



August 4th - 6th 2020
Portland Oregon

Bridging the Generational Gap in Business

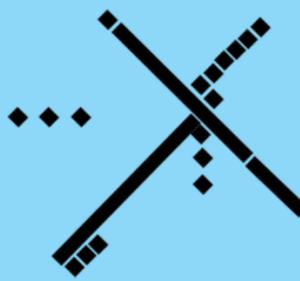


Why The PDXYZ

The PDXYZ stretches the boundaries of a typical business summit, creating unique experiences, intriguing insight, and access to some of the most innovative minds working in business to create culture and products that resonate across generations. People often associate the phrase "Keep Portland Weird" with our hometown of Portland, Oregon. The sometimes-outlandish culture of Portland has become as much a part of the city's identity as specialty coffee or craft beer and spirits. But, you may ask, what is "weird"? Portland's brand of weird may be thought by some to be a person with colorful hair or a uni-cycling Darth Vader playing a bagpipe engulfed in flames. To us Portland natives, weird is simply the norm. Our weird is about inclusiveness. Our weird is welcoming all walks of life with open arms.

This is why we launched the PDXYZ series. This unique gathering is focused on bridging the generational gap in business, while breaking down the walls of traditional conferences and trade shows. This 2 ½ day business gathering in Portland, Oregon will bring together the best and brightest minds in HR, Marketing, Cyber Security, Legal and beyond, to engage in a series of discussions about talent and the universal challenges that each profession experiences. Picture an early stage South By Southwest where you experience the culture that Portland has to offer.

The Experience



Bill Ingham
Chief Executive
Visa Europe



Donna Dorsey
CHRO
Navistar

PDXYZ



Incredible Content

Series of Keynotes, Workshops and Panel Discussions that will drive conversation on bridging the generational gap in business.



Portland Culture

Experience the culture of Portland as you explore the city and attend the multitude of sessions, experiences and headquarter visits.



Unique Experiences

Opportunity to visit innovative headquarters and unique venues, while also having access to the PDXYZ Experience lounge where companies will create interactive experiences for the attendees.



Renowned Speakers

Peer driven content from some of the most renowned speakers in the country.

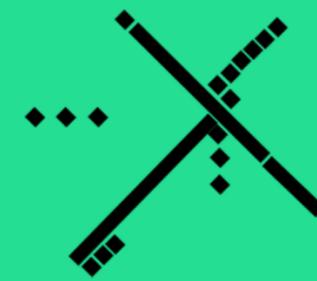


Unmatched Networking

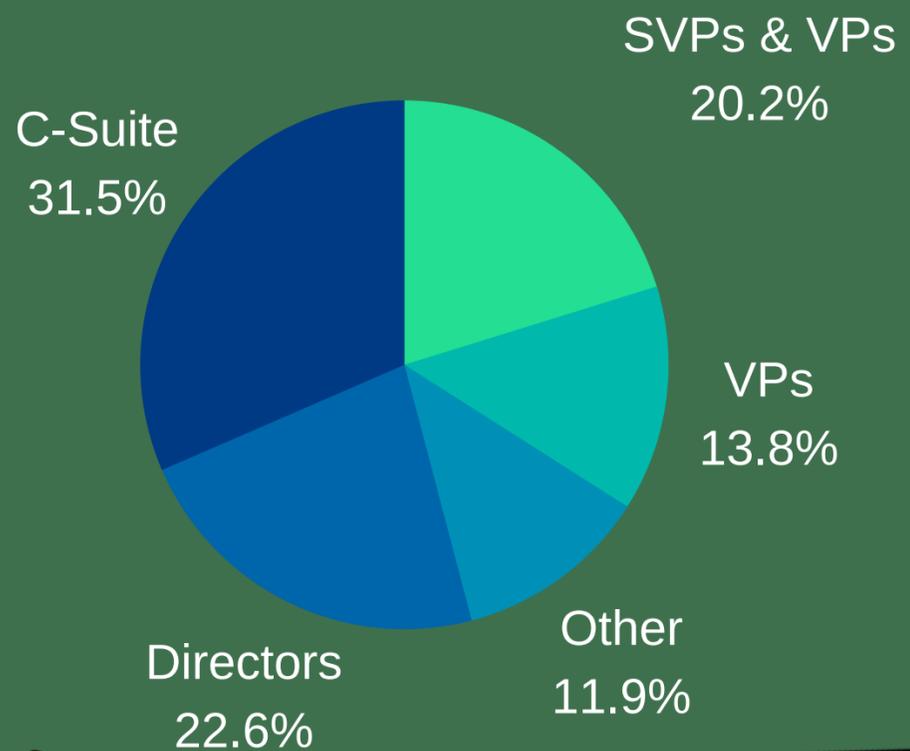
Opportunity to network with 300+ of the top business leaders in the country. A cross-pollination of executives from multiple disciplines and professions.



