's partners are women, women account for nearly 80% of the firm's lawyers, and 45% of the firm's lawyers are minorities.

In all, more than 80% of the firm's staff are women or minorities.

Bravo-Karimi was named by the **San Diego Business Journal** as Business Woman of the Year for a private medium-sized company.

In nominating Bravo-Karimi for the honor, her colleagues wrote that she is "a dynamic litigator" and a sought-after expert in equity and inclusion.

"Carolina advocates for more diverse, equitable and inclusive workplaces and advises businesses, decision makers, and employees on how to achieve them," her colleagues wrote. "She is a leader in law, business and society who is shaping dialogue on diversity and unconscious bias to build workplaces free from harassment, discrimination and micro-aggressions."

### Impressive Resume of Involvement

A graduate of **Harvard University** with a bachelor's degree in government and Spanish, Bravo-Karimi earned a master's degree in gender studies from the **London School of Economics and Political Science**.

**Medium Company, Private**



**Carolina Bravo-Karimi**

She earned her law degree from the **University of San Diego (USD)**.

Bravo-Karimi joined Wilson Turner Kosmo as an associate in June 2012, became a partner in January 2018 and was the firm's first Latina partner. She was named managing partner in December 2021.

She serves on the **Fleet Science Center's** Board of

Trustees and is co-chair of the Trustee Affairs Committee.

Bravo-Karimi also is president of USD's **San Diego School of Law's** Alumni Board, co-chair of Just the Beginning's Steering Committee, and a board member and past president of the **Federal Bar Association's** San Diego Chapter, deputy of San Diego's **Hispanic National Bar Association**, a faculty advisor of USD's Executive Moot Court Board, and a faculty member of the **National Institute of Trial Attorney's** trial program.

Bravo-Karimi received the **San Diego County Bar Association's** Service to Diversity award; was named to Profiles in Diversity Journal's Latino Leaders Worth Watching Award; and was honored by **San Diego Lawyers-Super Lawyer**.

At Wilson Turner Kosmo, maintains the firm's more than 10-year partnership with the San Diego Bar Association and the **Association of Corporate Counsel's** San Diego Diversity Fellowship Program.

### Pioneering Program

Bravo-Karimi has started the firm's pioneering Diversity, Equity & Inclusion (DE&I) practice group to work with industry-leading global organizations and educational institutions on large-scale projects that promote workplace cohesion, attract and retain talent, create business opportunities, increase diversity data transparency and reduce legal risk.

"Our firm was built upon DE&I because it was built by people, women predominantly, who wanted to integrate their outside lives with their professional lives," Bravo-Karimi said. "That is what diversity and inclusion is all about. It's the idea that we show up to work as full and complete individuals and want our workplace to recognize the full extent of who we are and what our identity is."

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## Claudia Ibarra Is a Key Player in DermTech's Growth

**LIFE SCIENCES:** Threefold Lab Capacity Accommodates Melanoma Test Demand

■ By RAY HUARD

**C**laudia Ibarra as company COO has helped lead DermTech through a remarkable period of growth despite the challenges of worldwide pandemic.

With more than 25 years of experience in clinical laboratory operations in the areas of oncology, immunology, and molecular biology, it was a task for which she was well suited.

Ibarra was named by the **San Diego Business Journal** as 2022 Business Woman of the Year for public companies with 50 to 249 employees.

### Increased Capacity

Since Ibarra joined DermTech in 2019, she has increased lab capacity more than threefold and is credited with significantly contributing to the company's status as a precision dermatology leader.

DermTech's increased lab capacity allowed the company to accommodate demand for its melanoma test, a revolutionary way to detect the disease.

The test uses non-invasive stickers to lift cells from the surface of the skin, which are then tested at DermTech's lab for the presence of genomic markers associated with melanoma.

She also started the DA mutation analysis of the TERT promoter, available as part of the DermTech Melanoma Test, increasing the sensitivity from 91% to 97%.

In one year alone, between 2020 and 2021, Ibarra increased her operations team from fewer than 10 members to more than 35.

