



EXECUTIVE INSIGHT 2021

INSIDE THE MINDS OF THE
SACRAMENTO REGION'S PREMIER LEADERS



Welcome to Executive Insight!

This unique event represents the essence of what Metro EDGE is all about — learning from and making connections with regional leaders. Tonight is your opportunity to ask questions, listen with intent, and grow professionally. It's a chance to strengthen our region with the highest caliber of well-rounded, young professionals.

Find new motivation and inspiration from this incredible lineup of speakers.

Event Schedule

- 4:45 PM – 5:00 PM **PREPARE WITH EXECUTIVES**
- 5:00 PM **PROGRAM BEGINS**
- 5:00 PM – 5:10 PM **WELCOME & PANEL INTRODUCTIONS**
- 5:10 PM – 5:15 PM **BREAKOUT ROOM INSTRUCTIONS**
- 5:15 PM – 5:30 PM **ROUND 1**
- 5:30 PM – 5:45 PM **ROUND 2**
- 5:45 PM – 6:00 PM **ROUND 3**
- 6:00 PM – 6:15 PM **ROUND 4**
- 6:15 PM – 6:30 PM **ROUND 5**
- 6:30 PM **CLOSING REMARKS**

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2021 Executive Speakers



Melanie Dixon **President, American River College**

Melanie Dixon became the eighth president of American River College on January 1, 2021. Melanie has served the students of Los Rios colleges for six years, since moving to Sacramento in 2014 to become the Dean of Student Services at Folsom Lake College (FLC). Melanie quickly demonstrated her skill and commitment to students and, within three years, was promoted to FLC's Vice President of Student Services. Over the subsequent years, Melanie has served in a variety of different capacities in the district, leading student success efforts at the district and college level as Los Rios' Interim Vice President of Innovation and Success, Sacramento City College's Interim Vice President of Student Services, and most recently as Los Rios' Associate Vice Chancellor of Educational Services and Student Success.



MARCUS STROTHER **CEO at MENTOR California**

Marcus Strother: Educator. Trainer. Community and Youth Advocate.

Marcus Strother is the President and CEO of MENTOR California, the California affiliate of MENTOR: The National Partnership, the unifying national champion for expanding quality mentoring relationships for young people.

A father, husband, career educator, youth and community advocate, he is a 22-year veteran in public education. Marcus spent eight years in the classroom and nine as a high school administrator, most recently as Director of Youth Development at Sacramento City Unified School District (SCUSD). At SCUSD he oversaw the district's Expanded Learning Programs, Summer Programming and Boys and Girls of Color initiatives, which included the coordination of the Men's Leadership Academy (MLA) and Women's Leadership Academy (WLA). The program focused on supporting youth in the development of their personal social justice framework through civic engagement and community building.



JAMIE VON SOSSAN **CEO, 3 fold Communications**



Jamie Von Sossan brings more than 15 years of management experience to 3fold Communications. Her varied background, including business development, client and project management, and sports marketing, has been integral in building 3fold's operations department and helping the company expand into new markets nationwide.

In her six years at 3fold, she has risen through the ranks by managing clients and projects on local and national levels, including positioning a major Alaska-based health system to service new communities; strategically rebranding a regional nonprofit to be better positioned for absorption by a national leader; and helping a global real estate company succeed at the local level.

Drawing on these experiences in client relationship management, she now directs 3fold's day-to-day business, including managing everything from staff recruitment, development and retention to financial operations and planning.



KELLIE ENGLAND **SVP, Umpqua Bank**

Kellie England is an SVP, Retail Region Director at Umpqua Bank. Kellie is a results-oriented Banking professional with the ability to lead organizations and teams to achieve exceptional customer experiences. Kellie has an extensive background in the banking industry including strategy, operations, and developing talent.

Kellie has worked in the banking industry for over 30 years in varying roles within Retail Banking. She always has the best interest of her associates, customers and communities and goes above and beyond to help and support.

In her personal life, Kellie enjoys family vacations to Maui and the East Coast. She and her husband had two new puppies join their family in September 2020 a German Shephard and Goldendoodle, who are keeping them very busy.



MAURICE CHANEY
Public Information Officer
City of Roseville

Maurice Chaney is a strategic communication professional with more than 20 years of combined experience in both the public and private sectors. He is a Public Information Officer for the City of Roseville's Environmental Utilities—a suite of community-owned utilities for a community of 140,000.

Before his role at Roseville, he served nearly seven years as a Media and Communication Specialist for Sacramento. He worked on large economic development projects, such as the new sports arena and digital communications and media relations for several departments. He also served Sacramento County in a similar role. Maurice's career started at a private consulting firm, Jones and Stokes (now ICF International), where he worked on local and statewide environmental public participation projects.



