

nvtc

Rise & Thrive Summit

Empowering Women, Igniting Success

March 12, 2024 1:30–6:30 PM Valo Park



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A Letter from NVTC President and CEO

Jennifer Taylor



Dear NVTC Members and Friends,

Welcome to NVTC's Rise & Thrive Summit, our *first-ever* educational and networking event curated specifically for professional women who work in our region's vibrant tech community.

Over my 35-year career in the DMV, I've been fortunate to work with and meet incredible leaders and colleagues who believed in me and gave me opportunities to learn, so that I could grow into the leader I am today. Many women on the NVTC Board of Directors share this sentiment with me and are committed to creating more onramps for growth for our female colleagues.

According to McKinsey & Company's *Women in the Workplace 2023* report, while women remain underrepresented in the workforce, since 2015 the percentage of C-suite women has increased from 17% to 28%. The number of women at the VP and SVP levels have also significantly increased over this time. While this is an improvement, more work remains to be done.

NVTC is dedicated to fostering diversity, equity, inclusion and belonging in our region's tech industry through its extensive reach, which encompasses 460+ member companies employing thousands of individuals in the region. Launching NVTC's Rise & Thrive Summit is a testament to our commitment to help serve as a steppingstone for women advancing in their careers in our tech community.

Joining us today are two *exceptional* and *inspiring* keynote speakers who have made significant contributions to the tech industry. Anne Altman, former General Manager of IBM, US Federal and Government Industries and Toni Townes-Whitley, CEO of SAIC are true icons with inspiring advice and motivation.

I hope our summit motivates you to continue to progress your career in an impactful way through our thoughtfully-curated content, workshops and networking. You will leave inspired and connected with passionate women eager to support one another.

Sincerely,

Jennifer

Jennifer Taylor
President and CEO
Northern Virginia Technology Council

Consumer Technology Association®

CTA is proud to support NVTC's Rise & Thrive program empowering women to make connections and learn from women leaders.

CTA believes in the transformative power of diversity - where different voices, genders, ethnicities, and perspectives unite to fuel innovation and drive progress.

CTA is actively shaping a diverse and inclusive tech industry by partnering with member companies to spotlight best practices, investing \$10 million in ventures supporting underrepresented entrepreneurs and collaborating with organizations dedicated to inclusivity. Discover how we're driving change together.



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Agenda

- 1:30 – 2:00 PM** Registration and Networking
- 2:00 – 2:15 PM** Welcome Remarks
- 2:15 – 2:45 PM** **Keynote:** Anne Altman
CEO, Everyone Matters, Inc.
Former General Manager of IBM, US Federal and Government Industries
- 2:45 – 3:00 PM** Break
- 3:00 – 3:45 PM** **Breakout Sessions:**
- Workshop: How to Build your Personal Brand
 - Panel: Raising Capital as a Female Entrepreneur
- 3:45 – 4:00 PM** Break
- 4:00 – 4:45 PM** **Breakout Sessions:**
- Workshop: How to Deliver and Receive Constructive Feedback Effectively
 - Panel: What's Next in Emerging Technologies
- 5:00 – 5:30 PM** **Keynote:** Toni Townes-Whitley
CEO, SAIC
- 5:30 – 6:30 PM** Networking Reception



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The image features two women in a professional office environment. The woman on the left, with dark curly hair, is wearing a white top and holding a silver tablet. The woman on the right, with long dark hair, is wearing a dark blazer over a light-colored top and is smiling while gesturing with her hands. The background shows office desks and equipment. The overall image has a purple gradient at the bottom with a circuit-like pattern.

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At Maximus, we empower women to innovate, excel,
and lead with respect. We're proud to be part of the
Rise & Thrive Summit, inspired to collaborate and connect.

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Keynotes



Anne Altman

Co-Founder & CEO, Everyone Matters

Anne Altman is currently the co-founder and CEO of Everyone Matters, Inc. Founded in 2017, social impact enterprise, Everyone Matters, Inc. is dedicated to ensuring everyone has access to citizen-based services, better healthcare and education. The organization recently published 'Trusted Healers' which serves as a guide for better healthcare, leadership and societal change. Previously, Anne spent 35 years at IBM. She was most recently general manager of IBM Federal and Government Industries, where she delivered solutions and capabilities to serve and address our nation's greatest challenges. Prior to that role she headed IBM's global public sector where she led the business of government, healthcare, life sciences and education, as well as the IBM smarter cities initiative around the world. Anne is an independent government analyst, policy expert and entrepreneur. She is a sought-after speaker, and regular contributor to media outlets. She sits on a number of public, private and non-profit boards.