### Fostering Collaboration

According to those who know her, Ibarra makes it a priority to foster a collaborative and supportive environment for her team.

They said that Ibarra thrives at building high performance teams by mentoring and empowering others to

### Medium Company, Public



**Claudia Ibarra**

advance their careers and go after leadership positions.

Always looking ahead, Ibarra is planning for an even broader lab expansion as Derm Tech plans to open a new, 20,000 square-foot lab later this year.

### International Experience

Born and raised in Argentina, Ibarra started her career

as a biochemist in the clinical laboratory industry, specializing in immunology, endocrinology, and solid tumors.

She moved to the U.S. 21 years ago and had to restart her career, starting as a technician. She earned a degree in biochemistry with specialization in clinical laboratory science from the **University of Buenos Aires** in Argentina and holds a California license as a clinical laboratory scientist.

Before joining DermTech, Ibarra was senior vice president of laboratory operations at **Exagen** and director of the molecular oncology laboratory at **Genoptix, Inc.** She also was the coordinator of the Molecular Genetic Training Program at Genoptix.

While at Genoptix, Ibarra led a team where she built a molecular laboratory.

Among her more notable accomplishments at Genoptix was the validation and transfer of more than 17 molecular assays in three years.

### Commitment To Community

In her community work, Ibarra served on the advisory board of the **Miramar Medical Lab Technician Program**.

With Ibarra's help, DermTech initiated its second annual #Stickit2Melanoma campaign in honor of Melanoma Awareness Month.

The campaign supports DermTech's mission to help end melanoma deaths through reliable detection. For every "Stickit2Melanoma" pledge to schedule a skin exam, DermTech makes a \$5 donation to nonprofit organizations focused on skin health.

As part of the initiative, DermTech supports the **Andy Valenta Melanoma Foundation**, created to honor a Vista firefighter who died from the disease. The foundation raises awareness of the disease within fire departments and helps provide routine skin checks to firefighters.

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## Ordóñez Transforming Rady School to Business Education Excellence

**EDUCATION:** RSM Dean Successfully Implementing 5-Year Plan

■ By JEFF CLEMETSON

As the only second dean of the UC San Diego Rady School of Management (RSM), Dr. Lisa D. Ordóñez is transitioning RSM from an innovative and forward-thinking startup focused on providing business expertise to San Diego's scientists and technologists, to a nationally ranked UC business school known for excellence in both its educational and research endeavors. By careful visioning and strategic partnerships, the school is maximizing the potential of the San Diego region with initiatives serving the military, health and biomedical industry, and the cross-border region.

In her first two years on campus, and during a global pandemic, Dean Ordóñez completed a five-year strategic plan – "Ideas to Impact, 2021-2026" – that focused on five strategic intents: enhancing faculty research; elevating the student experience; fostering strategic community partnerships; demonstrating a commitment to equity, diversity and inclusion; and building an adaptive infrastructure. The aim of this plan is to demonstrate the school's value in the community and progress already underway.

Dr. Ordóñez was named by the San Diego Business Journal as 2022 Business Woman of the Year for public companies with 50 to 249 employees.

### Significant Impact

Dr. Ordóñez has only been in the San Diego area a short time and yet has already made a significant impact in the region.

She led the Rady School through an unprecedented pandemic, emerging stronger than ever with the highest enrollments in the school's 18-year history. Under her guidance, the RSM launched the Rady

Medium Company, Public



**Dr. Lisa D. Ordóñez**

School Business Recovery Coalition to help businesses in the San Diego region navigate the unprecedented challenges faced by COVID-19. This initiative drew on expertise from the UC San Diego community to provide immediate pro bono assistance and guidance to San Diego businesses during these extraordinary times.

In the last year, Dean Ordóñez hired seven new faculty members with a cluster hire in inclusive excellence to support equity, diversity, and inclusion at the school and in business practice more broadly. She approved several fellowships to provide opportunities for UCSD employees, veterans, and medical professionals for the MBA and MS in Business Analytics part-time programs. Dean Ordóñez also successfully navigated RSM through a successful AACSB reaccreditation.