WHAT TO EXPECT



WHO ATTENDS?



Tom Nash
 Storyteller, Vagabond
 Speaker





TOPICS INCLUDE



Bernard Coleman
Head of Global Inclusions & Diversity
Uber

- Bridging the Generational Talent Gap
- What companies are doing to get in front of the next generation of consumers
- Future of the workforce
- To retain or Not to Retain
- Creating a culture for your employees and consumers
- Business Strategy
- Bringing Passion to the workplace
- Leading a High Performance Team
- Social & Political Movements
- Overcoming challenges
- Motivating your team
- Disruptive ideas
- And much more



Tony Ambroza
Chief Brand Officer
Carhartt



Speakers

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- Tom Nash, Storyteller, Vagabond, Speaker

At the age of 19, Tom lost both his hands and both of his legs to a deadly disease. Since then he has rebuilt his life, using prosthetics to master tasks that many able-bodied individuals often take for granted. An example of the expression 'That which does not kill us, makes us stronger', his story inspires and amuses, while leading audiences down a path of lateral thinking, problem solving, and self-reflection. Tom's tenacity for troubleshooting and optimism has advanced him to a journey he'd never anticipated. Applying the lateral thinking techniques previously attained in overcoming physical hurdles, Tom circumnavigates a variety of challenges and has carved out a new line of thinking, which he lives by to this day.



- Lynsi Snyder, CEO, In-N-Out

Lynsi Snyder is an American businesswoman, who is the owner of the fast food chain, 'In-N-Out Burger Company'. She is the only biological granddaughter of Harry and Esther Snyder, who found the restaurant in 1948. Over the past decade, she has been receiving stakes as set by her grandparents. Turning 35 was definitely a milestone for burger chain heiress, Lynsi Snyder, as she received her final portion of inheritance, owning up to 97% of the restaurant, thereby making her a billionaire, with an estimated net worth of USD 1.3 billion. As per Bloomberg Billionaires Index, she is the youngest female billionaire in America. Lynsi Snyder is also involved in other charitable acts and supports organizations like the Healing Hearts & Nations and In-N-Out Burger Foundation as part of her philanthropist endeavors.



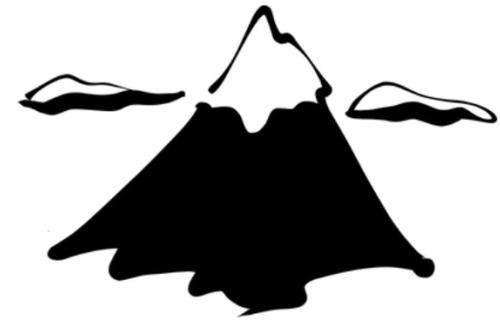
- Bill Ingham, COrganization & HR, Visa Europe

