

WE Lead 1:1 Mentoring Program

Featured Mentors – Winter 2025



Amalia Martino
Founder & President | The Vida Agency

As Founder & President of The Vida Agency, Amalia Martino is the lead visionary and strategist for this award-winning and Seattle-based agency that specializes in reaching diverse audiences for greater cultural impact.

Passionate about disrupting the agency model, Amalia is building a company culture committed to work-life balance. The Vida Agency values the wholeness and wellness of our team and our community by seeing and giving a voice to all people. Operational efficiency, quality, joy, and outstanding service are hallmarks of Amalia's leadership.

Her clients have spanned major market segments including health, transportation, retail, consumer, education, the arts and entertainment. Amalia's expert-level skills range from conceptualizing strategy to executing it, a key differentiating quality is her unique ability to understand and have compassion for the cultural and economic needs of diverse audiences. Amalia's extensive skills have helped placed clients in numerous media outlets including: Converge Media, Bloomberg Businessweek, Wired, Puget Sound Business Journal, Seattle Magazine, Seattle Met, and 425 Business. Prior to striking out as an entrepreneur, Amalia built policy-related and corporate communications chops at Kaiser Permanente as part of the Institute for Health Policy (KPIHP) and then newly formed KP International.



Amy Mezulis, PhD
Clinical Psychologist
Co-Founder, Board Member, & Fmr. Chief Clinical Officer | Joon

Amy Mezulis, PhD, is a licensed clinical psychologist who received her BA from Harvard University and her MA and PhD in Clinical Psychology from the University of Wisconsin–Madison. She completed her pre-doctoral fellowship at the Veterans Affairs Puget Sound Health Care System–Seattle and her postdoctoral fellowship at Seattle Children's Hospital through the University of Washington. Dr. Mezulis is currently in private practice and volunteers as a Disaster Mental Health specialist with the Red Cross and PsyCorps.

As the Co-founder and Chief Clinical Officer at Joon, Dr. Mezulis was responsible for designing and implementing the Joon model of care, including overseeing all clinical services and hiring, training, and supervising clinicians. She is also Professor Emeritus at Seattle Pacific University, where she spent 20 years as core faculty, chaired the Clinical Psychology PhD program and supervises doctoral trainees.

Dr. Mezulis' research has been funded by the National Institute of Mental Health, the National Association of Research in Schizophrenia and Depression, and the American Psychological Association. She has published more than 50 peer-reviewed studies on physiological, cognitive, and affective pathways to adolescent depression and self-harm and is particularly interested in the joint contributions of environment and biology on mental health.



Angie Parker
Chief of Staff | Culture in Sports

Angie is a former Air Force aviator with over a decade of experience in startup operations and executive support. She has served as Chief of Staff to Colonels, CEOs, and founders. Angie holds a business degree from the University of Washington and considers herself a professional generalist, though she has extensive knowledge in brand strategy, marketing, and startup idea validation.

Currently, she is the Chief of Staff at the non-profit organization Culture In Sports and is a dedicated mentor for transitioning military servicemembers and first-time founders, with a strong emphasis on customer discovery.

Fun facts about Angie: She swore off fast food over a decade ago, and her latest streak is that she has only purchased thrifted clothes for the past five years.



Anisha Vinjamuri
Founder & CEO | UMM Skincare

I am Anisha Vinjamuri, Founder and CEO of the award-winning luxury body care and wellness brand, UMM Skincare (www.ummskincare.com). Inspired by my own journey of overcoming burnout, I founded UMM (pronounced as "AUM") with a mission to bridge the gap between internal wellness and external skin health. By integrating the benefits of 5,000 years of Ayurvedic wisdom with elevated self-care practices, UMM brings a timeless approach to modern wellness.

Prior to founding UMM, I served as CEO of InnovationsIQ, a technology management firm, where I led the company for a decade through a successful acquisition in 2017. My career began at Microsoft, with roles spanning test, product, and program management. I hold dual Master's degrees in Commerce and Foreign Trade.

Beyond work, I'm an advocate for health, strength, and continuous growth. I enjoy weightlifting, CrossFit, and indoor gardening, as well as mentoring first-time entrepreneurs. I also dabble in haiku-style poetry, create healthy fusion dishes, train my two working-line German Shepherds, and explore the world of red wines. Originally from India, I moved to the U.S. in 2003 following my arranged marriage. The Pacific Northwest has been my home ever since, and I embrace even the rainiest of days. I'm also a proud parent to an incredible son currently pursuing pre-med at the University of Washington.

