



# WOMEN IN GLOBAL CAREERS ROUNDTABLE

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## BIO NOTES



### **Stacie Berdan**

*International Careers Expert, Best-selling and Award-winning Author, Marketing & Communication Consultant*

Stacie Berdan is a seasoned global executive, a successful entrepreneur and a best-selling and award-winning author. As a marketing and communications consultant to non-profit organizations and higher education, she brings 25 years of extensive leadership experience in global communications and marketing, brand positioning, public affairs and organizational change expertise across four continents. She is a strategic thinker with excellent communication and business management skills, coupled with an entrepreneur's discipline, drive and creativity.

Stacie has served as coach, counselor, collaborator and adviser to CEOs, heads of state, politicians, academics and senior executives around the world. Her cross-cultural consulting experiences enable her to work well with a diverse mixture of professionals across industry, seniority level, nationality and gender. She brings a unique perspective to the table as a female leader with international experience equally comfortable in the corporate, philanthropic, not-for-profit and higher education worlds.

Stacie has lived and worked in Miami, Washington, D.C., New York, Hong Kong and now Connecticut. She spent the majority of her career at Burson-Marsteller, one of the world's leading global communications firms, rising from entry level to senior leadership. There she distinguished herself as a results-driven leader who developed and oversaw the implementation of successful internal and external marketing and communications models designed to drive business objectives, while managing multi-million dollar budgets. Her clients have included management consulting; consumer goods, health care and technology companies; higher education; and several foreign governments. After leaving Burson-Marsteller, Stacie joined Unilever as a member of the leadership team; she was responsible for internal and external communications, including the development and roll-out of the new corporate brand, as well as the strategy, messaging and implementation for largest organizational change for Unilever NA. In addition to her consulting practice, Stacie uses her international business experience to promote the need for global awareness and cross-cultural competency through her books, media appearances and speaking engagements. She has authored six award-winning books on the intersection of globalization and careers, with translations into Arabic, Chinese, Japanese, Korean and Spanish.

Stacie provides expert commentary to news organizations; her national broadcast appearances include NBC's "Today Show", NPR's "Marketplace", ABC Morning News, CNN International, and numerous Fox shows. Stacie's work has been featured in The New York Times, Wall Street Journal, USA Today, Forbes, Fortune, Time, Huffington Post, Business Upstart Journal, Chronicle of Higher Education, among many other publications. Website: [www.stacieberdan.com](http://www.stacieberdan.com)



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## **Margaret Block**

*Specification Product Manager – Lutron Electronics*

Margaret Block is a Product Manager at Lutron Electronics, a company that makes innovative home and lighting automation products and systems. Her responsibilities include developing product roadmaps, conducting market research, and identifying areas of innovation that meet business objectives and align with key marketing strategies. In this role, Margaret and her team work with manufacturers and suppliers around the world to deliver design-centric products for the home. Margaret has traveled internationally to engage with new business partners, research trends and to lead need-finding initiatives, to ultimately establish new product categories that appeal to those local markets. Major initiatives include product launches in Toronto, London and greater Europe.

Prior to this role, Margaret led the international specification marketing team at Lutron, creating initiatives and global marketing campaigns to support international product launches and sales programs. Margaret uses her international experience to work closely with diverse teams across Lutron's global offices, ensuring customers across various market segments can be successful with Lutron solutions. She often collaborates with architects, interior designers and developers from around the world when they travel to Lutron headquarters, and helps them curate solutions tailored for their clients with global lifestyles.

Margaret graduated from Grinnell College in Iowa with a B.A. in Economics and Chinese. In college, Margaret spent a summer in Beijing at the Capital University of Economics and Business, and also studied classical piano in Milan, Italy at the Civica Scuola di Musica. After graduation, Margaret spent a year in Nanjing, China teaching middle school English and tutoring English faculty at Nanjing University Attached Middle School. During her time there, Margaret also worked for *MAP magazine*, a bilingual monthly publication featuring local lifestyle and culture trends in Nanjing and surrounding areas. Margaret spent the following year in Shanghai, teaching World History and English Literature at Fudan University International High School, and took classes to achieve conversational fluency in Chinese.