In this role, Bill sets the people and talent strategy to drive business for employees across Europe. Additionally, he drives the people and talent strategy for global marketing and communications. Prior to moving to Europe, he was Vice President for Global Human Resources in San Francisco. He sat on the executive leadership teams for Global Marketing & Communications, Global Strategy & Government Relations, Legal & Compliance, and Human Resources. Prior to Visa, he led International HR for the Banana Republic Brand at Gap Inc. Before joining Gap, he spent 8 years with the Clorox Company where he led the people and talent strategy for a multi-billion dollar global business unit. Earlier in his career, Bill was with PeopleSoft where he built the strategy for PeopleSoft's Human Resources Business Process Outsourcing (HRBPO) division in addition to leading Global Staffing where his team hired as many as 4,000 people per year. Bill started his career at Oracle as the first compensation analyst for the company.



- Donna Dorsey, EVP & CHRO, Navistar

Amy Fliegelman Olli joined VMware in August 2017 and serves as senior vice president and general counsel. She is responsible for VMware's Global Legal Team and champions the company's commitment to integrity, ethics, compliance and risk management practices. Previously, Amy served as senior vice president and general counsel at Avaya, general counsel at CA Technologies and general counsel of the Americas at IBM. With more than 25 years of legal experience, Olli has participated in and led organizations responsible for corporate philanthropy; corporate security and business continuity planning; corporate social responsibility; environmental, health and safety; ethics and compliance; global trade compliance; government affairs; and government solutions.



Speakers

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- Bernard Coleman, Global Head of Diversity & Inclusion, Uber

Bernard is the Global Head of Diversity and Inclusion (D&I) and he drives the D&I programs through meaningful relationships, both internally and externally, as well as promotes Uber as a leader in ride sharing, and as a forerunner in D&I engagement. Prior to Uber, Bernard led Hillary for America's D&I and HR initiatives, as the first ever Chief Diversity and Human Resources Officer in U.S. history for any presidential campaign and political party. Bernard's written for Forbes, Catalyst, SHRM and his insights have appeared in the Nasdaq Government Clearinghouse and the Huffington Post. Bernard holds an M.B.A. from Trinity University, a B.A. in psychology from Hampton University, a Strategic Diversity and Inclusion Management certification from Georgetown University, and is a graduate of the University of Virginia's Sorensen Institute for Political Leadership.



- Tony Ambroza, Chief Brand Officer, Carhartt

Ambroza joined Carhartt in 2010 and his strong background in the apparel industry with extensive brand marketing experience have helped increase Carhartt's brand awareness to its current all-time high. He has continued to build on the brand's growth and momentum by widely sharing its brand story; Carhartt is a timeless, family-owned brand making authentic products for honest, hardworking, industrious people. Over the past seven years, Ambroza and his team have expanded the brand across product categories, gender and generation, occupations from the trades to craftspeople to those who love the outdoors and those who work and live in the hottest and coldest climates on the planet. Carhartt's authentic storytelling has allowed the brand to continually gain relevance with consumers of all ages as they see themselves in the real, hardworking people featured in Carhartt marketing.



- Claire Coder, Founder & CEO, Aunt Flow

Forbes 30Under30, Claire Coder (clairecoder.com) is the founder and 22 year old CEO of Aunt Flow (goauntflow.com). The company is founded on the principle that everyone - regardless of financial situation - should have access to menstrual products. To bring the companies' mission to life, Claire patented a unique, mechanical-delayed menstrual product dispenser that provides a sustainable solution for corporations and institutions to provide tampons and pads for free to employees, students and guests. After all, toilet paper is offered for free, why aren't tampons?® To further the mission of Aunt Flow, the company has donated over half a million tampons and pads to people in need.