LILLY CORTEZ-WYATT
Chief Engagement Officer, Lilly Wyatt PR

Lilly Cortés Wyatt is the Chief Engagement Officer of Lilly Wyatt PR, a multicultural PR and outreach firm based in the Golden State's Capital. An award-winning communicator, Lilly has been helping individuals, businesses and organizations develop and deliver their marketing and communication messages efficiently and effectively for more than 20 years. Lilly began her career in broadcast journalism holding roles as Executive Producer, Host, Reporter, and Assignment Editor working for NBC, ABC, Univision and Telemundo affiliates in San Francisco and Sacramento. Lilly prides herself on her broad knowledge of varying industries and her intuitive instincts for strategic marketing and public relations. She has worked with an array of clients, ranging from healthcare, education, retail, finance, consumer, restaurant to non-profit and service industries. In 2016, she founded Lilly Wyatt Public Relations.

Lilly is culturally competent and linguistically appropriate in Spanish and has been successful in outreach efforts to the Hispanic market in several projects, most recently for the Census 2020, La Familia Counseling Center and the Sacramento Hispanic Chamber of Commerce.



CYRUS ARAM

**Lecturer, MBA,
UC Davis Graduate School of Management**

Lecturer Cyrus Aram brings over 20 years of private and public sector experience in the areas of customer strategy, business transformation, planning, program, change and quality management. He has domain level expertise in customer strategy, business process transformation, lean sigma, program and change management, performance management and business controls, and thought leadership. He is also an adjunct faculty at the Sacramento State College of Business Administration.

Aram has 18 years of experience working with progressively responsible Fortune 100 business and public sector strategy development and implementation (e.g., EDS, GM, VSP, HP, Blue Shield of California). He has demonstrated success in leading a variety of complex business programs, initiatives across different industry functions and on a global, national and regional basis. He has over 10 years of experience directing large customer transformation efforts, including leading all efforts to complete the largest technology merger in corporate America history. His company initiatives have delivered hundreds of millions in savings and increased revenue by as much as 30 percent.



STEVE HANSEN

Managing Partner, Lighthouse Public Affairs

Steve Hansen has almost twenty years of experience navigating the complexities of state and local government policy making and politics. He specializes in advocacy, strategic planning, complex policy development, and targeted communications and marketing. With his thoughtful and disciplined approach, he resolves even the most complex challenges.

Steve served on the Sacramento City Councilmember from 2012 -2020. Steve has been a leading voice for smart growth, multi-modal transportation, public safety, economic development and innovation in government service. During his tenure, he served eight years as Chair and on the board of the Sacramento Regional Transit District, Sacramento Metropolitan Air Quality Management District, and the Sacramento Transportation Authority.



ROBYNNE ROSE-HAYMER
Director of Housing Services,
LGBT Community Center



Robynne Rose-Haymer serves as the Director of Housing Services for the Sacramento LGBT Community Center. With twenty-five years of workforce development, program development & implementation, and leadership experience, Robynne's continuing passion is helping young people obtain the education and skills they need to pursue their goals. Robynne began her career as an 'on the ground practitioner' working directly with low income families and communities of color on health & well-being and education issues. As local school district employee and leader, she planned the implementation of the WIA & Adult Career Technical Education programs districtwide. Focused on making an impact, Robynne extended her range to include consulting and grant writing for non-profit organizations seeking to build new programs or shore up existing ones seeking to serve community.

As a graduate of the Nehemiah Emerging Leaders Program (NELP- Class VI), Robynne took her leadership skills to the next level by strengthening her boardmanship and program management skills. Additionally, since Robynne completed the Prosperity Now Platforms for Prosperity Fellowship in partnership with Bank of America, Robynne has become a champion for financial capability integration into workforce development programming. In 2018 she graduated with a master's in Organizational Learning and Effectiveness and started the journey for a doctorate at the University of the Pacific.

Of all her accomplishments, her greatest is being a proud Mimi to two fabulous grandchildren and parent of three successful children.

Questions to get you started...

1. How did you navigate the transition into a leadership role vs. co-worker role? What was the biggest challenge? Any tips for success?
2. How do you measure success?
3. What three qualities does a good leader have? Any tips on how to learn or develop these qualities?
4. How do you prioritize what is important to you? When you feel overwhelmed or unfocused, what do you do?
5. What is the most effective habit you've formed that helped you to get to where you are today?
6. Describe your morning routine.
7. How has a failure, or apparent failure, set you up for later success? Do you have a "favorite failure" of yours?
8. What advice would you give to a smart, driven entry level professional? What advice should they ignore?
9. What is the biggest challenge you have faced since becoming a leader/manager? Do you have advice on management techniques you have seen people respond well to?
10. Can you tell me a time you had a difficult boss? What did you do?
11. Besides this event, what other opportunities to learn leadership skills are out there that you'd recommend?
12. What do you look for in a mentor?
13. What's one action item you suggest for people wanting to...get noticed at work/be promoted/make change/etc.
14. When you're mentoring, what's the best way for a mentee to come prepared to maximize your time? What do you expect from a mentee?
15. What's your favorite book, podcast you'd recommend to advance professional development?



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