Recently the Rady School partnered with the San Diego Military Advisory Council (SDMAC) to provide research support for SDMAC's Military Economic Impact Report (MEIR) – an independent annual study to comprehensively quantify the impact of defense-related expenditures on the San Diego region's economy which is used to demonstrate the importance of the military on our region.

### Deep Academic Background

When Dr. Ordóñez was appointed Dean of Rady School of Management in September 2019, she brought with her a deep background in academia. She spent 25 years of her career at the University of Arizona, serving the last four and half years as Vice Dean of the Eller College of Management.

Dr. Ordóñez is a recognized expert in the field of ethical behavior in organizations, and her research examines the negative aspects of goal setting. She has published scholarly articles and chapters in her field of expertise and received a National Science Foundation grant to support her work on ethical decision making.

Dr. Ordóñez is a graduate of UC Berkely, where she received a bachelor's degree in psychology, a master's degree in marketing and her Ph.D. in Philosophy and Mathematical Psychology.

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 Vice President, Adams & Martin Group

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We're thrilled to announce that Kristy was recognized as a finalist for the San Diego Business Journal's Business Women of the Year 2022 awards!

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# Deloitte San Diego Thrives Under Leadership of Juli Moran

**CONSULTING:** Marketplace Expansions Brought 20% Year Over Year Growth

■ By RAY HUARD

The San Diego office of **Deloitte** has grown dramatically under the guidance of **Juli Moran** as its lead. From a staff of about 400 just three years ago, the San Diego office has expanded to about 900 in 2022 and has been recognized as one of the largest and fastest growing professional services firms in San Diego.

As managing director and office managing partner at Deloitte in San Diego, Moran was named by the **San Diego Business Journal** as 2022 Business Woman of the Year among private companies with 250 or more employees.

Moran also led efforts across several marketplace expansions that have resulted in 20% year over year revenue growth for Deloitte in San Diego.

Appointed to head the San Diego office of Deloitte in 2021, Moran has more than 33 years of experience in the life science industry and leads a number of Deloitte account teams in the life science industry sector.

During a time when many companies face challenges in retaining and hiring people, Moran has met the challenge by coming up with new and innovative methods to quickly bring nearly 450 professionals into the San Diego office since the start of the COVID-19 pandemic.

She credits the success of the San Diego office to its focus on recruiting strong talent and on recognizing and serving the needs of its clients.

Moran encouraged a successful hybrid work model that allows for in person collaboration as necessary and to build a sustainable and strong culture for the Deloitte employees.

**Promoting Diversity, Community Involvement**

She also led the efforts to design and execute the

**Large Company, Private**



**Juli Moran**

first Deloitte DEI (Diversity, Equity and Inclusion) Panel hosted in the office with more than 50 participants and panelists from **Illumina**, **QuidelOrtho**, the **San Diego State University DEI Institute**, and **Connect**.

Moran said that Deloitte for more than 20 years has focused on the inclusion and advancement of

women. Her advice for other women is to own their careers, to ask for what they want, to network and use that network for support.

A frequent speaker at industry events hosted at the Deloitte office and in the community, under Moran's leadership the Deloitte San Diego office has started a bi-annual CFO forum for top San Diego CFOs to review the economic impact and tax considerations of congressional legislation and economic trends with Deloitte's chief economist.

She organized a Volunteer Council that planned Deloitte Impact Day in June with more than 300 Deloitte professionals participating in 11 hands-on community events with a variety of nonprofit organizations.

Moran serves on the Board of Governors for Bio-Com, **chairs American Heart Association San Diego Region Board of Directors**, and focused on bringing grants from the **Deloitte Foundation** to local organizations to support minority and underserved students as they pursue STEM (Science, Technology, Engineering and Math) education and careers.

When she was appointed to head the San Diego office, Moran said one of her priorities was to engage Deloitte's employees with local organizations where the firm can have an impact on the broader community.

