



GLOBAL LEADERSHIP CONFERENCE

NOVEMBER 18-19, 2022

**Walt Disney World
Coronado Springs Resort
1000 West Buena Vista Drive
Lake Buena Vista, Florida**





GLOBAL
LEADERSHIP
CONFERENCE

Welcome to the Florida A&M University (FAMU) School of Business and Industry's (SBI) 10th Global Leadership Conference (GLC) in Lake Buena Vista, Florida! The driving force behind this SBI conference is bridging the gap between recent graduates, middle managers, seasoned corporate executives and successful entrepreneurs. This year's conference theme is *"Embracing Change and Transformation for Sustainable Success."* All conference sessions center around this theme and our mission to develop new and expand existing creative partnerships with alumni, private, and public stakeholders to maintain the relevance and currency of our academic programs.

Day 1

(Business Casual Attire)

Friday, November 18, 2022

7:00 a.m.– 12:00 p.m. Conference Set-up/Registration..... Durango 1 & 2 Lobby

Students Arrive via charter bus in the Porte Cochere Convention Center

Luggage Storage in Coronado Q

7:30 a.m.-9:00 a.m. **Breakfast and Networking**.....Durango 1 & 2
Continental Breakfast Buffet Opens

8:15 a.m.-8:30 a.m. **Conference Opening**
Dr. LaTanya White (**MC**)Durango 1 & 2
2X Author | TEDx Speaker | Founder & CEO Concept Creative Group
"Embracing Dynastic Transformations"

8:30 a.m.-9:15 a.m. **Plenary Session I: Panel Discussion 1**.....Durango 1 & 2
Dr. LaTanya White, Moderator
Dr. Yvette Maureen Holmes, Panelist | The AMARA Woman
Dr. T. Nichole Phillips, Panelist | HBCU Pride & Joy
Dr. Natasha Johnson, Panelist | The Beignet Bar
Dr. Morgan Bryant, Panelist| Consultant
"Embracing the Journey of Academic Entrepreneurship"

9:30 a.m.-10:00 a.m. **Plenary Session II: Michael White, II &**
Gary Simms Durango 1 & 2
Investment Only Relationship Manager | Indelible Solutions
"Making an Indelible Impact: Growing from Zero to 250+"

- 10:15 a.m. - 11:00 a.m. **Plenary Session III: Panel Discussion 2**Durango 1 & 2
 Dayna Lee, Moderator |Outreach & Engagement Director
 The Walt Disney Company
 Sybil Crum, Panelist |Vice President, Marketing & Commercial
 Strategy| Disneyland
 Sivonne Davis, Panelist | Vice President, Marketing
 Walt Disney World
 Tracey Powell, Panelist | Vice President, Travel Services
 Disney Signature Experiences
 Yolanda Cade, Panelist | Vice President, Communication &
 Public Affairs| Disney Signature
 Experiences
***“Embracing Change and Transformation for Sustainable
 Success”***
- 11:15 a.m. - 11:25 a.m. **Gold Conference Sponsor Greeting**.....Durango 1 & 2
 Lockheed Martin
- 11:30 a.m. - 12:00 noon **Plenary Session IV: Dorcia Jolliff**.....Durango 1 & 2
 Vice President of Information Technology
 Lockheed Martin Rotary and Mission Systems
“Transformation: Taking Your Seat at the Table”
- 12:15 p.m. - 1:15 p.m. **Lunch** Coronado M & N
- 1:30 p.m. - 2:00 p.m. **Concurrent Sessions (Block 1) - Session V**
- Group A – Dr. Phylicia G. Taylor**.....Cancun Room
 Assistant Professor, FAMU SBI | Certified CliftonStrengths Coach
“Learning to Lead Using your CliftonStrengths”
- Group B – Akil Blount**..... Durango 1 & 2
 Group Sales Exec | Atlanta Falcons
***“The Last Draft: Maintaining Authenticity as a Leader of
 Tomorrow”***
- Group C – Ashlee W. Gomez**.....Coronado P
 Multi-Cultural Collegiate Beauty Consultant | Owner,
 Impressions of Beauty
“Discovering a Career with Purpose”

2:15 p.m. - 2:45 p.m.

Concurrent Sessions (Block 1) - Session VI

Group A – Akil Blount..... Durango 1 & 2
Group Sales Exec | Atlanta Falcons
“The Last Draft: Maintaining Authenticity as a Leader of Tomorrow”

Group B – Ashlee W. Gomez.....Coronado P
Multi-Cultural Collegiate Beauty Consultant | Owner,
Impressions of Beauty
“Discovering a Career with Purpose”

Group C – Dr. Phylcia G. Taylor.....Cancun Room
Assistant Professor, FAMU SBI | Certified CliftonStrengths Coach
“Learning to Lead Using your CliftonStrengths”

3:00 p.m.- 4:30 p.m.

