



2018 WELD Cleveland Leadership Series March



Nikki DiFilippo



Kevin Bang



Ron Jones



James Lundquist



Seth Task



CITY OF CLEVELAND
Mayor Frank G. Jackson

Venue Host

March 20, 2018
Tuesday

Networking
7:30m-8:00am

Program
8:00am-9:30am

City Hall Rotunda
601 Lakeside Avenue
Cleveland, OH 44114

- Registration Fees -
Member:

\$25 (\$30 after 3/8/18)

Non-Member:

\$35 (\$40 after 3/8/18)

No refunds or credits after 3/8/18

Register at:
www.weldusa.org

Enlisting Male Allies in Your Value Chain

How can men serve the advancement of women's leadership? Have you ever wondered how to enlist a male ally or sponsor? What does it mean for a man to be an ally for women? How do you know if you are approaching the right person? Women need to capitalize on the support and guidance that can be gained by enlisting male allies in our value chain. In this panel, moderated by strong female leader **Nikki DiFilippo, President and CMO, Via Vera Group**, hear our panelists discuss the importance of co-leading the fight for female advancement in the workplace. Our panelists include:

- **Kevin Bang, RHU**, Senior Vice President, Employee Benefits Consultant, USI Insurance, Cleveland Employee Benefits Agency
- **Ron Jones**, CEO & President, The Copious Group, LLC
- **James Lundquist, M.A.**, Director of Talent Development, PRADCO
- **Seth Task**, REALTOR®, Berkshire Hathaway Home Services Professional Realty

Participants attending this session will gain insight on:

- Understanding why it is important to utilize male allies while building your value
- Learning how to identify male allies and how to approach men for sponsorship
- Strengthening feelings of support by hearing from men who want serve as advocates toward gender inclusivity

For sponsorship opportunities, contact Laura Oleksa at loleksa@aluminumline.com.

Registration closes at midnight on March 15th! Late fees apply after registration closes. Contact Mindy Koenig at mkoenig@weldoh.org for more information.



About Our Moderator...



Nikki DiFilippo
President and CMO
Via Vera Group

Professional Career

Since 2005, Nikki DiFilippo has served as President and CMO of Via Vera Group, a marketing services organization providing senior marketing leadership to accelerate high-tech company growth. Nikki's skills emanate from a unique background in information technology, product management, channel development, market analysis and various executive roles at start-up and mid-sized companies.

With over twenty years of senior marketing management experience, Nikki established her company on the principles of providing high-tech and strategic marketing expertise to organizations seeking to optimize marketing investments. Representative clients include [FlashStarts](#), [SpyderLynk](#), [Platformation](#), [OneLink](#), [Paragon Consulting](#), [Dakota Software](#), [StreamLink Software](#), [Bravo Wellness](#) and [VMWare](#). Through the influence of Nikki's marketing know-how and business connections, clients have received prestigious awards and recognition, generated new leads, received investment funding, solidified a value-based market position and launched products that increased awareness on a national and global bases.

Prior to founding Via Vera Group, Nikki was Vice President and Director of Marketing for over eight years at Flashline (founded by Charles Stack), an enterprise software asset management company, where she was responsible for marketing and instrumental in the company becoming a market leader. Prior to Flashline, Nikki held the position of Software Product Manager at NACSCORP, a software distribution firm, where she led the firm's marketing efforts resulting in a sales increase from \$1.2 m to \$50m.

In May of 2016, Nikki was awarded [StartMart's, "Best Marketing and PR" award](#). Nikki has served as President of the University Alumni Association of Case Western Reserve University (CWRU) from 2013 -2015 and had previously served as President of the Weatherhead Alumni Board at the business school. She currently serves on the board of the University Alumni Association of CWRU. In 2006, she received the Achievement Award for Outstanding Alumna from the Weatherhead School of Management at Case Western Reserve University. For the term 1999-2000, Nikki was the President of the American Marketing Association, Cleveland Chapter, where she received AMA's National Special Merit Award for designing and executing an e-Commerce conference featuring Seth Godin, founder of Permission Marketing.