Professional Highlights:

- 2x Entrepreneur: Transitioned from Technology to Personal Care (InnovationsIQ, UMM Skincare)
- 2x Master's Degrees: Commerce and Foreign Trade
- Lifelong Learner: Committed to purpose-driven innovation



April Haberman
CEO & Co-Founder | MiDOVia

April boasts over a decade of dedicated service within the realm of global women's health. Her professional journey is marked by a multi-faceted expertise spanning business development, administrative aptitude, public speaking, training and development acumen, adept fundraising skills, and a clear understanding of healthcare intricacies. She has worked alongside organizations such as the Bill & Melinda Gates Foundation, Starbucks, CVS Health, WebMD Health Services and Microsoft. In addition, April is a member of the Women's Global Health Seattle Advisory Panel and holds a Women's Health Coaching certification from the highly regarded Integrative Women's Health Institute.

Her unique blend of corporate partnership expertise, training & curriculum development and an unwavering dedication to global women's health has propelled her into her current role as CEO & Co-Founder at MiDOViA, where she empowers women in mid-life to flourish through education and support, both in and outside the workplace. April specializes in guiding individuals through the

complex terrain of menstrual health, menopause transitions, and sexual reproductive wellness and comes alongside organizations to create inclusive and supportive environments for all.

With a compassionate spirit, April has embarked on numerous journeys to Nicaragua and Eswatini, Africa, where she spearheaded women's health training initiatives and established local enterprises, empowering women with income-generating opportunities.



Bina Shukla
Founder & Executive Director | Ahana Foundation

Bina Shukla is the founder and executive director of Ahana Foundation, an organization dedicated to nurturing tomorrow's leaders through transformative leadership development and engaging artistic media events.

With over 25 years of experience across technology, venture capital, and nonprofit sectors, Bina brings deep expertise in business development and community impact. During her decade at Microsoft, she held technical roles and served on the board of Hoppers (Women@Microsoft), championing inclusive workplace initiatives and helping to organize Microsoft's inaugural Women's Conference.

In the nonprofit sphere, Bina has created economic opportunities for individuals in extreme poverty as a board member of Upaya Social Ventures, led record-breaking fundraising efforts for Seattle Country Day School, and spearheaded strategic development initiatives for Be Bold For Change and E8 Angels.

An angel and venture investor passionate about FemTech and CleanTech, Bina recently hosted the sold-out "FemTech in Seattle" panel during Seattle Tech Week. She also co-organized the Seattle premiere of the documentary Show Her The Money, an event that united over 400 women in exploring venture capital investment.

She holds a Bachelor's degree in Computer Science from the University of Washington and a Master's degree in Management from Harvard University.



Chris Manderino
CEO & Founder | CM Advisory Group

Chris Manderino has spent 25+ years as an executive operator and advisor creating, growing and scaling new and emerging divisions for some of the world's best-known brands including Microsoft, Expedia and Hyatt and Amtrak Vacations as well as over 200 startups. Post her big tech career, Chris spent six years as an executive at various startups in Seattle including Dwellable, Porch, Peach and Utrip.

Chris founded CM Advisory Group in 2018 to empower women and minority startup founders to quickly scale revenue growth, work she continues through her leadership of Amelia Network, a prestigious Women's CEO Group and her ongoing advisor and fractional C-suite roles. Chris donates time as a mentor for

Techstars, WTIA, Equitable Innovations Accelerator, Graham & Walker and UW's Women's Entrepreneurial Leadership program. She currently serves as VP Board of Directors for Be Bold Now (non-profit) where she chairs the combined nom/gov and compensation committee, a Board Advisor for Spritz and Excelia (startups) and Start-up Board Advisor for WTIA. She is also an angel investor and active Limited Partner in Ascend.vc.

Chris has a BA in Communications from Truman State University. In her free time, you find her singing at the top of her lungs, reading interesting fiction, coaching baseball, eating chocolate and traveling the world – 52 countries and counting with her husband Dan and 15-year-old son Parker.