Resort Check-In Baja
* Return to Lobby in Business Casual Attire (Conference Jacket and Shirt)

Tableau Team Work SessionDurango 1 & 2
Dr. Vikas Agrawal| Associate Professor of Business Analytics | Jacksonville University
Dr. Arpita Jadav| Asst. Director of Graduate Student Services
Resource Prof. of Decision Science and Information
Jacksonville University
FAMU School of Business and Industry Students | Tableau Presentation Teams

4:45 p.m.

International Cultural Experience
Student Experience at Epcot Theme Park
Rashada Houston Turner, MBA, Associate Instructor
Department of Management & Marketing

5:00 p.m. - 6:00 p.m.

Session VII:
SnackChat with Disney ExecutivesCoronado M & N
~Networking Reception with Disney Cast Member

6:15 p.m.- 6:30 p.m.

Transition to Disney’s Epcot Theme Park
**Meet at Gran Destino Tower Lobby*

6:30 p.m.- 8:30 p.m.

Session VIII:
International Cultural Experience Epcot Theme Park
*Students will participate in a Guided Tour of Key World Showcase Cultures

Dinner on your own.

(Business Casual/Game Day Attire)
Saturday, November 19, 2022

- 7:30 a.m. - 8:15 a.m. **Breakfast Buffet Open**.....Durango 1 & 2
**Luggage Storage in Baja*
- 8:30 a.m. - 9:00 a.m. **Breakfast Plenary Session: Sheilina Henry** Durango 1 & 2
Diversity Equity and Inclusion Leader | Bloomin' Brands
“Less Talk and More Walk: Implementing Effective Strategies for Diversity, Equity, and Inclusion”
- 9:15 a.m. - 10:00 a.m. Tableau Team Presentations..... Durango 1 & 2
FAMU School of Business and Industry Students
****Tableau Team Presenters are asked to wait patiently until called from Cancun waiting room.***
Dr. Vikas Agrawal| Associate Professor of Business Analytics
Jacksonville University
- 10:15 a.m. Transition to FAMU College of Law
- 10:45 a.m. Arrival at FAMU College of Law Atrium
**Wait in the lobby area for instructions.*
- 10:45 a.m. - 11:45 a.m. Financial Literacy Ambassadors Presentation
“Entrepreneurship & Financial Sustainability: Decisions & Challenges”
**Outreach with New Beginnings High School*
- 11:45 a.m. - 12:00 noon Conference Closing
**Transition to FAMU College of Law Tailgate*
- 1:00 p.m. - 6:00 p.m. Transition to Camping World Stadium
FAMU/BCU Football Classic
**Participants must comply with Clear Bag Policy on the stadium’s website*
- Dinner on your own.**
- 6:30 p.m. Bus departs Camping World Stadium for Tallahassee, FL
(Bus will leave 30 minutes after the game is over; approximate arrival in Tallahassee is 11:30 p.m.)

*****Student participants utilizing the conference scholarship must travel to and from Tallahassee using the provided charter bus. No exceptions! *****



Dr. Vikas Agrawal received his Ph.D. from the University of Toledo in Manufacturing Management and Engineering, with a dissertation entitled, “Data Warehouse Operational Design: View Selection and Performance Simulation.” Agrawal completed a Master of Science degree in Industrial Engineering from Toledo, following his completion of his MBA in Marketing and Finance and Bachelor of Engineering in Mechanical Engineering in India. His specialty lies in the area of

employing optimization techniques to solve business problems, developing agent based simulation models and working with predictive models using advances statistics.

Agrawal also holds certifications in Certified Project Management Professional by PMI and Certified Supply Chain Professional by APICS. In addition, Agrawal is knowledgeable in many programming languages and simulation software, including but not limited to, Java, SQL (Oracle 9i, SQL Server, MySQL, MS Access) PL/SQL, T-SQL, VBA (Excel, Access), VB.Net, C Sharp, ASP.Net, JSP, Lingo, NetLogo (Agent based simulation), Arena simulation package and SPSS.