Margaret now lives in the Lehigh Valley, Pennsylvania, and enjoys playing the piano and competing in USTA tennis tournaments with her local tennis team.



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## **Danelle DiLibero**

*Vice President, People & Culture – Anova*

Danelle DiLibero has more than twenty years of global HR experience within various industries, including financial services (Goldman Sachs), consulting (BCG), engineering and manufacturing (Sensata Technologies), and technology (RMS).

In her current role as VP of People & Culture at Anova, Danelle is responsible for the overall people and talent strategies and organizational development plans to attract and develop top talent.

She feels fortunate to have worked with global organizations that allowed her to travel to many countries around the world and provided her the opportunity to live in Malaysia for a short period of time in 2018. Danelle has been known to say, “Have passport, will travel!”

Danelle is an active conference speaker and panelist on the topics of HRTech, Candidate Experience, Diversity Best Practices, and the Future of Work. In 2015, Danelle was requested to participate in a discussion with the U.S. Secretary of Commerce to discuss job-ready education and education debt. She also enjoys her time as an advisory board member to Starship HSA and NetWorkWise. In the non-profit world, Danelle is an annual volunteer at the Patriot Outpost, a military hospitality venue at PGA tournaments and with The Laurus Project.

In her personal time, she is a proud hockey mom, loves to read hardcover books and whenever possible, shops local.



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## Whitney Foard Small

*Senior Associate – CS&A International Risk & Crisis Management*

A veteran in the field of communications, Whitney Foard Small's career has spanned the full spectrum of public affairs – from crisis communications, corporate and product communications to CSR, technology, digital, and marketing communications. Currently working on a project for IBM in New York, Whitney recently served as head of Communications and Public Affairs for Thai Union Group (TU), the world's largest seafood company, who had become embroiled in issues around modern slavery and sustainability. After a concerted effort, TU was able to reach a global agreement with Greenpeace, attain the number one position for food companies in the Dow Jones Sustainability Index, and build strong partnerships with key NGOs such as WWF.

In her previous position as Ford Motor Company's Regional Director of Communications for Asia Pacific and Africa (APA), Whitney led a team of 42 communicators in the research, planning, and execution of product and corporate communications programs in 12 markets across the region. In this role, Whitney transformed Ford's APA Communications function into an extremely nimble regional team sharing centralized resources to tell the Ford story to every audience and for every product.

Before joining Ford Motor Company, Whitney served as Asia-Pacific Managing Director for The Hoffman Agency (HA) from 2002-2006. Overseeing seven offices throughout Asia Pacific for the agency, HA continued to grow or maintain staff and industry position in each Asia Pacific market, despite the IT and general economic downturn, and the SARS outbreak in 2003.

Whitney's time at The Hoffman Agency was preceded by five years at The Walt Disney Company where she led the integration of the marketing and sales teams, enabling them to achieve three record years, despite the 1997 Asian financial crisis. Whitney's strategy and planning teams also achieved a reputation for highly accurate forecasting, allowing them to gain greater investment backing for their business plans and move Asia Pacific from last to second place in regional funding.

Earlier in her career, Whitney led a team of consultants as Managing Director for Burson-Marsteller's Thailand operations from 1991-1996. She successfully grew the company six-fold – from loss to profitability – through a combination of strategic new business wins, client retention, and tremendous team efforts. Under her watch, Burson-Marsteller Thailand was honored by the King of Thailand for work in AIDS education and received an award from Mahidol Medical School for efforts in child nutrition education.

Whitney has deep experience as a trainer focusing on communication and marketing skills, including crisis and media training, marketing innovation skills and measurement. Whitney has lectured at universities, including Chulalongkorn and Tsinghua, as well as speaking engagements with companies and conferences. A Chinese and occasional Thai speaker, Whitney is an Associate Member of the Foreign Correspondents Clubs of Hong Kong and Thailand, where she has been elected to the Board of Executives five times. A graduate of the University of Minnesota, Whitney also studied at Nankai University in Tianjin, China. In her spare time, she publishes Beebliome ebooks for teen readers.