Diane Najm
CEO & Founder | PhotoPad for Business

After practicing Social Work for over 20 years, Diane leaped into the entrepreneurial world to launch two tech platforms in the photo and digital content marketing space, her first product PhotoPad a consumer photo app on Facebook in 2010 and PhotoPad for Business in 2016. Her passion and leadership continues to empower women to succeed in business through providing resources and connections. She serves on the Board of Directors to Women In Wireless and Women in Tech. A Past Director of Founder Institute, a mentor to startups and invited to the Seattle White House Digital Tech Summit. She regularly speaks about entrepreneurship and leadership. Her credits include, Keynote: YPIN Women Leadership Day, Washington Outstanding Teen

Leadership Day, Microsoft, Women Who Code, Women in Tech Seattle and Vancouver and Seattle, Seattle Startup Weekend in which her teams have come in first and second place.

In 2018 received two nominations for startup of the year and innovative product of the year with Eastside Business Awards, 2015 Women of the Year in Business Award, 2012 Mom of the Year Business Award and 2012 Ambassador to the Children Community Award. She continues to do philanthropy work for women and children of abuse serving on the Board of Trustee for Olive Crest.



Elizabeth Webber
Product Lead | Madrona Venture Labs

Elizabeth is a Product Lead at Madrona Venture Labs, where she builds and invests in early-stage AI/ML startups, primarily in B2B Enterprise SaaS. Previously, she served as Head of Product for Outreach's Kaia, a conversation intelligence tool for sales, and led 0 to 1 product initiatives at Rover and Amazon. She has over a decade of experience focused on building 0-1 new businesses, finding product-market fit, and monetization.

Elizabeth attended the University of Florida, and holds a BA in Mathematics and Statistics and a Master of Science in Finance. Based in Seattle, Elizabeth lives with her husband and two daughters, and enjoys hiking, running, and writing poetry.



Farah Ali
VP, Technology Growth Strategy | Electronic Arts

Farah Ali is the Vice President of Technology Growth Strategy at Electronic Arts which is a global team working on Applied Research and Development (SEED), Tech strategy for growth and emerging areas, External partnerships (corporate + startups + academic), Tech M&A and Growing a culture of grassroots innovation at the company.

She holds a degree in computer science and prior to joining EA, she served as co-founder and CTO at FreightWeb, a venture capital-backed logistics tech startup and has held senior engineering leadership roles at Microsoft and eBay. Her engineering experience is diverse, having worked on everything from shrink wrap products to online services, large scale distributed systems and machine learning.

She believes in making an impact by championing causes close to her heart and is the Founder & President of non-profit One Good Act (<https://www.onegoodact.org/>) focused on empowering those living below the poverty line as well as Co-Founder of Pakistani Women in Computing (<https://pwic.org/>), which shines a light on and advocates for underrepresented populations in STEM fields. Her passion for learning, innovation and entrepreneurship has also led her to be involved in the startup community through investing, advising and board service and as adjunct faculty at the University of Washington, Seattle.



Jennifer An
Founder & CEO | Eggie Lashes
CEO | Best Beauty

Jennifer took the corporate road and worked at a private wealth firm after college, but realized it wasn't her calling. Her curiosity led her to pursue an MBA at the Foster School of Business at the University of Washington. In her 2nd year of business school, she decided to take on the family business and rebrand it from the inside out in 2017. That's when all the stars aligned for her; beauty entrepreneurship is her life calling!

As a first-generation Korean-American businesswoman, she wanted to create an all-inclusive K-Beauty brand that aligns with her values while incorporating all the feedback she received from her multicultural customers. Eggie Lashes is more than just a beauty brand; we're your trusted beauty experts with over 30 years of experience in Seattle's vibrant beauty scene.

Founded in 2021 by a passionate Korean-American entrepreneur, Eggie Lashes has been shaping the local beauty landscape with our expertise and dedication. Our mission is simple: to provide comfortable, natural-looking lashes for all races and eye shapes. Inspired by the iconic K-Beauty trends and driven by the diverse needs of our community, Eggie Lashes offers a diverse range of styles tailored to accentuate every individual's unique beauty.



