

Nissan Mexico President Mayra Gonzalez, GE former Vice Chair Beth Comstock, neuroscientist Dr. Emile Bruneau, Ph.D., and survivor Norma Bastidas to speak at the 3rd W.IN Forum New York, May 21st, 2018

For media attendance and interviews with Catherine Barba, speakers and participants: 37EASTPR | JC Agid | +1(917)349-8361 | jcagid@gmail.com

New York - NY | May 15th, 2018 | For immediate release | **President and Managing Director of Nissan Mexico Mayra Gonzalez**, the **former Vice Chair of GE Beth Comstock**, **Director of Penn University's Peace and Conflict Neuroscience Lab Dr. Emile Bruneau, Ph.D.**, and **human trafficking survivor — also now world record holder for the longest triathlon — Norma Bastidas** are among the 75+ speakers from North America, Europe and Africa confirmed for the third edition of W.IN Forum New York, which will be **held at the Parsons New School on Monday, May 21st, 2018**. This year's theme is **"Diversity Powers Innovation ."**

This 2018 W.IN forum will bring together more than 700 participants — CEOs and executives from Forbes 500 companies, government officials, investors, successful entrepreneurs and startup founders from 10+ countries, graduate and undergraduate students — to work on ways to increase the number of women and minority leaders in today's workplace, and foster the coming generation of innovative leaders for that of tomorrow. These diverse voices and talents will mingle together during a day of intense discussion, and leave with actionable takeaways.

"Diversity and inclusion are a strategic imperative for innovation," explains **Catherine Barba**, founder and President of W.IN Forum NY. *"We believe the best way to prepare for a future of unknown complexity is make room for discovery. Surround yourself with people who are different from you."*

Diversity is the defining criteria of the conference's roster of speakers, which includes neuroscientists and social entrepreneurs, blockchain experts and top executives of global financial institutions, the first woman diplomat to become French Consul in New York, a concert pianist who is also a Ph.D. in ... Metals, a research scientist from Facebook's AI lab, and a group of children from East Harlem who are already on their way to effecting change through diversity and innovation.

Discussions will embrace an array of notable themes critical to our times, including:

- **Diversity and Innovation** -- With diversity now considered a must-have for pioneer corporations, panelists will discuss how exactly we can quantify its impact on innovation.
- **AI and unconscious bias** -- Questions on achieving diversity and winning the everyday battle against unconscious bias remain: could AI be the answer?
- **The new voices in politics** -- With landmark numbers of women running for the House, the Senate and governorships in the United States, a large discussion will be dedicated to innovation and politics.
- **Tech disrupting fashion and beauty** -- A large session will bring together investors, leaders and founders who navigate what's next in Fashion and Beauty.
- **Food is the next revolution** -- Panelists and participants will discuss the new social behavior of entrepreneurs, including those who are launching a food revolution, and those who are contributing to a more balanced humanity.

Innovation, diversity and inspiration. Just what we all need!

Third annual [W.IN Forum](#) | "Diversity powers Innovation"
Monday May, 21st, 2018 from 9:30am to 4pm
Parsons New School | 66 Fifth Avenue | New York | MEDIA (only) Registration [here](#)
[Full program is attached – Speakers below](#)

Agenda

9:15am WELCOME DIVERSITY LOVERS, WELCOME CHANGE MAKERS!

- Catherine BARBA

9:20am MAKE ROOM FOR DISCOVERY

- Beth COMSTOCK, former Chief Innovation Officer @ GE

9:35am HOW DO INNOVATION AND DIVERSITY WORK TOGETHER?

Moderator: Jeff GREEN Managing Diversity Reporter @ Bloomberg

- Laura SHERBIN, Co-President @ Center for Talent Innovation
- Emile BRUNEAU, Ph.D. Neuroscience, Research Scientist @ MIT
- Laurence LIM, MD @ Cherry Blossoms Market Research & Consulting

10:20am YOUNG, DIVERSE AND CHANGING THE WORLD

Moderator: David JONES, founder @ You & Mr. Jones

- Kristin DUQUETTE, Disability Advocate, Public Servant, former Obama Political Appointee
- Lindsey DAY, cofounder and Editor in Chief @ CRWN Magazine
- Jacob CASTALDI, cofounder @ Ivory Ella & cofounder @ Chnge

12:00pm

BREAKOUT SESSIONS 1

TISHMAN AUDITORIUM - INNOVATION IN POLITICS

Moderator: Adriana STAN Contributor @ Techcrunch

- Anne-Claire LEGENDRE, Consul General of France in New York
- Penny ABEYWARDENA, Commissioner at NYC Mayor's Office for International Affairs
- Andrew YANG, US Presidential Candidate
- Laura HAIM, Journalist, French White House Correspondent

STARR FOUNDATION HALL - INNOVATION IN BEAUTY AND FASHION

MC: Odile ROUJOL founder @ BeautytechSF & Vincent DIALLO Partner @ Bleu Capital

- Erika SHUMATE, founder & CEO @ Pinrose
- Ming S ZHAO, CEO & cofounder @ Proven Beauty
- Devon BERGMAN, CEO & cofounder @ Social Standards
- Audrey BERGENTHAL, founder & CEO @ Euveka
- Paul MICHAUX, CEO & cofounder @ Prose Hair
- Agustina SARTORI founder @ GlamST
- Kay KOPLOVITZ, Managing Partner @ Springboard Growth Capital