Akil Blount, is an entrepreneur, minister & motivational speaker, proud father, and former Athlete. He attended Florida A & Mon a football scholarship and obtained his Bachelor's in Business Administration before signing with the Miami Dolphins in 2016 and Pittsburgh Steelers in 2017. He received a Master's in Business Administration before transitioning into a role off the field with the Pro Football Hall of Fame. Akil currently works in the front office for the Atlanta Falcons. In his transition from football

Akil merged a passion for sports and business by launching a capital investment group platform for current and former athletes that focus on diverse business investments specifically real estate. Akil's goal is to use the power of sports and real estate to help change communities one by one.



Sybil Crum is a spring 1994 FAMU graduate who earned a master's degree in marketing and strategy from Purdue University two years later. In her present role at Disneyland Resort, Ms. Crum is responsible for leading the team accountable for developing consumer insight-driven marketing and commercial strategies to deliver planned revenue, attendance, and room night goals for both consumer direct and sales channel marketing. Previously, she was director of marketing strategy for Walt Disney World Commercial Management. Before joining Disney nearly two decades ago, Ms. Crum was a senior manager at American Airlines for eight years.



Morgan Bryant Reeder, Ph.D. is an Assistant Professor of Marketing at The Haub School of Business, St. Joseph's University (SJU). In this role, Dr. Bryant Reeder teaches Marketing Research, Marketing Analytics, and Principles of Marketing at the undergraduate and graduate level. Prior to joining the faculty at SJU, she taught Entertainment Economics and Social Media Analytics at Belmont University. Her research focuses on social commerce at the intersection of online, social media, and consumer purchasing behavior and has been featured in the *Journal of Digital & Social Media Marketing* and Sage Business Core publications. Dr. Bryant Reeder holds an

MBA and BS in Business Administration from Florida A & M University, an MS in Healthcare Financial Management from Temple University, and a Ph.D. in Consumer Economics from the University of Georgia. She has more than thirteen years of professional experience in consumer market research and strategic decision analysis with several Fortune 500 companies and government agencies prior to her career in academia. Dr. Bryant Reeder continues to consult with corporate and nonprofit clients, including Black Girls Code, PMA Insurance Group, The Recording Industry Association of America (RIAA), the National Museum of African American Music, and the Give A Note Foundation.



Ashlee Gomez has always been a lover of hair care and beauty! Growing up in sunny Tallahassee, FL, *Ashlee* remembers doing her family members' hair and pretending to be her family's hairdresser (Ms. Annie Ruth), as young as age 3. Post-college graduation, her passion for beauty lead to her to join the multi-cultural marketing team at Revlon and attend cosmetology school at Paul Mitchell The School Atlanta. In 2013, this passion coupled with her love for mentoring young women and her love for the HBCU culture led her to start a company that would become the heartbeat of beauty among the multi-cultural collegiate

demographic, Impressions of Beauty™. Nowadays *Ashlee* is a busy wife, mommy to her two sweet babies, mentor to millennial women and hustler, delivering excellence to her clients at Impressions of Beauty. *Ashlee's* pioneering work has ushered in a new wave of beauty programming for HBCU and PWI campuses that connects and fuels an under-served community of multi-cultural college beauty lovers wanting to know more about brands that cater to their unique hair and skincare needs. For Ashlee, however, her platform is not only about the latest hot lip gloss or shampoo but most importantly a ministry that allows her to pour into the lives of young college women.



Dorcia Jolliff is the VP, Chief Information Officer (CIO) and Digital Transformation Executive (DTE) at Lockheed Martin Rotary & Mission Systems (RMS). As Lockheed Martin RMS CIO and DTE, she leads a team of professionals committed to implementing digital technologies and support services for mission success and competitive advantage. Mrs. Jolliff is recognized as a transformational leader at Lockheed Martin and has held multiple leadership positions. Prior to her current role, she was the CIO of the Lockheed Martin Space business.

Mrs. Jolliff is a two-time Black Engineer of the Year Award winner and was named a member of the exclusive WeQual Club as a Finalist in the Technological Impact category of WeQual The Americas 2021. She has a Bachelor of Science degree in Chemical Engineering, a Master's degree in Computer Systems Engineering and a Master of Business Administration degree with a concentration in Organizational Behavior. She and her husband live in Colorado with their three children.



Dr. Yvette Maureen (Holmes) is a business professional and passionate entrepreneur who has distinguished herself as an accomplished scholar, professor, business advisor, prolific author, host, speaker, and dedicated community leader. Her vision, wisdom, and energy have propelled her to prominence in the business world and wellness sector. The Houston native obtained her BS and MBA from Florida A&M University before earning her PhD in Marketing from Florida State University.