Jilyne Jarvis
Co-Founder & CEO | ZGiRLS

Jilyne Jarvis is a seven-time NCAA All-American and retired U.S. Ski Team member. In 2014, she co-founded a nonprofit organization, ZGiRLS (zgirls.org), which equips 11-14 year old girls with the mental tools they need to build confidence for life. ZGiRLS combines the proven scientific methods of building confidence with the real-life experiences of professional female athletes like Sue Bird, Natasha Hastings, Lindsey Vonn, Ashley Wagner, and many more.

Named Puget Sound Business Journal's "40 Under 40" in April 2024, Jilyne also mentors entrepreneurs at UW's Foster Business School, supports the Jones + Foster Start-Up Accelerator, and serves as an advisor for the Women's Entrepreneurial Leadership program.

One of Jilyne's favorite roles is being a partner to her husband, Jack, and a mom to their three young kids.



Lin MacMaster
VP, Brand Marketing | Providence Health System

Lin MacMaster is a seasoned CMO who has led the transformation of multiple brand and marketing organizations across a range of complex industries. Her dynamic approach to brand marketing re-invention leverages consumer data and insights to uncover untapped value propositions that accelerate the generation of short and long term revenue. Lin has served as a change agent within companies, as well as within consulting and agency firms.

Lin has a rich history in both for profit and not for profit organizations. She now serves as VP of Brand Marketing at Providence Health System. Starting in May of 2019, Lin began the process of building the brand strategy and implementation for the Providence brand for over 120,000 caregivers, 51 hospitals across 7 western states. She has also served as Chief Revenue, Marketing and Communications Officer at The American Cancer Society, responsible for leading and integrating a newly-formed marketing organization that brought together marketing and sales for the first time. Lin was recruited specifically to modernize and innovate a broad portfolio of income-generating

techniques, products, channels and approaches, and was responsible for generating income from the mass market, wealthy individuals, and major corporations.

Lin previously led the development and transformation of integrated marketing at Optum Health and Group Health. Her core responsibilities at both of these organizations were to develop the vision and strategy to realign the marketing function into integrated ROI-driven B2B and B2B2C organizations. Lin also was responsible for nurturing organizational cultural transformation from product-centric to customer-centric orientations.

Her early career included 10 years as CEO of Strategic Partners Group a consultancy that helped many Fortune 100 companies build their marketing and brand strategy from a customer-centric perspective. Clients included Verizon, The Coca-Cola Company, General Motors, Disney, Fannie Mae, Humana, and MasterCard.



Lindsay Pino, PhD
Co-Founder & CTO | Talus Bio

Lindsay K. Pino, PhD is co-founder and Chief Technology Officer of Talus Bio, where she is applying mass spectrometry proteomics to small molecule drug discovery. Dr. Pino earned her PhD in Genome Sciences from the University of Washington, Seattle, under the mentorship of Drs. Michael J. MacCoss and William S. Noble.

She leads the development of Talus Bio's mass spectrometry proteomics-based screening platform, guiding and coordinating scientific efforts across automated proteomics sample preparation and high-throughput mass spectrometry data acquisition and analysis. In addition to her research and leadership roles, she is

an active member of several professional organizations, including the American Society for Mass Spectrometry (ASMS), the Human Proteome Organization (HUPO), and US HUPO. Dr. Pino is passionate about community building and mentorship, serving as an organizer for numerous workshops for proteomics, professional skills, and entrepreneurship. When she's not working, she enjoys bringing her son to the zoo, reading with a cup of coffee, and running for 5ks.



Lindsay Randall
VP, Startup Banking | J.P. Morgan

With over six years of experience in supporting early-stage founders, I am a passionate and skilled startup banking leader at J.P. Morgan. My mission is to connect startup founders with corporate venture capital investors from across the world, and to foster a vibrant and diverse startup community in the Pacific Northwest. I have a MBA in Entrepreneurship and Marketing from the University of Colorado Boulder, and I am certified in Change Management, Strategic Planning, and Strategic Partnerships by the Project Management Institute.

I previously lead the development and execution of the Technology Alliance Enterprise Capital Alliance Program, a collaboration between Moonbeam Exchange and the Enterprise Capital Alliance Program. I have successfully completed market assessment and strategy evaluation, facilitated listening sessions with board members, and represented the client at networking events. I have also reviewed hundreds of pitch decks and connected founders with other resources and opportunities. In addition, I serve as a Startup Committee Member at WTIA, where I plan and host startup events, run trainings, and mentor founders on various topics related to marketing, product-market fit, customer development, and leadership.