- Phillip Kaplan, CEO, Gameworks

Philip N. Kaplan serves as GameWorks' chairman and chief executive officer, a role to which he was appointed in the summer of 2018. In this capacity, Kaplan leads day-to-day business operations and directs the Company's growth and expansion. Kaplan brings nearly 30 years of diverse business operational experience at both public and private companies to his leadership role. He has established a proven track record in leading strategic operations and helping companies scale to achieve rapid growth. Over the course of his extensive career, Kaplan held myriad management positions in which he directed efforts surrounding corporate mergers, acquisitions, integrations and reorganizations.



Speakers

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- Torben Nielsen, CEO, ZOOM

Digital thought-leader with a passion for culture change and innovation and a diversified experience in high-tech, healthcare, and consumer goods industries. Worked for multi-national organizations @Xerox and @LEGO, large healthcare companies @Cambia, @Premera and @PeaceHealth and in 2012 co-founded @HealthSparq, the second fastest-growing US digital health company in 2016. • Recognized as a visionary, results-oriented business executive with a proven track-record of increasing customer mindshare and revenue. • Successfully defined and launched market-ready products and achieved triple-digit revenue growth through innovative and strategic business initiatives.



- Randy Yu, Chief People Officer at Misumi, USA

A transformative, passionate, and highly strategic Chief HR Officer and Chief People Officer with a proven record of developing and implementing human resources strategies and initiatives integral to and aligned with corporate objectives. A consummate executive leader who nimbly leverages program development/management, talent acquisition, talent management, HRIS, performance management, HR strategy and analytics, workforce planning, team building, organizational development, executive coaching and mentoring, employee benefits, and organizational effectiveness to deliver mission-critical, progressive business solutions. An exceptional communicator with a talent for synthesizing business knowledge and relationship-building skills to collaborate effectively with and influence executive leadership. A trusted business and HR thought leader perpetually driven to achieve results, streamline processes, and exceed business expectations.



- Dr. Jarik Conrad, Human Capital Management (HCM) Thought Leader, Ultimate Software

Jarik Conrad, EdD, SPHR, SHRM-SCP, is the Sr. Director of Human Capital Management Innovation for Ultimate Software. In this capacity, Dr. Conrad helps organizations stay abreast of the latest workforce trends and innovative approaches to people management. Immediately prior to joining Ultimate Software, Dr. Conrad led The Conrad Consulting Group, where he served as an executive coach, facilitator, and management consultant. Previously, he held significant human resources roles at Fortune 500 companies, including McDonnell Douglas (Boeing), Pillsbury (General Mills), Union Carbide (Dow), Citigroup, and CSX Technology, and directed the human resources department for the City of Jacksonville, Florida.



- Dana Wade, VP Cultural Marketing & Creative Strategy, Viacom

Responsible for leading a team of 10 professionals to uncover youth culture insights that position Viacom to the advertising and marketing community. Launched and designed a briefing process that provided Velocity with a strategic approach to developing custom content. Created and executed a plan that embeds culture and creative insights into the day-to-day operations of Velocity



What they are saying



Eric Hutcherson
EVP & CHRO
NBA

"I have to be very selective on where I spend my time. The Peer 150 has always delivered on their promise. They have the right people in the room, their content is spot on, and executives are able to share candidly with one another."



Amy Smith
Chief Giving Officer
Toms

"I really enjoyed The PDXYZ and the unique experiences that the PEER 150 created. The difference of beliefs and opinions between generations is a challenge that we as leaders all face. It was great to have a gathering that focused on bridging that gap in business."



Min Park
Director of People Analytics
hulu

"The PDXYZ experience was fantastic. The content, networking and experience center created an environment that was extremely unique. Bridging the Generational Gap is a challenge we all face, and The PDXYZ addressed this challenge in a way that allowed people to feel candid and open."



Amy Wigler
VP Integrated Marketing
Viacom

"The PDXYZ is such a unique and special event! The thought leadership was exceptional and the takeaways were invaluable. The event was also meticulously organized with a variety of activities designed to promote networking and connection. The PDXYZ definitely stretches the boundaries of a typical business summit, and is something that all of us leaders need."

