



EXECUTIVE INSIGHT 2023

INSIGHTS AND INSPIRATION FROM SACRAMENTO'S MOST
INNOVATIVE LEADERS

Welcome to Executive Insight!

Whether you're seeking guidance on navigating the corporate ladder, entrepreneurial advice, or industry-specific insights, our speakers have the expertise to guide you towards success. Prepare to be inspired as leaders share their personal journeys—the highs, lows, and pivotal moments that shaped their careers—and answer your questions.

Schedule

4:30 PM	MEMBER HAPPY HOUR
5:00 PM	NON-MEMBER CHECK IN
5:30 PM	OPENING REMARKS
5:45 PM	BREAKOUT SESSIONS BEGIN
6:45 PM	CLOSING REMARKS
7:00 PM	END OF FORMAL PROGRAM, NETWORKING TILL 8PM

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Speakers

Marisa Sharkey, Co-Founder and President, Birdies Shoes

Marisa Sharkey is an entrepreneur and retail executive. She is the Co-Founder and President of Birdies, a direct to consumer e-commerce brand that is disrupting the women's footwear industry by creating a new category of footwear--stylish shoes that secretly feel like a slipper and are versatile enough to be worn indoors and out.

Marisa is passionate about building brands and retail experiences and has over 20 years of experience working with leading brands across the world. Prior to Birdies, she led corporate strategy for Ross Stores, where she led efforts to design their best in class merchandising organization and to identify and implement opportunities for product expansion. Before that, she was a senior manager at Bain and Company, the management consultancy, where she focused on growth



strategy and performance improvement while working with CEOs and executives of Fortune 500 retailers and leading private equity firms.

Marisa holds an MBA from the Wharton School at the University of Pennsylvania and received her undergraduate degree at Cornell

University. Marisa now lives in Sacramento, California with her husband and two daughters.

Active in supporting women's organizations in both her personal and professional life, Marisa currently advises early stage entrepreneurs pursuing their own passions and serves on the Board of Directors of Women's Empowerment, an organization that supports homeless women in building skills for employment.

Jill Osur, Founder, Teneral Cellars

As a former collegiate scholarship softball player at the University of California at Berkeley, Jill has been able to combine her passion for competing and activism into a successful and prosperous career as an entrepreneur. Jill is a seasoned sales and marketing executive and is

passionate about coaching and developing young talent. Jill was the recipient of a 2012 Bronze Stevie Award for Female Executive of the Year in Consumer Products for up to 2500 employees, was honored in the East Bay Business Time “40 under 40” and San Jose Business Journal’s “Top Women in Business”. Jill is a co-founder and director of a full-service winery group in El Dorado County, CA since 2015. Jill is an activist for gender, racial and social justice, and is considered a connector and a disruptor.



Jill spent her early career in political fundraising for state and national campaigns and brought that aggressive style of fundraising to the nonprofit sector, which proved a potent tool for Special Olympics Northern California & Nevada for more than 14 years. Jill secured and helped raise over \$150 million dollars through strategic cause marketing, corporate partnerships and individual donations. Through her consulting company, Jill has helped launch numerous consumer product companies and ventures focused on doing well by doing good.

Jill is a member of Women Presidents’ Organization, C-Sweet, was a founding board member of the John F. Kennedy University Institute for Entrepreneurial Leadership and is currently on the board of Hilinski’s Hope Foundation, a charity founded to help educate and remove the stigma around mental illness and to provide integrative mental wellness programs for student athletes.

[Quirina Orozco, West Sacramento Mayor Pro Tem](#)

Quirina Orozco was elected to the West Sacramento City Council on November 8, 2016 and was re-elected to an additional four year term on November 3, 2020. She currently serves as the City’s Mayor Pro Tem.

Orozco began her career as a prosecutor with the Sacramento County District Attorney’s Office in 2005. She is assigned to the Special Assault & Child Abuse team which handles the prosecution of crimes involving the abuse of young children. A mother of four, Orozco is committed to programs that improve the educational, emotional, and physical well being of children. She is the Past Chair of the Executive Board of the Yolo County Children’s Alliance (YCCA), the founder of West Sac Kids

Give Back, and served as the driving force in the development of the City's Disney KaBOOM Park in West Sacramento's Bryte and Broderick neighborhood. Orozco considers herself a proud West Sac Little League and West Sac Soccer Club parent and supporter.



Orozco earned a Bachelor's degree at UC Berkeley, a Master's degree in Public Policy at Harvard University, and her Juris doctorate at UC Berkeley's Boalt Hall School of Law. Prior to attending law school, she worked for the White House Office of Management and Budget where

she was the lead budget examiner for President Clinton's Hispanic Education Action Plan. She later served as an advisor to Lieutenant Governor Cruz M. Bustamante and the Executive Director of the Commission for One California.

Councilmember Orozco currently represents the City of West Sacramento on the Sacramento County Regional Sanitation District, Vice President of the River City Regional Stadium Financing Authority, Port Commission, and alternate to the Countywide Executive Commission for the Homeless and the West Sacramento Area Flood Control Agency.