Liz Pearce
Chief Revenue Officer | Ever.green

Liz is the Chief Revenue Officer at Ever.green, a marketplace for clean energy tax credits and high-impact RECs. She recently graduated from Terra.do's Learning for Action Program, which helps people transition to climate work.

Prior to Ever.green, Liz was VP of Marketing at GoDaddy, CEO and Co-founder of Fresh Chalk, a small business recommendations startup, and CEO at LiquidPlanner, a project management software company. Earlier in her career, she held roles at Sony Playstation, Google, and Amazon.

Liz holds a B.A. in Political Communication and M.A. in Telecommunication from The George Washington University.



Madeline Reeves
CEO & Founder | Fearless Foundry

My career has driven by two things: my goals and my passions. My biggest goal in life is to continue to be challenged and learn new things every single day. My greatest passion is helping people.

My core areas of expertise are Business Development; Branding; Strategic Partnerships; Marketing; Content Creation; Accounting; ERP; CRM; Ecommerce; Market Development; Lead Generation; Channel Marketing/Development; Relationship Management; Corporate Strategies; Sales; Program Development; Partner Recruitment, Education, Leadership; Pricing; Global Growth; Technology and Engagement.



Mariza Hardin
Co-Founder & Chief Operations Officer | Zócalo Health

A healthcare business leader with more than 15 years of policy experience, Mariza founded Zócalo Health in 2021 with a vision to enhance the primary care experience and overall health journey for Latino families.

Prior to founding Zócalo Health, Mariza was on the founding team for Amazon Care and AWS's Health and Human Service Vertical where she led business development initiatives for Amazon customers. Prior to Amazon, she focused on developing innovative solutions for Medicare and Medicaid populations for companies such as Omada and Alere Health/Optom.

Her experience in Medicaid and Medicare started during her tenure at the US Health and Human Service Department where she led policy programs for health information exchange.

Mariza holds a Master's Degree in Health Policy from The George Washington University and currently lives with her family in the Greater Seattle area.



Meg Diaz
Co-Founder, CEO, & Chief Product Officer | Vermouth Beauty

Meg's inspirational leadership style is the result of a truly unique combination of pragmatic business skills and the heart and soul of an artist. Her design for Vermouth's lip crayons was sparked by a recollection of the Renaissance art tools she used during her Watson Fellowship, apprenticed to a fresco painter in Italy. Over her career she has built financial models and advised major corporations as a business consultant, as well as developing products and overseeing production at a small beauty company.

Meg's sense of purpose comes from being an active member of her community – whether advocating in the public schools or volunteering as a hockey coach.

Vermouth Beauty was founded in part to solve the health and environmental problems that abound in the beauty industry; micro plastics and synthetic oils in formulas and the staggering amount of plastic waste created by packaging. However, Vermouth is equally a response to the demeaning way the beauty industry treats women. The big companies that drive the industry, many of which have few women at the helm, have created unattainable beauty standards perpetuating cycles of self-criticism and discontent. We are constantly bombarded with the message that we need to take action to be beautiful.

Vermouth Beauty is here to challenge that narrative. We want women to have the freedom to revel in what makes them happy, without worrying about conforming to a preconceived beauty ideal.



Molly Klein
Founder & CEO | Perk Events

Molly Klein is the founder and CEO of Perk Events, where she builds event-led growth strategies. An award-winning marketing executive, she has created and executed over 1,200 corporate events throughout her career.

Beyond leading Perk Events, she actively mentors' women founders in the startup community, combining her passion for marketing and events with her commitment to entrepreneurial advancement.

Molly serves as a board member for the International Live Events Association (ILEA), Girls on the Run International, and Be Bold for Change.

She received her B.A. in Communications from Washington State University, and certifications in Digital Marketing (General Assembly) and Women's Entrepreneurial Leadership (University of Washington).



Nicey Hilton
Strategic Operations Leader, Healthcare Innovator, and Mentor

Nicey Hilton is a dynamic strategic operations leader with a rare blend of corporate pharma and startup experience, bringing over 20 years of expertise in healthcare innovation, elder care, and business coaching. With a foundational career at a Fortune 500 pharmaceutical company, Nicey honed her skills by working directly with doctors, hospitals, and executives, gaining a deep understanding of the healthcare landscape. This foundation, combined with her hands-on roles in fast-paced startups, has equipped her to drive transformational initiatives, optimize workflows, and lead high-impact projects across diverse healthcare sectors.