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## **Melissa Hall**

*Senior Vice President – Assurant*

Melissa Hall is Senior Vice President of Assurant and oversees the overall tax planning and compliance functions for Assurant's businesses worldwide. Her responsibilities include directing and coordinating tax department projects and financial reporting, as well as developing overall tax risk management and tax department strategy. In this role, Melissa is responsible for all aspects of financial reporting, including oversight of ASC 740, Sarbanes-Oxley controls for tax reporting and all tax related financial statement disclosures.

Prior to her current position, Ms. Hall served as vice president, taxation and financial ratings at Assurant, and her responsibilities included all aspects of managing the financial strength and debt ratings for the Assurant companies. Ms. Hall joined Assurant as director in 1994, was named assistant vice president in 1995, and then vice president in July of 1997. She began her career in 1986 with KPMG, where she worked in both New York and London as a tax manager until joining Assurant.

Ms. Hall is a frequent speaker at industry and tax conferences on tax technical matters as well as the use of technology and automation in finance and tax. She has been asked to advise academic leaders on building tax technology into graduate level programs. Ms. Hall is a great advocate of diversity and inclusion in the workplace.

Ms. Hall graduated with distinction from George Washington University with a Bachelor's degree in Accounting and was President of George Washington's Beta Alpha Psi Accounting Honor Society. She earned her Master's degree in Taxation from Fordham University. Her business affiliations include the American Institute of Certified Public Accountants and the New York State Society of CPA's.

Ms. Hall serves on the Board of The Tax Council and on the Advisory Board for the Tax Council Policy Institute's Annual Tax Policy Symposium. She has been named to Treasury & Risk's list of "Women in Finance," and has served as a Steering Committee member for Women United of the United Way of New York City, where she was also named a Woman of Excellence and Achievement Honoree. Ms. Hall is the Chair of the Manhattan Chapter of Women in Tax, and has served on several boards and committees for schools and sport teams in the New York City area.

Ms. Hall lives in New York City with her husband, Thomas, and their four children.



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## **Robyn Kessler**

*Executive Director, Middle East and Africa Region – International Trade Administration, U.S. Department of Commerce*

Robyn Kessler has served as Executive Director for the Middle East and Africa region for the International Trade Administration, U.S. Department of Commerce since August 2017. In this capacity, Ms. Kessler oversees a team of 164 people, in 27 offices across the Middle East, Africa and Commerce headquarters.

A career diplomat, Ms. Kessler most recently served as the Principal Commercial Officer for North India at the U.S. Embassy in New Delhi from 2014 – 2017. She managed a team of 23 American officers and Indian specialists who helped U.S. companies pursue commercial interests in Northern India. Ms. Kessler was also Commerce’s Digital Trade Attaché for India.

Ms. Kessler’s previous assignments include concurrently serving as Commercial Attaché in Moscow and Acting Senior Commercial Officer in Kazakhstan from 2011 – 2014, Senior Commercial Officer at the U.S. Embassy in Kabul, Afghanistan from 2010 – 2011, as well as Commercial Attaché in Mexico City and at the U.S. Mission to the European Union in Brussels. Ms. Kessler joined the Foreign Service in 2004.

Ms. Kessler has sixteen years’ private sector experience in strategic consulting and supply chain management. From 1998 to 2002, she was a consultant with Manugistics, a supply chain software firm in Washington, DC and Brussels, and spent eight years with the Sara Lee Corporation’s textile and apparel division. Her production and operations management positions with Sara Lee included international assignments in Manila, Paris and the Dominican Republic.

Ms. Kessler holds a B.A. from The Ohio State University and an M.B.A. from Columbia Business School.



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## **Melissa Kopolow McCall**

*Global Director for Policy – AB InBev*

Melissa J. Kopolow McCall is the Global Director for Policy with Anheuser-Busch InBev where she leads the company's engagement with multilateral organizations and guides AB InBev's holistic work to advance the UN Sustainable Development Goals.