HOERLE LECTURE HALL - INNOVATION IN ADVERTISING AND THE MEDIA

Moderator: Kathy SANDLER, Senior Manager @ Penguin Random House

- Meg RUNEARI, VP of Business Operations North America @ Teads
- Iman OUBOU, founder & CEO @ SWAAY Media
- Edward ROUSSEL, Chief Innovation Officer @Dow Jones Wall Street Journal
- Chantal RESTIVO-ALESSI, Chief Digital Officer at HarperCollins Publishers

*** FOOD IS SERVED UNTIL 2:15pm – FOLLOW THE SIGNAGE! ***

12:00pm

BREAKOUT SESSIONS 2

HOERLE LECTURE HALL - INNOVATION IN THE FOOD CHAIN

Moderator: Emily PAYNE @ Food Tank

- Tobias PEGGS, founder and CEO @ Square Roots
- Erin KIM, Communication Director @ New Harvest
- Rachel KOLBE, Strategic Project Manager @ InVivo

Conclusion by Cyrielle HARIEL, writer and radio reporter @ Europe 1

EVENT CAFE - MEET THE C-Suite #reversementoring

- Jean-Marc BELLAICHE, former C-Suite @ Tiffany
- Xavier VEY President & COO @ L'Oréal Luxe US
- Paul GRIFFIN, CEO @ @ Sandro Maje Claudie Pierlot J
- Joelle GRUNBERG, President and CEO North and Central America @ Lacoste
- Beatriz PARDO VP Global Operations @ Starbucks - Siren Retail Division
- Daniel KLEIN, CEO @ BNPP IP US

STARR FOUNDATION HALL – ASK ME ANYTHING #trailblazers

- I want to raise capital
 - o Ben CHEMLA, CEO & founder @ Fit House
 - o Darlene GILLARD, MD @ Digitalundivided
- Startup Accelerator Programs: Why? When? Who?
 - o Carly-Ann FERGUS, Director @ XRC Labs
 - o Jackie TREBILCOCK, Executive Director @ New York Fashion Tech Lab
- I want to engage with my customers
 - o Ming S ZHAO, CEO & cofounder @ Proven Beauty
- I want to create a strong brand and a strong culture
 - o Erika SHUMATE, founder & CEO @ Pinrose

TISHMAN AUDITORIUM – MEET 4 OF THE MOST MISSION-DRIVEN FOUNDERS #socialimpact

Moderators: Joseph SARTRE Partner @ Bleu Capital & Ion YADIGAROGLU Partner @ Capricorn

- Jeff CRIPE, CEO & founder @ Cargo
- Rafaele TORDJMAN, founder & Chairwoman @ Women Innovating Together in Healthcare

- Tim BOITOUZET, CEO & founder @ Woodoo
- Kristy CAYLOR, CEO & founder @ For Days

1 pm

BREAKOUT SESSIONS 3

TISHMAN AUDITORIUM – INNOVATION IN FINANCE - WHAT SKILLS SHOULD I GET TO REACH HIGHER?

Moderator: Janet PASKIN, Editor @ Bloomberg

- Marine de BOUCAUD, Chief Human Resources Officer @ AXA US
- Cristina DOLAN Co-Founder & COO @ iXledger | Blockchain | MIT Media Lab
- TeLisa DAUGHTRY, CEO and founder of Flytechnista
- Amanda RAJKUMAR, Head of Human Resources for BNP PARIBAS USA
- Margaret HARTIGAN, CEO and Founder @ Marstone

HOERLE LECTURE HALL – DIVERSITY IN TECH - CAN WE BUILD AN UNBIASED AI?

Moderator: Julie SAMUELS, Executive Director @ Tech:NYC

- Y-Lan BOUREAU, Researcher @ Facebook AI Research
- Aurélie JEAN, PhD, Co-Founder & CTO/CIO @ MixR
- Marie-Eve PICHE, CFO @ Pymetrics
- Rashida RICHARDSON, Director of Policy Research @ AI Now Institute NYU

STARR FOUNDATION HALL – NETWORKING TRAINING (> 21 years old only)

Moderators: Laurie du BOULLAY, COO @ oXya & Katherine KING founder and CEO @ Invisible Culture

Introduction by Valentine THOMAS, Globetrotting Sparefisher

*** BACK TO TISHMAN AUDITORIUM ***

2:15pm

CEOs CONNECTING THE DOTS BETWEEN DIVERSITY AND INNOVATION

With Carlos GHOSN, Chairman and CEO @ Renault Nissan Mitsubishi (in person or video).

Moderator: Claire CIZAIRE Chief Technology and Innovation Officer @ Mazars

- Mayra GONZALEZ, CEO @ Nissan Mexico
- Georgia GARINOIS-MELENIKIOTOU, Senior Vice President @ Estée Lauder
- Laura ZELENKO, Senior Executive Editor @ Bloomberg News
- Guillaume LE CUNFF, CEO @ Nespresso USA
- Karen MOON, CEO @ Trendalytics

3:05pm

WHEN ART AND METALLURGY CONVERGE

- Marie-Agathe CHARPAGNE, Postdoctoral researcher and amazing concert pianist

3:15pm

2030: WELCOME TO YOUR BRIGHTER FUTURE

- Claude GRUNITZY, founder @ TRACE and TRUE Africa, Hauser Leader @ Harvard Kennedy School
- Norma BASTIDAS, Actress, Endurance Athlete, founder @ Wild Productions