For the past three years, Nicey has championed groundbreaking technology designed to combat airborne COVID-19, creating safer environments in elder care facilities across the country. At Violet, she successfully led the deployment of this technology in 350 facilities and secured \$1M in government funding, demonstrating her ability to navigate complex partnerships and deliver meaningful impact in healthcare.

Nicey's commitment to advancing leadership and innovation is evident through her role as a certified business coach and her long-standing involvement as a Mentor, Guest Lecturer, and Judge for the University of Washington's Dempsey Startup Competition and CoMotion. Through these roles, she has empowered entrepreneurial teams to refine business strategies, develop pitches, and scale their impact, making a lasting mark on the local startup ecosystem. Additionally, her work on the Alumni Engagement Committee with Leadership Tomorrow Seattle and previous volunteer consulting work with Year Up underscore her dedication to supporting young professionals and fostering inclusive, purpose-driven leadership.



Pradnya Desh
Founder & CEO | Advocat

Pradnya Desh is the CEO of Advocat, an AI contract generation, negotiation and management platform to improve business and climate outcomes. She founded the company in 2020 and raised two rounds of VC funding for Advocat.

Formerly, Ms. Desh was a US diplomat in the State Department, and a U.S. trade negotiator with USTR in Geneva. She represented the United States in international organizations, including the WTO and the UN Committee on Trade and Development. Ms. Desh joined Governor Christine Gregoire's trade delegation to India and Korea in October 2012, and Governor Inslee's trade delegation to Korea and Japan in 2016. In August 2022, Governor Inslee appointed her to serve on the Board of Trustees for Bellevue College.

She was Managing Partner of Desh International and Business Law, a ten-attorney law firm where she managed the attorneys, staff and operations. She also negotiated deals and advised on commercial law matters including contracts, licensing, and international trade.



Renuka Ramanathan, PhD
Director of Intellectual Property & Partnerships | Shape Therapeutics

Dr. Renuka Ramanathan is currently Director of Intellectual Property and Partnerships at Shape Therapeutics, a Seattle-based gene therapy startup, where she is a leader in IP strategy, business development, and strategic communications.

She has 7.5 years industry experience advising a wide range of biotechs on global patent strategies, from early stage founding teams to established companies. Renuka received a dual title PhD in Bioengineering and Nanotechnology from UW Seattle and a BS in Biological Engineering from MIT. She also completed the Technology Entrepreneurship Certificate program at the Buerk Center in the Foster Business School. Renuka is most passionate

about building cross-functional teams to advance innovations that have the potential to impact patient health and encouraging women to cultivate the spirit of entrepreneurship!



Sharmila Swenson
VP of Public Affairs & Social Impact | Symetra

Sharmila Swenson is a government and public relations professional - collaborative, people-centered and dedicated to transformational impact with over two decades of experience leading teams in public service, government affairs, community engagement and campaigning.

As VP of Public Affairs and Social Impact at Symetra, she is responsible for leading and strengthening the company's relationships and visibility with corporate partners, elected officials, key stakeholders and communities.

Prior to Symetra, she led Local Government Affairs and Public Policy work with Puget Sound Energy, served as Governor Jay Inslee's Operations Director, as a Deputy Chief of Staff and District Director for Congressman Jay Inslee.

Sharmila holds a BA in Political Science from the University of Washington. She is a Dean's Advisory Board Member for University of Washington Bothell School of Business, a DEI Committee Member for the Association of Community College Trustees, and a Board Member for Highline College, Seattle Chamber of Commerce, and Treehouse.



Suki Mulberg Altamirano
Founder & CEO | Lexington PR

Suki Mulberg Altamirano is the Founder of Lexington PR, an award-winning public relations and marketing firm that helps businesses develop brand identity, grow consumer trust and generate investor interest through the power of storytelling. For the last two decades, she has overseen corporate branding, PR and content marketing campaigns for VC-backed startups, Fortune 500s, Inc 5000 fast-growth businesses and founder-led, independently owned ventures.