[Dr. Lisa Cardoza, President, American River College](#)

Lisa Cardoza proudly serves as the President of American River College in the Los Rios Community College District. She previously served as Vice President for University Advancement at California State University, Sacramento and Executive Officer for The University Foundation at Sacramento State, overseeing Alumni Relations, Annual Giving and Communications, University Development, Principal Gifts and Campaign, and Advancement Services. She led the University toward completion of its very first, successful comprehensive fundraising campaign, *On the Rise: The Campaign for Sacramento State*, which exceeded its \$225 million goal by raising nearly \$240 million. She joined Sacramento State in 2015, primarily serving as President Robert S.



Nelsen's Chief of Staff and holding interim Vice President roles in Advancement (2017) and Human Resources (2018-2019).

Lisa serves on the Board of Directors of *Improve Your Tomorrow*, Greater Sacramento Urban League, Girl Scouts Heart of Central California, and *Nueva Epoca*, as well as on the Executive Committee for the 1300 Campaign. She is also a Senior Fellow of the Mountain Valley American Leadership Forum (ALF), Class XXII.

Lisa earned her doctorate in Educational Leadership from the University of Texas Rio Grande Valley. She graduated from Stanford University with a Bachelor of Arts in Economics and a Master of Arts in Social Sciences of Education. She is also the very proud mother of two boys—Gabriel, a recent graduate of the University of Texas San Antonio (UTSA), and Diego, a senior in the San Juan Unified School District.

[Ravin Patel, Executive Chef, The 7th-Street Standard](#)

Sacramento native Ravin Patel began his culinary journey at 12-years-old working in his family's deli and home garden. During high school he worked at the Sutter Club and Del Paso Country Club in Sacramento. In 2002 he graduated from UC Davis with a B.S. in Economics, and then enrolled in French Culinary Institute in New York.

Moving back to Sacramento, Patel joined the Selland Family Restaurant Group in 2009 at Ella Dining Room and Bar under Chef Kelly McCown. In 2013 Chef Patel took over Ella as executive chef and later that year earned four stars in all categories from the *Sacramento Bee*.



In March 2014, Patel became Corporate Chef for the Selland Family Restaurant Group, overseeing all culinary operations. Chef Patel has been an integral member of the Farm-to-Fork movement in Sacramento as well as a key figure in multiple Tower Bridge Dinners. He has also been a featured chef at Pebble Beach Food and Wine and Cochon Heritage Fire Napa.

In 2018 Patel joined Presidio Co as their Executive Chef for Seasons Kitchen and Bar in Davis, CA where he assisted in the remodel and the rebranding. In 2021 Ravin

became the Food and Beverage Director of The Hyatt Centric Sacramento and the Executive Chef of The 7th St Standard and The Clayton Club rooftop lounge. Currently Chef Patel is the F&B Development Lead for Presidio Companies.

Jita Buño, Associate Chief Operating Officer, UC Davis Health

Jita Pandya Buño is the Associate Chief Operating Officer of UC Davis Health, and a national leader in healthcare. In this role, she oversees complex and dynamic academic medical center operations ensuring the highest level of patient and family care.

Buño began her career in the U.S Air Force as a medical administrator, and later served as an intelligence officer in the U.S Navy. As a Fellow of American College of Healthcare Executive and the American Leadership Forum, she is committed to promoting the highest standards of professional, educational and leadership performance. She was named a Rising Star in Healthcare by Becker's Hospital Review and recognized as Sacramento Business Journal's 40 Under 40. Active in the community and committed to the Sacramento region's growth, Buño serves on the boards of California Northstate University's Master of Healthcare Administration, Museum of Science and Curiosity (MOSAC) and the American Heart Association.

Buño received her Bachelor of Computer Science and an MBA from California State University, Sacramento. Jita and her husband, Ed, live in Elk Grove with their teenagers and dog.



Amy Russell, Senior Associate Dean, UC Davis Graduate School of Management

Amy Russell is the Senior Assistant Dean for Student Affairs at the UC Davis Graduate School of Management. In this role, she manages a dynamic team and data-driven strategy supporting the full-life cycle of the student experience for the four MBA programs, including online, as well as MSBA.

From 2018-2022 she served as Executive Director of the UC Davis Master of Science in Business Analytics program. During her leadership, the program has been ranked top ten worldwide for value for money by QS for the last four years, which is a function of alumni placements amongst other factors. The interim average salary for the MSBA Class of 2022 is at a record \$135K with \$18K signing bonus. Based in San Francisco, this year-long program develops high-performance professionals who can create business value from data and models.



Amy has been with UC Davis since 2010, and holds an MBA from the school as well. She is passionate about empowering students to maximize their potential, and creating robust relationships with corporate partners.

[Oyango Snell, CEO and Executive Director, California Lawyers Association](#)

Known for his energetic leadership and endless innovation, Oyango A. Snell transforms organizations and the team he represents through the execution of transparent business practices, human development, and empowerment.