Few individuals impact the day-to-day organization of institutions, students, and professional women as Dr. Yvette. A scholar, author, and Business school professor, Dr. Yvette is universally characterized as an authority on business marketing strategies, total-body wellness, and success. As one of today's highly sought-after business speakers, she has documented and shared principles and insight on peak performance with thousands of followers around the globe. As a researcher and professor, Dr. Yvette encourages individuals to look at the fundamental concepts of business to extract the keys that underlie all accomplishment.



Dr. Natasha Johnson is an Assistant Professor of Management at Lipscomb University and Owner of The Beignet Bar in Nashville, TN. For the last 16 years, her professional experience has included human resource management and public relations and has spanned the healthcare, banking, and entertainment industries. Dr. Johnson is a serial entrepreneur who has successfully launched and maintained multiple businesses and provided consultation and coaching services to other entrepreneurs. She earned her Doctorate in Business Administration from Jacksonville University and has an MBA from Lipscomb University. She also has two undergraduate

degrees (one in business and one in Spanish) from Tennessee State University. She is a member of the Academy of Human Resource Development, the Nashville Black Chamber of Commerce, the Society for Human Resource Management (SHRM), and Alpha Kappa Alpha Sorority, Incorporated and serves as a board member for the Tennessee Children's Home.



Gary Simms is a seasoned audit and compliance professional with seventeen years of experience in financial services. His experiences include providing risk assessment, control design and implementation as well as working with state and local governments and hospitals to complete performance audits related to cost reporting. Mr. Simms has provided value-added insight to his clients, in his various roles, through his ability to identify key deficiencies in risk management and operational functions.



Dr. T. Nichole Phillips currently serves as Director of the Innovation and Entrepreneurship Center and Associate Professor of Business Management at Shaw University located in Raleigh, NC. In this role, she has won and manages over \$700k in grant funding, develops entrepreneurship curricula and programming for undergraduate students and Black entrepreneurs in the Raleigh/Durham, NC area, and facilitates partnerships with local and national community partners. Her primary areas of teaching and research are entrepreneurship, human resource management, and leadership. She is a proud

graduate of the 5-year MBA program in the prestigious School of Business and Industry at Florida A&M University and received her Ph.D. in Business Management from the University of Central Florida. Dr. Phillips is also the proud owner of HBCU Pride & Joy Children's Apparel, an apparel brand launched in 2013 that is dedicated

to continuing the legacy of HBCUs by providing high quality, adorable, licensed apparel for babies and youth proclaiming the greatness of our illustrious institutions.



Dr. Phyllicia G. Taylor serves as an Assistant Professor of Management in the School of Business and Industry at Florida A & M University in the Marketing & Management department. She holds a Ph.D. in Business Administration from Jackson State University and received her Master of Business Administration and Bachelor of Science in Accounting from Florida A & M University. Dr. Taylor is also a certified Gallup Strengths Coach and owns The Taylor Institute, a professional coaching and consulting business.



Dr. LaTanya White is an inclusive scholar-practitioner working at the intersection of racial equity and entrepreneurship curriculum design. Over the course of her professional career, she has coached and consulted more than 600 Black urban entrepreneurs. A 2x author, TEDx Speaker, leader and strategist, Dr. White is the founder and principal consultant for Concept Creative Group, a technical assistance firm focused on business development, capacity building, and Dynastic Wealth™ transfer for Black entrepreneurs. Learn more about the emerging construct of Dynastic Wealth™.



Michael D. White, II has over 10 years of experience in governmental accounting, regulatory compliance, oversight monitoring, and disaster recovery. As Co-Founder and President of Business Development at Indelible Business Solutions, Mr. White primarily serves government agencies and small to mid-size not-for-profits on engagements ranging from full-service accounting, grants monitoring, and risk consulting roles. Mr. White contributes to business segment strategy development, creates new business opportunities, and oversees the implementation of new market strategic initiatives. Mr. White serves as an active member of the Florida Institute of Certified Public Accountants (FICPA) and NABA.

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FINANCIAL LIT DAY PARTY!



About the FAMU Financial Literacy Ambassadors

Six undergraduate students represent the Financial Literacy Ambassadors at Florida A&M University (FAMU). Their mission is to host financial decision-making seminars that focus on financial literacy, retirement security, personal savings, personal debt, labor force planning, and financial decision-making. In addition to promoting financial literacy, their goal is to provide access to age-specific technology-based financial decision-making workshops for middle school students, high school students, college students, and non-student adults. Some areas of focus include:

- Financial and psychological stress and stress identification
- Mindfulness in spending and stress management
- Proposed mindfulness training program