A graduate of the **University of California Los Angeles** with a bachelor's degree in political science and government, Moran earned a master's degree in international business and marketing from the **University of Arizona W.P. Carey School of Business**.

Before joining Deloitte, Moran was a senior manager at **KPMG Consulting** and vice president of national accounts at **NDC Health**.



*Congratulations*

**Shawnda Dorantes MSN, APRN, FNP-C**

**for being selected as  
a Business Woman  
of the Year Winner!**



**Deloitte.**



**Congratulations!**

Deloitte proudly congratulates **Juli Moran** for being selected as **Business Woman of the Year 2022** for Large Private Companies!



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## Alexis Volen is Key to CIRE Equity's Growth

**FINANCE:** Business, Company Culture Successes Highlight Year

■ By RAY HUARD

**A**lexis Volen, as COO of CIRE Equity, has been described as a tactical executive, dedicated mentor, and inspiring leader.

She has a demonstrated track record of successfully identifying, managing, and capitalizing on real estate investments in growth markets nationwide at all levels.

Volen was named by the **San Diego Business Journal** as 2022 Business Woman of the Year for large companies with 250 or more employees.

### Outperforming Market

Under Volen's leadership, CIRE Equity has continued outperforming the market year after year and has been called the strategic and operational mastermind behind CIRE's success.

Her expertise in managing company assets and growing a high-performance team has helped lead CIRE's portfolio to include more than \$500 million of retail, office, industrial and multifamily investments across the nation.

She directly oversees the company's internal asset, construction and property management, and its human resources and IT departments and has streamlined the company's systems and processes to ensure that they can support CIRE's continued expansion.

Volen also negotiated and executed the largest renewal in the CIRE portfolio with Harkins Theaters with a commitment from Hawkins Theaters to upgrade its theater. She also negotiated waivers from nationally recognized tenants to develop land for quick-service restaurants at various shopping centers, adding value to CIRE's over-all portfolio.

Throughout the pandemic when others threatened tenants with evictions and pushed for collections, Volen

### Large Company, Private



**Alexis Volen**

implemented a campaign that focused on nurturing CIRE's relationship with tenants. She and her team called each of the tenants to communicate that CIRE was there to help.

### Growing a Diverse Culture, Team

Volen is a critical driver in expanding CIRE's team and

developing a culture of inclusivity and diversity.

She maintains a consistent open-door policy, providing immediate support to whoever may need it and schedules weekly one-on-one meetings with her team and encourages them to focus on their professional development and personal growth.

She recently received her Certification of Diversity, Equity, and Inclusion Mastery from SDS Global Enterprises, furthering her and CIRE's commitment to that culture. As a result of that commitment, 50% of company leaders are women, and 51% are minorities.

Volen also earned a certification in BlueEQ Leading with Psychological Safety and introduced psychological safety and emotional intelligence workshops at CIRE.

During what's been called the Great Resignation that followed the outbreak of the COVID-19 pandemic, CIRE beat the market turnover rate with a turnover of only 10% in 2021 through Volen's initiatives in remote hiring and on-boarding and an improving employee benefits package.

### Academic and Service Background

She earned a bachelor's of science degree in business management and a bachelor's of arts degree in psychology from the **University of California San Diego** and a master's degree in strategic management from the **Indiana University Kelly School of Business**.

At UC San Diego, Volen was a star rugby player, played on the National Team Rugby, and was twice named an all-American rugby player. She volunteers as a coach of UC San Diego's Women's Rugby.

Her other volunteer work includes serving as a board member of the Real Estate & Development Program at UC San Diego and on the Careers Committee and DEI (Diversity, Equity and Inclusion) Task Force of **San Diego CREW** (Commercial Real Estate Women).

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**Congratulations**  
 to all of the Finalists and  
 Winners of the SDBJ Women  
 in Business Awards! What an  
 incredible group of ladies!