Snell was selected to serve as the chief executive officer for the nation's largest statewide voluntary bar association, the California Lawyers Association (CLA), and its charitable affiliate, the California Lawyers Foundation (CLF), in December 2021. Before joining CLA, he served as Senior Vice President and the first In-House General Counsel and Corporate Secretary for the Western States Petroleum Association (WSPA), representing some of the world's largest energy producers.



Snell is a Certified Association Executive (CAE) credentialed by the American Society of Association Executives and is a nationally recognized professional and motivational speaker. He has earned numerous awards and accolades, including the 2021-2022 Association Executive of the Year by the California Society of Association Executives (CalSAE), Columbus, Ohio Business First 40 Under 40, Lifetime Achievement Award by Kappa Alpha Psi Fraternity Incorporated, Delta Zeta Chapter, and Alumni Hall of Fame Award by Central State University, a historically Black college/university (HBCU) in Wilberforce, Ohio, and Snell's alma mater.

Snell earned his Juris Doctor from The Ohio State University, Moritz College of Law, and a Master's in Business Administration from Franklin University. He attained his Bachelor's Degree in Political Science from Central State University. Snell exercises a servant leadership mentality through volunteer service on various boards, including United Way California Capitol Region, where he serves as Chair of the Board of Directors, and CalSAE, where he served as the inaugural Co-Chair of the Diversity, Equity, and Inclusion Task Force.

Ryan Harden and Rob Watson, Co-Owners, Camellia Coffee Roasters

Ryan Harden is the founder, CEO, and co-owner of Camellia Coffee Roasters, a coffee roasting company, coffee wholesaler, and cafe in the heart of downtown Sacramento. He started Camellia in 2016 with a vision of a highly professional coffee company that makes excellent coffee approachable, and invests in its people: employees, colleagues, and the community at large. What started as a small wholesale roasting operation has quickly grown into one of the most well-respected coffee companies in the Sacramento area, with a wildly popular cafe and a wholesale footprint spanning beyond the Sacramento region. Camellia is also a major driver of coffee community events and



interaction, for the purpose of strengthening the Sacramento service industry.

Prior to Camellia, Ryan was a coffee roaster for over 5 years, winning multiple awards before venturing out on his own. He currently runs day-to-day operations and oversees business growth and development in both the roasting and cafe sectors of the company. He also serves on the board of the R Street Partnership, dedicated to supporting small businesses and fostering a supportive environment among them.

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Robert Watson is co-owner and Chief Retail Officer of Camellia Coffee Roasters. Camellia started in 2016 with the intent on making specialty coffee personal, approachable, and sustainable. Camellia's aim is to bring great coffee to the region, maintain an extremely high level of service, and to provide a comfortable place for people to work and visit. Since the humble beginnings in 2016 the business has grown exponentially, surviving a few learning curves, an ever fluctuating market, and a pandemic. Camellia has always prided itself on being a small business, malleable, attentive, focused on its employees and the community.

Robert has 15 years coffee experience, working at more than a few cafe's, and is dedicated to the customer experience. Robert has worn many hats in his journey, from register operations to roasting to jackhammering. He currently handles back end operations, quality control, and picking up any loose ends. He believes that coffee is pretty cool, but the relationships formed through coffee are even cooler.

[Chip Maxson, President and COO, Sacramento River Cats](#)

A Midwest native, Chip played baseball at Olivet Nazarene University and received an MSE in Sports Management from Baylor University. After a couple of internships with the Kane County Cougars and Memphis Redbirds, Chip took the next step selling tickets for the Frisco RoughRiders. In 2008, Chip moved to Tacoma, WA, as the Vice

President of Ticket Sales for the Tacoma Rainiers and was instrumental in the renovation of Cheney Stadium which won Ballpark Digest's 2011 Renovation of the Year award.

Chip joined the River Cats in 2012 and has focused on leadership development, creating a positive sales culture, developing new premium and social spaces, upgrading digital and video components, and emphasizing strong community involvement.

Chip was highly involved in the River Cats affiliation switch to the San Francisco Giants which helped the team lead all of MiLB in attendance during the 2015 season. The decision was made in 2017 to bring the



food and beverage operations in-house and Maxson played a significant role in the creation and operation of River City Concessions. The 2019 season was a year to be remembered as Chip was integral in negotiating a new stadium naming rights deal with Sutter Health. In addition, he was named the Pacific Coast League Executive of the Year, and the River Cats became the only team to win three Triple-A National Championships.

Maxson was named one of Sacramento Business Journal's 40 Under 40 in 2015 and was one of Sacramento Magazine's 100 Notable Business Leaders in 2021. Chip was part of the Leadership Sacramento Class of 2020 – Best Class Ever!

Conversation Starters

Not sure what questions to ask? Consider one of these:

- Who do you look to for mentorship, coaching, and inspiration?
- What is one decision you wish you didn't make in your career? Why?
- What does great leadership look like? What are some of the attributes a great leader needs today?
- What is one thing you are proud of in your career? Why?
- What's the most important risk you took and why?
- How do you continue to grow and develop as a leader?
- How do you promote self-care?
- What advice would you give to someone interested in your industry?
- What book(s) do you recommend for leadership and personal development?