Prior to her relatively new position, Melissa spent 15 years with the United States government, most of which was with the U.S. Department of State where she represented the United States at the OAS, WHO, PAHO, UNAIDS and UNGA.

She has expertise in health and public policy, food and nutrition, trade and sustainable development. She is a skilled negotiator and seasoned public speaker. When not helping to make every experience with beer a positive one, Melissa works as a passionate advocate for research and cures for hydrocephalus and pediatric epilepsy.

She has a B.S. from Northwestern University and an M.A. from American University.



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## Maahin Qureshi

*Credit Manager – Caterpillar Financial Services Corporation*

Maahin Qureshi (pronounced “kur-reh-shee”) is a Credit Manager at Caterpillar Financial Services Corporation, responsible for managing and developing the team that analyzes transactions greater than \$350,000 in the western United States. In her prior role, she was located in Seattle as a Territory Manager overseeing Washington and Alaska, with responsibility for both customer and key stakeholder relationships. She booked over \$75M in new business annually while maintaining best in class dealer and customer satisfaction. Her international assignment as part of Cat Financials’ treasury group in Luxembourg involved foreign exchange, issuing short and long term debt, and managing interest rate risk. Maahin started with Cat Financial in 2008 as part of the finance leadership development program with multiple assignments before moving to Luxembourg. She graduated with a Bachelor of Science in Business Administration from the University of Tennessee in Knoxville, TN. While at UT, she studied abroad in Urbino, Italy.

Maahin is multilingual and is fluent in Bengali with intermediate and beginner levels in Spanish, French and Arabic. She holds certifications in Moody’s Credit Professional, Toastmaster’s Speech Craft and Six Sigma Green Belt.

Maahin has sat on two boards, Habitat for Humanity and the Islamic Center of Nashville. She has raised over \$500K for various fundraising activities. At work, she stays involved with the St. Jude Fundraising Committee and acts as the Communication Chair for the Asian Synergy Network (ASN), a local common interest employee resource group.

Maahin currently lives in Nashville, in the Nations neighborhood. She lives with her husband, Ritson. Maahin enjoys traveling, exercising and socializing with friends and family.



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## Leslie (Jingle) Ruppert

*Supervisory Research Geologist – U.S. Geological Survey*

Jingle is a native Washingtonian and has worked at the U.S. Geological Survey in Reston, Virginia, for about 40 years as a Geologist, Research Geologist, and Supervisory Research Geologist. She earned her B.S. and M.S. degrees in Geology at The George Washington University.

For her first 30 years at USGS, her work focused on coal geochemistry, framework geology, and coal assessments in the Appalachian Basin. More recently, she led a scientific team that developed an assessment methodology that estimates how much anthropogenic CO<sub>2</sub> could be permanently stored and sequestered in sedimentary basins. She also is leading teams that determine how to utilize waste products from coal and uranium mining for by-product recovery, and conducting research to improve understanding of how fluids flow through unconventional petroleum reservoirs.

At this stage of her career, she is increasingly focused on advocating for and mentoring young scientists and students at the U.S. Geological Survey; Chengdu Geological Survey, China; and universities in Beijing and Xuzhou, China. The latter organizations have access to some of the best laboratory facilities in the world and, although early-career scientists are well trained, some of them struggle to get their research results published in international, peer-reviewed journals.

Jingle has authored or co-authored over 125 abstracts and 125 peer-reviewed articles; she is a co-inventor on a pending patent. She has won multiple USGS awards for technical, supervisory, and project management activities and is an Elected Fellow and recipient of the Gilbert Cady Award from the Geological Society of America. She has received the Gordon Wood Jr. Award from the American Association of Petroleum Geologists and the John Castaño Honorary Membership Award from The Society for Organic Petrology. She serves as a Board Member of the International Pittsburgh Coal Conference and is an Editorial Board Member of the *International Journal of Coal Geology*.