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 recognized alongside these  
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## Sarah Hassaine Institutes Global DEI Programs at ResMed

**MEDTECH:** Grew Employee Resource Groups Threefold in 18 Months

■ By KAREN PEARLMAN

**S**arah Hassaine, Global Director of Diversity & Inclusion at **ResMed**, a global leader in digital health and cloud-connected medical devices, is heralded by her contemporaries as compassionate, selfless, driven and inclusive.

With a strong, proven track record of delivering and leading evolving diversity and inclusion programs and initiatives for the last eight years, Hassaine consults, advises, and upskills ResMed's global leaders; designs and delivers trainings on diversity and inclusion values and best practices enterprise-wide; evaluates policies, accessibility and facilities; proposes changes that drive inclusion; and effectively manages partnerships to drive advocacy, sourcing, branding, engagement and professional development opportunities.

Through her community involvement in San Diego and globally, her role within ResMed, her more than 100 speaking engagements at business, diversity, and tech conferences, and her contributions to local media outlets, Hassaine uses her platform to advocate for diversity, inclusion and the value of a shared space of understanding.

Hassaine grew up in a household that emphasized community-building work, community service and activism. This upbringing has become a major part of who she is today as a diversity and inclusion practitioner.

Hassaine is spearheading critical organizational change within ResMed to create a truly diverse and inclusive work environment where all employees feel included, appreciated, welcome and able to develop professionally.

Dedicated to listening to people share their experiences, understanding their needs, and bringing the information to action to help improve different environments, Hassaine is a strategic analytical person whose personality and self-expression marry with her work. She uses her voice to elevate others – whether in the workplace or through her community work.

**Large Company, Public**



**Sarah Hassaine**

Hassaine was named by the **San Diego Business Journal** as 2022 Business Woman of the Year for large public companies with more than 250 employees.

### Implementing DEI Programs

In addition to building a global team that focuses on an equitable approach to diversity and inclusion, Hassaine

has elevated awareness around accessibility in products and led ResMed through Global Accessibility Awareness Week with a series of learning activities

Among her accomplishments, she developed strategic processes, by-laws, annual planning templates, and operating models for Employee Resource Groups, and expanded internal communities from four to 12 groups within 18 months – each with its own webpage, logo and mission.

She also partnered with ResMed's "People Compliance" and led the update of the company's Code of Conduct and Employee Handbooks with new language on anti-racism, anti-discrimination and use of bathroom of choice.

Additionally, she partnered with ResMed's facilities team in Singapore and the U.S. to put in expectant mother parking spots, "Quiet Rooms" and updated nursing room equipment and experience.

### Community Involvement

Hassaine's community involvement underscores her devotion to community empowerment. She has worked with refugees in San Diego County and across the border in Mexico with orphanages through Corazon de Vida.

Hassaine is part of the **San Diego Tech Women Coalition**, the **San Diego Diversity Council** and serves on the Boards of **Planned Parenthood of the Pacific Southwest**, the **North San Diego Business Chamber** and the **Kim Center for Social Balance**.

She is also a mentor through **Operations Connect for Veterans**, **DisabilityIN's Emerge Program** and **UCSD's Triton Mentorship Program**.

Hassaine received her Bachelor of Arts in political science and international relations from **UC San Diego**, her master's degree in public policy from **George Washington University**, an MBA from **The Wharton School**, and certification in diversity and inclusion from **Cornell**.



**Congratulations**

Congratulations to Nancy L. Sasaki, President and CEO of United Way of San Diego County, for being a 2022 San Diego Business Journal Women of the Year award winner in the nonprofit category! The UWSD team is grateful for her leadership and contributions to the San Diego community.



United Way  
of San Diego County



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**BUSINESS  
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of the year awards **2022**

**CONGRATULATIONS  
TO ALL OF THE  
2022 WINNERS  
AND FINALISTS!**

**#SDBJ | #BWOTY2022**



# SDBJ celebrates the 2022 Business Women of the Year Awards

The 2022 Business Women of the Year Awards celebrating at the Hyatt Regency La Jolla At Aventine on November 15, 2022.



The winners of the San Diego Business Journal 2022 Business Women of the Year Awards celebrate being honored.



