



# Ultimate The 2<sup>nd</sup> Annual Culture Conference

## Featured Presenters

### Josh Bersin

*Principal, Bersin by Deloitte, Deloitte Consulting LLP*

Josh Bersin founded Bersin in 2001 to provide research and advisory services focused on corporate learning. He is responsible for Bersin by Deloitte's long-term strategy and market eminence. Josh is a frequent speaker at industry events and has been quoted on talent management topics in key media, including *Harvard Business Review*, *The Wall Street Journal*, *Bloomberg*, on BBC Radio, CBS Radio and National Public Radio. He is a popular blogger for Forbes.com and has been a columnist since 2007 for *Chief Learning Officer* magazine.

### Daryl Conner

*Chairman, Conner Academy*

Daryl Conner is founder and chairman of Conner Partners, Conner Academy, and Conner Advisory. During his 40+ years of practice, he has educated and advised leaders and change practitioners in many of the world's most successful organizations. Daryl focuses on helping his clients understand and address the challenges and opportunities of transformational change. He believes effective leaders are differentiated not merely by "what they do", but "who they are"— their character and the impact they have on others.

### Robert Cooke

*CEO, Human Synergistics*

Robert A. Cooke is CEO of Human Synergistics and Associate Professor Emeritus at the University of Illinois at Chicago. He is the author of the *Organizational Culture Inventory*® (OCI®), the world's most widely used culture survey. Rob's research has been selected for the William Davis Award for outstanding research and the Douglas McGregor Memorial Award for Excellence in the Applied Social Sciences. He is the recipient of the MBA Professor of the Year Award and the Alumni Award for Outstanding Teaching at UIC.

### Shawna Erdmann

*Director of Enterprise Learning and Development, Intel*

Shawna Erdmann is Director of Enterprise Learning and Development at Intel Corporation. She leads a global organization responsible for designing and executing strategies to develop and grow the capabilities of Intel's talent, from employees to executives, in order to advance Intel's business strategy. Prior to joining Intel, she held various positions at Apple, NetApp and Cisco. Shawna holds an MBA from San Jose State University and Master's degrees in Curriculum and Instruction and Leadership from Point Loma University.

### Adam Leonard

*Executive Development, People Development, Google*

Adam Leonard currently works at Google helping executive leaders and teams reach their full potential through process consulting, coaching, content design, and facilitation. Before Google, Adam worked for the OD consulting firms Stagen and True Balance Solutions, in addition to the toy company, Mattel. His published works include co-authoring *Integral Life Practice: A 21<sup>st</sup> Century Blueprint for Physical Health, Emotional Balance, and Mental Clarity* with Ken Wilber.



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## **Matt MacInnis**

*Chief Executive Officer, Inkling*

Matt MacInnis is Inkling's Chief Executive Officer. He founded Inkling on a mission to rethink the way people learn using technology, a journey that began with the textbook, but has led to much more. Today, Inkling is defining a new medium for publishers and consumers alike. Matt previously spent eight years at Apple, beginning in marketing and eventually running the education market development team in Asia. After growing Apple's business in the region, Matt was called back to headquarters to coordinate Apple's growth in education globally.

## **Steffany Magid**

*Executive Development, People Development, Google*

After spending several years working in leadership development at Google, Steffany Magid has spent the last seven years consulting with executives and their teams and organizations to reach new levels of connection and effectiveness. She is currently exploring how alternative ways of working, e.g., self-management, could transform and benefit both employees and business.

## **Bill Parsons**

*Partner and Executive Vice President, Senn Delaney*

With more than 40 years of executive experience, Bill Parsons is a culture expert who serves as strategic guide and partner to leaders of the world's most prominent companies. He leads the transformation of organizations, aligning culture to the strategic direction and infrastructure to enhance business results. Bill has worked with executives of companies in a wide variety of industries. Using a proven model for cultural transformation, he re-energizes people, leaders, and organizations, guiding culture change and propelling significant growth and sustainable performance.

## **James Rodgers**

*President and Principal Consultant, The Diversity Coach*

James O. Rodgers believes that effectively managing diversity requires a new approach to managing people. He has seen firsthand how a lack of good management practices can cause chaos, and his goal is to bring diversity management to all businesses. James has developed a number of innovative diversity management tools, including CultureScan™ and Deliberate Diversity™. He is a public speaker, facilitator, and author of *Managing Differently™: Getting 100% from 100% of Your People 100% of the Time*.

## **Edgar Schein**

*Professor Emeritus at the MIT Sloan School of Management*

Culture expert, Professor Emeritus at the MIT Sloan School of Management, and author of numerous books, including *Organizational Culture and Leadership*, *The Corporate Culture Survival Guide*, and *Humble Inquiry*, Edgar Schein is regarded as the most influential authority on organizational culture. He is the 2009 recipient of the Distinguished Scholar-Practitioner Award from the Academy of Management and the 2012 recipient of the Lifetime Achievement Award from the International Leadership Association.

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## **Ron Storn**

*VP of People, Lyft*

Ron Storn has more than 20 years of experience in People roles, and currently leads recruiting and human resources at Lyft, a fast-growing, Andreessen-backed start-up in the peer-to-peer ridesharing space. Ron leads all talent acquisition, people operations, HR analytics, and office team and grew the company from 80 to over 600 in two-plus years. Most recently, Ron was a senior recruiting leader at Facebook and Google. Previously, Ron founded Targus Human Capital Partners, a boutique executive search firm. Ron began his career as a CPA with KPMG.

## **Jon Wolske**

*Culture Evangelist, Zappos Insights*

Jon Wolske is the Culture Evangelist for Zappos Insights, a part of the Zappos Family of companies headquartered in Las Vegas, NV. Jon uses his eight years of experience in the Zappos Family to speak with a focus on culture and customer experiences and their importance in business today. Over the past six years, Jon has presented at meetings and conferences for companies from around the world and gave his first TED talk at TEDxLoyolaMarymountU in April of 2013!