Nikki earned her Master of Business Administration from the Weatherhead School of Management at Case Western Reserve University and a Bachelor of Business Administration from Kent State University.



About Our Speaker...



Kevin T. Bang, RHU
Senior Vice President, Employee Benefits Consultant
USI Insurance
Cleveland Employee Benefits Agency

Experience

Kevin Bang is Senior Vice President and Employee Benefits Consultant at USI Insurance, where he works with middle-market employers to better understand, control and improve the risks and costs of their employee benefit plans. Prior to his tenure at USI, Kevin was Vice President and co-founder of Master Consulting Group, a benefits consulting firm established in 1992. Kevin also served as Vice President at the National City Insurance Cleveland office.

Kevin has worked with employers across the U.S. to manage their benefit programs and is adept at communicating in an array of working environments and employment cultures. He has also delivered educational presentations to local, regional, national and international audiences on various topics including Health Care Reform, Employee Benefit Committees and Benefits Considerations in Mergers and Acquisitions.



Affiliations / Service / Community

Member of the Board of Directors for The Gathering Place (2016-Current)
Involved in Junior Achievement as donor and professional volunteer, teaching at levels ranging from elementary to high school (2013-2016)
Member of the finance committee for The FEST annual family music festival (2012-Current)
Member of the Union Club membership committee (2013-2016)
Baseball coach – Shaker Heights boys youth travel team (2011-2015)
Has served or currently serves on broker advisory councils for Anthem, United Healthcare, Medical Mutual and Aetna
Former member, Heights Regional Chamber of Commerce Board of Directors

Education

Kevin received his RHU (Registered Health Underwriter) designation from the American College, and his B. A. in English from Miami University.

Personal

Kevin lives in Pepper Pike with his wife, Kate, and has two children: Owen - 14 and Alaire - 11. A cancer survivor, Kevin is a CrossFit Level 1 trainer, musician, writer and fan of healthy eating.

About Our Speaker...



Ron Jones
CEO & President
The Copious Group, LLC

Ron began his professional career in the technology sector, designing, managing and consulting on large database management systems just off the infamous Route 128 in Boston Massachusetts. After years of consulting and earning degrees from Dartmouth College and New York University's Leonard N. Stern Graduate School of Business, Ron shifted his career direction from technology to financial services.

Ron has worked in executive leadership capacities within financial services companies such as at KeyCorp, Banc One (Chase Bank), CitiGroup and NCNB (Bank of America). While in the financial services space, he lead efforts across the spectrum; consumer banking, commercial banking, merchant services, brokerage and asset management to name a few.



Ron has also developed and lead management and strategic consulting efforts at firms such as Evans Griffiths & Hart, LLC and The Copious Group, LLC.

His latest career endeavor involved the role of President and COO of New Horizons Baking Company. Ron's primary focus of his four and a half year tenure was to build upon and advance the infrastructure for future growth and market opportunities. This included profitably growing the business through the effective deployment and implementation of strategic partnerships, sales growth, advanced technology, executive leadership, and risk controlled methodologies for consistent positive growth leverage multiple sales and distribution channels. Although Ron is not your typical baker, he brought a significant amount of business experience, exposure and discipline to a fast growing organization. Ron has since moved on to his next career journey.

About Our Speaker...



PRADCO
We Understand People

James Lundquist, M.A.
Director of Talent Development
PRADCO

PROFESSIONAL EXPERIENCE

Since joining PRADCO in 2011, Mr. Lundquist has drawn extensively on his experience in Technology, Finance and Sales, as well as his background in Psychology. He has a faculty for evaluating candidates' skills and strengths to determine their fit within an organization and their readiness for expanded responsibility. Specifically, he works with some of the company's largest clients to evaluate executive-level candidates and help organizations identify the right person for key leadership positions.

As an experienced coach, Mr. Lundquist works extensively with high-potential leaders to develop their skills and realize their ambitions. He has designed and delivered coaching programs with management groups to support succession planning efforts for PRADCO's key clients. Additionally, Mr. Lundquist has been called upon for speaking engagements in the Northeast Ohio Human Resources community to help professionals understand ways to develop and deliver services that will have a significant organizational impact.