Suki knows what it takes to build and execute PR strategies that get businesses and their stories seen in leading publications. She has helped companies across an array of industries, including supply chain, energy and power, technology, digital health, wellness, beauty and fashion, bring their narratives to life through memorable messaging and engaging brand content. Her firm's tailored campaigns and global media network secure feature news stories, high-profile awards and expert guest articles that build authority, credibility and visibility.

Prior to founding Lexington Public Relations, Suki held in-house public relations roles in New York City and San Francisco, overseeing media relations for global consumer and luxury goods brands Williams-Sonoma, Elizabeth Arden, and KENZO, part of LVMH Moët Hennessy Louis Vuitton.

Suki is fluent in Spanish and received her Bachelor of Science at New York University. She has called multiple cities home, from New York and San Francisco to Nashville, Louisville, and Cincinnati, and now resides in her original hometown, Seattle, with her husband and two sons.



Veronica Smith
Founder & CEO | data2insight

In 2010, Veronica S. Smith founded data2insight, an equitable evaluation and research consulting firm, with a mission to partner with people to make meaning of data and take collective action to create workplaces and communities where everyone can flourish. Much of her team's work focuses on advancing intersectional equity in STEM education and workforce development as well as LGBTQIA2S communities.

Veronica loves to partner with people to learn and continually improve both individually and in collaborative teams. STEM has been an important part of her life since she was a high school mathlete. Her love of art and science drove her to earn a Bachelor of Architecture degree from University of Arizona in 1991, which she practiced for 5 years (including her first consulting firm). She got caught up in the 90's tech boom in Seattle and Washington DC, becoming a technology recruiter for Real Networks and XO Communications.

Inspired by working with engineers building the broadband network, Veronica earned her Master of Electrical Engineering degree from the University of Washington. Her master's thesis and basic neuroscience research work examined technology tools (including AI) and applied those tools to increase understanding of human brain structure and function. In 2008, Veronica transitioned from basic research to applied research and evaluation where she earned a graduate certificate in the advanced study of evaluation from Claremont Graduate University. Shortly thereafter, data2insight was born.

Veronica is also passionate about mentoring young people. She has served as an Association for Women in Science (AWIS) mentor off and on for 10+ years and is the Washington State co-chair for the Million Women Mentors movement. Veronica and her wife, Natalie, are honored to award an AWIS scholarship each year to an undergraduate woman in science in honor of their parents' support and encouragement for them and their pursuit of STEM careers.



Volha Hrechka
Senior Business Development Manager | Microsoft

Volha Hrechka is a Senior Business Development Manager at Microsoft, focusing on sustainability partnerships. Volha brings over a decade of experience in venture capital, startup development, and technology commercialization, with expertise in cleantech and sustainable manufacturing. She is a double Dawg, currently pursuing an evening MBA at the University of Washington's Foster School of Business, and holds a BS in Chemical Engineering with a specialization in advanced materials.

Volha has successfully built startups, secured over \$3M in venture funding, and led partnerships with government agencies and Fortune 500 companies. Her ability to bridge technical and business domains will be a key asset as we drive forward in sustainability.

Outside of work, Volha enjoys running, cold plunges, and creating jewelry, bringing a creative and balanced approach to both her professional and personal life.



Yolanda Barton
Founder & CEO | RevereXR

Yolanda A. Barton is a trailblazing immersive storyteller and visionary leader at the forefront of inclusive technology and experiential learning. As the founder of Revere XR, she has harnessed the power of VR, AR, XR, mixed reality, and AI to revolutionize the way we engage with popular culture and history.

As a pioneer force in the XR preservation platform, Yolanda has earned recognition among the Top 100 women of the future for her groundbreaking work. Her unwavering commitment to bringing history to life through immersive storytelling experiences has earned her acclaim, establishing her as a driving force in the preservation.

Through Revere XR, Yolanda collaborates with cities to preserve their history, and her work with school districts in offering immersive storytelling certification programs is leaving an indelible impact on how we engage with our past and prepare for the future.

In addition to her remarkable achievements, Yolanda's prowess as an inspirational speaker captivates audiences worldwide. Her voice resonates, empowering others to embrace technology's potential for positive change and fostering environments of inclusivity where diverse perspectives flourish.

Yolanda A. Barton's leadership stands as a testament to her ability to inspire, innovate, and uplift.