Toni Townes-Whitley

Chief Executive Officer, SAIC

Toni Townes-Whitley became CEO and was elected to SAIC's Board of Directors in October 2023. She brings to her new role, a proven track record of driving strong enterprise financial results and fostering an inclusive culture focused on entrepreneurship and high performance. Previously, Toni held senior management roles at Microsoft, CGI Federal and Unisys Corporation. She has been recognized across many industries, including Fortune's Most Powerful Women: Ones to Watch, Women in Technology Leadership, Black Enterprise Top Executive, FedScoop Top50 for Industry Leadership, the 2020 IES Lifetime Achievement Award, NVTC Tech 100 Executive, Federal 100 Industry Eagle Award, and "Woman of the Year" by the Washington-based STEM for Her organization. Toni is a global tech leader who has been a long-time advisor to and fundraiser for the Women's Center of Northern Virginia, a past president and Board Chair of Women in Technology and serves as an Independent Director/Trustee on four Boards: Nasdaq, Thurgood Marshall College Fund, Partnership for Public Service and the Princeton Faith & Work Initiative. She also continues to support The Peace Corps, for which she volunteered for three years in Gabon (Central Africa).

Workshop: How to Build Your Personal Brand

How important is your personal brand? Our experts will share how to craft a powerful personal brand that sets you apart and accelerates your professional growth.



Christina Daves
Publicity Strategist, PR for Anyone®

Christina Daves is a PR Strategist, on-air lifestyle expert, QVC guest host, speaker, author and podcast host. She has written two best-selling books on DIY PR and has personally appeared in over 1,000 local and national media outlets including: *The Steve Harvey Show*, *Dr. Oz*, *The TODAY Show*, local affiliates of *NBC*, *ABC*, *CBS* and *FOX*, magazines such as *Forbes*, *Success* and *Entrepreneur*, *Sirius XM Radio*, *The Washington Post* and many more. She also appears regularly on *Good Day DC* and *Good Morning Washington* and her podcast, *Living Ageless and Bold* is ranked topped 5% globally. Together with her clients, Christina has over 1 billion views and has generated over \$100 million in sales from free publicity.

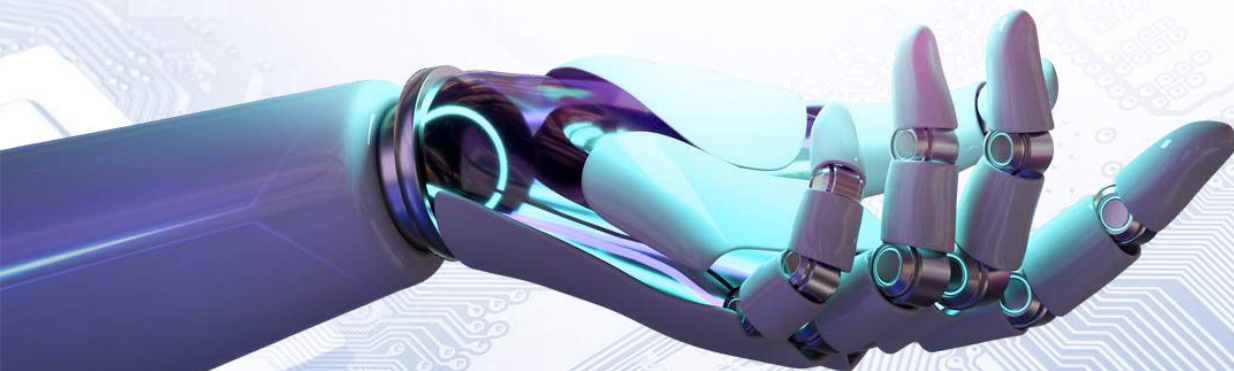
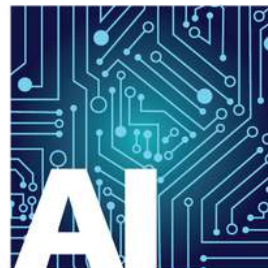