Panelists Diane Hansen (left), Jane Finley and Maria Chan



Lifetime Achievement recipient Mary Walshok



Tom Bui (left), Maly E'K-Doungpanya and Sergio Alcalde (City Heights CDC)



Denise Scatena (left), Rachel Luis Y Prado, Keshia Javis-Jones and Arika Daniels (Scatena Daniels Communications and Workshop for Warriors)



Sarah Hassaine (ResMed)



DermTech's Claudia Ibarra (left) and Kellie Hill



JPMorgan Chase VP of Media Relations Peter Kelley and San Diego Business Journal publisher Barb Chodos



Jasmine Leflore (Greater Than Tech) and Maya Madsen (Maya's Cookies)



Patricia Prado-Olmos (left), Dr. Viridiana Diaz and Erica Perez (Cal State San Marcos)



Ilo Nuekam (The Collective) and Mark Sukenik (SAS)



Claudia Ibarra (DermTech)



Mary Kate Flatley (Deloitte) and Neeti Chauhan (Withum Smith + Brown, PC)



Deloitte Managing Director Juli Moran



Susanne de la Flor (Express Network)



Radicle Science founders Jeff Chen and Pelin Thorogood



Tanya Duggan (Rincon Band of Luiseño Indians)



Rodger Dougherty (Kaiser Permanente San Diego)



Beauty Lounge owner Shawnda Dorantes



Kelly and Daemon Feuillet (San Diego Foundation)



The event drew a packed house at the Hyatt Regency La Jolla.





(left to right) Victoria Lakers (Calibre One), Jennifer Barnes (Optima Office), Innesa Burrola (Boutique Recruiting), Anna Crowe (Crowe PR), Jasmine Leflore (Greater Than Tech), DeLinda Forsythe (Cause San Diego) and Melissa Parvis (Fresh Clean Threads)



Chelsi Zoller (left), Tricia Mercer, Mekia Powell and Bobby Gurba (INDUS Technology)



Malin Burnham presented the Lifetime Achievement Award to Mary Walshok



Daniel Alvarez and Shawnda Dorantes (Beauty Lounge Medical Spa)



Mark Cafferty presented the Lifetime Achievement Award to Mary Walshok



Marisa Jolstead (left) and Kristy Carbajal (Roth Staffing)



Danielle Carpenter (Xceptional)



Randy Torres-Van Vleck and Maly E'k-Doungpanya (City Heights Community Development Corporation)



Bench International CEO Denise "DeeDee" DeMan



Akilah Templeton and Alyce Fernebok (Veterans Village of San Diego)



(Left to Right) Ilo Nuekam (The Collective), Amy Ngyuen-Chyung, Jim Deoitte, Julie Brown, Dr. Lisa Ordóñez, Wendy Hunter, Toni Rhorer, Liz Balcom, Natalie Yahnke and Tim Schwartz (UCSD Rady School of Management).



(Left to Right) Allison O'Neil, Conner Jones, Leo Burrola, Innesa Burrola, Sema Zavulunova, Nicole Kilar, Natalie Gillhouse, Pam Schuler, Jack Durall (Boutique Recruiting)



Panelist Kelly Shupe (JPMorgan Chase & Co.)



Denise Scatena and Arika Daniels (Scatena Daniels Communications)



Alexis Volen (CIRE Equity)



Jamie D. Choi, P.h.D. (Snell & Wilmer)



Nancy L. Sasaki (United Way of San Diego County)



Sarah Hassaine (ResMed)



Jack Durall (Boutique Recruiting)



Jill Collins and Ella Tsurkanu (Audacity Health)



(Left to Right) Melissa and Matthew Parvis (Fresh Clean Threads) and Anna Crowe (Crowe PR)



Jill Planeta (left), Melanie Gray, Bobbie Oudinarath and Angel Parasio (JPMorgan Chase & Co.)



Melissa Poler (left), Andrea Steinbrenner, Dawn Ovrom and Joanna Tan (Exit Consulting Group)



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