Mr. Lundquist plays a significant role on PRADCO's leadership team. He manages a portion of the consultant team and contributes to the strategic growth of PRADCO. He has developed and oversees the Account Management program and works with consultants to ensure they provide high quality service to their clients. This role affords him the opportunity to interact with PRADCO clients and to be highly knowledgeable about trends in the talent management arena and business in general. Finally, Mr. Lundquist serves as a trustee on the board of LifeAct, a non-profit organization helping teens recognize signs of depression to prevent suicide.

AREAS OF INTEREST AND EXPERTISE

- Psychological assessment and work style evaluation for organizational fit
- Leadership and executive coaching and career management
- Strategic account management and client support
- Job analysis and benchmarking for success factors and culture
- Small group training in supervisory and management skills
- Standardization and utilization of evaluation tools and strategies across cultures

EDUCATION

Mr. Lundquist earned his B.A. in Psychology from Southwestern University and his M.A. in Psychology from Sam Houston State University.

About Our Speaker...



BERKSHIRE HATHAWAY
HomeServices
Professional Realty

Seth Task **REALTOR®** **BHHS Professional Realty**

Seth Task has been a licensed REALTOR® since 2005 and is currently with BHHS Professional Realty, home of The Task Team. In 2007, his first full-time year in real estate, his team sold over 50 transaction sides totaling over \$7 million in volume. Since 2008, his team has procured over \$10 million in sales each year and has been in the top one percent of all local producers. He has played and continues to play active roles in local, state, and national REALTOR® associations as an industry leader. Mr. Task served as President of the Akron Cleveland Association of REALTORS® in 2014. He currently serves on the Board of Directors of the Ohio Association of REALTORS® and the National Association of REALTORS®, as well as other committees.

Mr. Task has appeared before the Federal Reserve Bank, FHFA, and the Dept. of Housing and Urban Development as an expert in his field. He also has served on the Board of Directors of the Neighborhood Housing Services of Greater Cleveland, a chartered member of NeighborWorks America, an organization dedicated to educate homeowners and help provide foreclosure prevention information and down payment assistance. His true passion for improving the quality of his clients' lives, the rights of homeowners, and the industry in which he serves has fueled his service at every level of the REALTOR® associations.

Service to REALTORS®

Cleveland Area Board of REALTORS®

Akron Cleveland Association of REALTORS®

2009-2013 YPN Committee (Chair 2009-2011)
2011-2015 Board of Directors (2013 Chairman Elect-CABOR)
2011-2013 Finance Task Force -CABOR
2011-2013 Government Affairs Committee
2012-2017 RPAC Trustee (2016 Chair)
2014-2015 Grievance Committee
2013-2015 Executive Committee - ACAR
2013-2015 Finance Committee - ACAR
2013-2014 Akron Cleveland Association of REALTORS®, President
2015 Akron Cleveland Association of REALTORS®, Immediate Past President

Ohio Association of REALTORS®

2011-2017 Board of Directors
2011-2017 Enlarged Legislative Committee
2012 Appraisal Committee
2011-2014 YPN Forum
2012-2013 MLS Forum
2013-15/2017 Finance Committee
2014-2015 Executive Committee
2014/2016 Convention Committee
2014 Professional Development Committee
2015-2016 Local Government Forum (2016 Chair)
2015-2017 Legislative Steering Committee (2016 Vice Chair, 2017 Chair)

National Association of REALTORS®

2011-2016 Federal Finance and Housing Policy Committee (VC – 2014, Chair – 2015)
2012 Real Property Valuation Committee
2012 BPO Standards and Guidelines
2013/16-17 Board of Directors
2014-2015 Public Policy Coordinating Committee
2014-2015 Public Advocacy Advisory Group
2015 Leadership Academy - Class of 2015
2017 Conventional Financing (Appointed VC – 2018)

RPAC

Golden R President's Circle Investor

WELD's mission is to develop and advance women's leadership to strengthen the economic prosperity of the communities it serves. A national 501(c)(3) organization, WELD builds programs, events and a community to support the leadership development of women and drive business growth.