Eileen Rivera
VP Communications & Public Relations, Maximus

Eileen Cassidy Rivera is VP of Communications and Public Relations at Maximus. In this role, she creates and builds relationships with external stakeholders to shape the company's awareness and reputation as a leading provider of government services to federal, state, and global governments. She is an award-winning corporate and government executive, public affairs strategist and policy leader with proven experience advancing interests to promote and protect equitable healthcare and education access to improve the wellbeing of Americans and global citizens. Having served at every level of government – federal, state and local – Eileen's ability to analyze and process complex information quickly, zero in on strategic solutions and creatively communicate to engage and persuade targeted audiences has benefited numerous organizations and causes throughout her career.

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IMPACT AI



May 16 | 8:30 - 4:00 PM | Valo Park



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HEALTH

**Empowering Women
& Igniting Success**
in Northern Virginia
and Beyond

Panel: Raising Capital as a Female Entrepreneur

Gain valuable insights and actionable advice to propel your entrepreneurial journey forward.

Panelists:



Jennifer Felix
President & CEO, ASRC Federal

As ASRC Federal President and CEO, Jennifer Felix leads a family of companies that serve a diverse portfolio of federal government customers, with employees across the U.S. and overseas. She sets the vision and strategy for the business and is responsible for the financial performance and overall execution of the organization. Jennifer has 25+ years of industry experience in finance, business operations, organizational change management, M&A due diligence, integration and strategy. Before ASRC Federal, she served in executive leadership positions for multiple companies in the government services market, including SAIC, Vencore Inc., General Dynamics and American Management Systems. Under her leadership, ASRC Federal earned a Great Place to Work certification. The company was also deemed among the "Best for Vets" by *Military Times* and a "5-Star Employer" by *VETS Indexes*. Jennifer sits on the NVTC Board of Directors, is a member of the March of Dimes DMV Market Board and serves as a Trustee for the Virginia Foundation for Independent Colleges.



Morgan Higgins
Partner, Blue Delta Capital Partners

Morgan Higgins joined Blue Delta Capital Partners in 2019 after starting her career in corporate banking. As partner, Morgan works closely with each existing portfolio company, and she has a leading role in helping source, conduct diligence, invest in, and then scale, new portfolio companies. Morgan joined Blue Delta from J.P. Morgan Chase, where she served as an executive director focused heavily on the Government Services sector. In her role at JPMC, she served as a strategic adviser to her clients. In addition to supporting the local market, Morgan served as a national resource for clients across the country working in the Government Services industry. Morgan holds a bachelor's degree in finance and international business from James Madison University.



Peggy Styer
Co-Founder & Managing Partner, Razor's Edge Ventures

At Razor's Edge Ventures, Peggy Styer focuses on investments in growth-stage technology companies and technology-enabled national security companies. In the last nine years, Peggy's portfolio of companies has yielded over \$1 billion in shareholder returns including BlackHorse (acquired by Parsons) and Blackbird Technologies (acquired by Raytheon). As a private investor, Peggy invested in, and served on the Board of Directors of DuPont Fabros, acquired by Digital Realty, and invested early stage and follow-on growth capital in Revere Bank acquired by Sandy Spring Bancorp, Inc. Peggy presently serves on the Board of Directors of Razor's Edge portfolio companies Corsha, TenantBase and Veros, and is an observer to the Board of Directors for Proscia, BlackSea and RackTop Systems. Peggy earned a BS degree in computer science from California State University and a MS degree in technology management from the University of Maryland University College.

Moderator:



Barbara Ard
Managing Partner, MorganFranklin Consulting

Barbara Ard oversees MorganFranklin's accounting advisory practice. With more than 25 years of experience in technical accounting, financial reporting, M&A and IPO readiness, she leads clients through complex transformations and ensures companies remain focused on strategic and impactful goals. Since joining the firm in 2013, Barbara's strategic and tactical approach has led numerous MorganFranklin clients through successful fundraising, IPOs and M&A transactions. Prior to joining MorganFranklin, Barbara served as a senior managing director in the transaction advisory services practice at FTI Consulting and as a partner at Deloitte. She also served as CFO of ServiceBench, a venture-backed software company. Viewed as a go-to M&A and IPO expert, Barbara has contributed to a number of panels hosted by companies including IPO Edge, IIA and BDO.

Workshop: How to Deliver and Receive Constructive Feedback Effectively

Learn 5 key strategies to help you deliver and receive constructive feedback with greater confidence and ease.



Christine Springer
CEO, Rising Culture Group

Christine Springer is CEO of Rising Culture Group, a leadership development and consulting firm specializing in supporting technical organizations.

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Panel: What's Next in Emerging Technologies

Gain inspiration from these trailblazers at the forefront of innovation on the future directions in emerging technologies.

Panelists:



Suzanne Campbell

GVP, Public Sector Solutions Engineering, Splunk

Suzanne Campbell is a recognized business and technology leader in the Public Sector Technology community. Her 20+ years of experience includes tenures at Splunk, VMware, EMC, IBM and her own consulting practice leading teams dedicated to government client success. She thrives working for industry-leading, transformative companies that deliver measurable impact for clients, while simplifying and modernizing business in this age of resilient digital transformation. Her background includes expertise in software development, systems engineering, consulting, project management and systems and solutions engineering leadership. Suzanne holds a BS in computer science from Virginia Tech.



Dr. Catherine Ordun

Executive Advisor AI, Booz Allen

As an executive advisor in the Office of the CTO at Booz Allen, Catherine Ordun promotes next generation AI solutions through rapid prototyping and R&D strategy. Her current areas of AI focus are deep fake detection and multimodal chronic cancer pain detection. She has led data science and AI programs for federal agencies including the CDC, FDA, VA, U.S. Army, CBP and the NIH National Cancer Institute. She has a BS in applied biology, a MPH in environmental health, a MBA and a PhD in information systems from University of Maryland, Baltimore County. Her research focuses on multispectral generative imagery and thermal biometrics. Prior to Booz Allen, she worked in the U.S. Intelligence Community. In her spare time, she writes science fiction and is planning to release her first novel this year. Catherine lives in Fairfax, Virginia and is a mother of two, a dog lover and avid runner.



Laurie MacNamara

Chief Customer Officer and Director, Market Development and Partnerships (MD&P) Division, Technology Transformation Services (TTS), General Services Administration (GSA)

Laurie MacNamara serves as the first director of the GSA's TTS MD&P Division (est. in 2022), and acts as TTS's Chief Customer Officer in engagements with government and industry partners. Laurie and her team work directly with agency colleagues across government on customer experience opportunities and challenges supporting major legislation and executive actions such as 21st Century IDEA and the Administration's Customer Experience Executive Order under the President's Management Agenda. Her division also serves as the customer success center for all of TTS, working with TTS delivery teams to model outstanding customer experience for our agency partners. Laurie began her career in federal government as a Presidential Management Fellow with the Commerce Department, followed by three decades in government contracting. She holds bachelor's and master's degrees from Muhlenberg College and Tufts University and resides with her family in Alexandria, Virginia.

Moderator:



Kathleen Featheringham

VP Artificial Intelligence & Machine Learning, Federal Technology Consulting Services, Maximus

Kathleen Featheringham leads the development and expansion of Maximus' AI and Advanced Analytics portfolio within Federal Technology Consulting Services. She focuses on large-scale responsible technology transformation for clients' most critical and sensitive mission areas. An expert in AI, data science, strategy and change management, Kathleen has 20+ years of experience working with clients across the Federal Government. Prior to Maximus, she served as a director at Booz Allen leading highly technical cross-functional teams through transformation. She established and scaled Booz Allen's AI strategy and training capabilities and led the development of the firm's AI governance and risk management and operating practices. Kathleen has an MS in intelligence analysis from Mercyhurst College and a BS in business administration from Georgetown University. She holds a Change Management Advanced Practitioner certification from Georgetown and a Psychology of Leadership graduate certificate from Cornell University.



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NVTC's 460+ member companies represent the region's vibrant tech community.

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- Grow with unique access to tech leaders, experts and peers.
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- Engage in peer-to-peer *Communities of Interest* focused on highly-relevant industry tech topics.

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