2020 WELD Pittsburgh
Executive Women’s Series
March

March 18, 2020
Wednesday

Networking
5:30pm-6:00pm

Program
6:00pm-7:30pm

Kingfly Spirits
2613 Smallman St
Pittsburgh, PA 15222

- Registration Fees -
  Member: $40
  Non-Member: $55

*Corporate members have a set number of FREE invitations to this event! Please contact Danielle Callaghan at dcallaghan@weldoh.org for more information.

No refunds or credits after 3/11/2020

Venue Sponsor:

WELD Pittsburgh is excited to announce its March executive women’s series for the chapter! The executive women’s series focuses on topics relevant to women at advanced levels in their careers or businesses and provides a great opportunity for women to connect with their peers across the community.

Best Practices to Building Your Career. If I Knew Then What I Know Now!

We all know that hindsight is 20/20 so how do we apply what we have learned in our professional work experiences to make the best career choices for our future? Upon reflection, would we take the same path?

In this session, you will hear from a diverse panel of female leaders the stories and experiences that have shaped their careers, the key skills they have learned along the way and the advice they have for aspiring working women who are attempting to chart our own course. Panelists will share early, pivotal moments in their careers and key influencers who helped them along their journeys.

Join WELD for our discussion featuring following inspiring panelist:

- Janelle Aslam, President/Chief Marketing Officer, MKTabc
- Stacy Juchno, EVP and General Auditor, PNC Financial Services Group
- Lauren Rauscher, Community Impact Director, American Heart Association
- Mercy Senchur, Chief Operating Officer, Restaurant Division, Eat ‘n Park Hospitality Group
- Nicole Zellie, Director of Talent Acquisition, Giant Eagle

Join us to be inspired as you consider your next career move!

Registration closes on March 13th! Late fees apply after registration closes.
Contact Danielle Callaghan, dcallaghan@weldoh.org if you have questions.

For Sponsorship Opportunities, please contact Deepa Kellar – dkellar@weldoh.org

Register at:
www.weldusa.org
Janelle Aslam
President/Chief Marketing Officer
MKTabc

Janelle has over 20 years of experience helping companies with their strategic branding strategies by better connecting with consumers through research and engaging (effective marketing) techniques. Janelle received her undergraduate degree from Miami University in Ohio with a focus on marketing and her MBA from Cornell University. Her work experience spans several CPG firms including Nestle/Purina where she developed one of the best in class internship programs, SC Johnson where she integrated sales and marketing teams to form shopper marketing, at Schering Plough, she launched Dr. Scholl’s Custom Fit Orthotics, at Salonpas, she launched much of the innovation and advertising programs for the U.S. market and at Freshpet she was responsible for marketing team and launching their #1 and #2 products in the U.S.

Janelle currently serves as a freelance marketing CMO for clients in the Pittsburgh market, is President of the Home and School Board for Sewickley Academy and a professor of marketing at Chatham University.
Stacy M. Juchno is executive vice president and general auditor for The PNC Financial Services Group. She is responsible for all aspects of the internal audit function providing assurance on the effectiveness of PNC’s risk management, control and governance processes to the audit committee and board of directors. Juchno is the executive leader of the PNC Military Employee Business Resource Group and a member of the PNC Foundation board of directors.

Prior to being named to her current position in December 2013, she served as senior vice president and Finance Governance and Oversight director responsible for the oversight of enterprise-wide SOX section 302 and 404 activities, including the reporting of SOX matters to the SOX steering committee, disclosure committee and audit committee. In addition, she led the defense activities to support the Finance Basel, CCAR and regulatory reporting processes. Her role also included coordinating and monitoring compliance of the enterprise and operational risk programs impacting Finance. She was named executive vice president in April 2014.

Prior to joining PNC in 2009, Juchno was the director of Regulatory Compliance for a publicly traded telecommunication company in Pittsburgh, where she implemented the SOX 302 and 404 requirements in 2004 and performed the internal audit function. Previously she worked at Ernst and Young for five years as an audit manager planning and performing external audit services of high-tech, hospitality, food and beverage, retail and manufacturing companies with both domestic and international operations.

Juchno serves on the board of directors and finance committee of the Veterans Leadership Program. She is a member of the board of directors of the United Way of Southwestern Pennsylvania and is the co-chair of the United Way Women’s Leadership Council. In addition, she is member of the board of directors for the Humane Animal Rescue and serves on the board of trustees at Gannon University.

Juchno is a certified public accountant and a graduate of Gannon University (Erie, PA).
Lauren has invested over ten years of building and leading high-impact initiatives that optimize access, inclusive excellence, and well-being in higher education and the nonprofit sector. She currently serves as the Community Impact Director at the American Heart Association of Greater Pittsburgh, applying her research in health disparities, program development expertise, and community engagement to foster health equity in southwestern Pennsylvania. Before joining the AHA, Lauren was the founding Director for the Women’s Leadership & Mentorship Program at Robert Morris University, a co-founder of Girls on the Run of Los Angeles County, and an associate professor at California State University, Long Beach.

Lauren brings her skills and passion for building thriving communities to board service with various nonprofit organizations. She has volunteered with Girls on the Run for over 18 years and is currently a board member of The Midwife Center for Birth & Women’s Health and the STANDING FIRM Advisory Board. She has served in executive leadership positions at Girls on the Run-Magee Women’s Hospital of UPMC, Girls on the Run of Los Angeles County, and Pittsburgh Center for Creative Reuse.

Lauren’s research and scholarship have examined the intersections of social inequality and health, sport and physical activity, and positive youth development. Her work has been published in peer-reviewed journals such as Gender & Society, Cultural Diversity and Ethnic Minority Psychology, Sex Roles, and numerous edited volumes. Lauren holds a Ph.D. in Sociology from Emory University in Atlanta.
Mercy Senchur is the Chief Operating Officer of the Restaurant Division of Eat’n Park Hospitality Group, headquartered in Pittsburgh, PA. In this position, she is responsible for the strategic planning and daily operations of three restaurant brands located in Pennsylvania, Ohio and West Virginia. The restaurant brands are made up of Eat’n Park Restaurants, The Porch and Hello Bistro.

Mercy began her career with Eat’n Park 34 years ago as a server working the midnight shift. Her skills, dedication and desire propelled Mercy through the Eat’n Park ranks. Over the years, she held positions in operations as Assistant Manager, Manager, General Manager and District Manager.

In 2006, Mercy was promoted to Regional Vice President, Operations, and in 2009 she was promoted again to Vice President, Operations. She is widely respected for her skills in developing strong leaders, focusing on guest satisfaction and ensuring strong financial returns. Her leadership skills and effectiveness resulted in her promotion to Senior Vice President, Operations in 2011 and in 2016 to her current position as Chief Operating Officer of the Restaurant Division.

The Pittsburgh Business Times proudly presented Mercy with the, “2018 Women of Influence Award,” where she was honored as one of the most influential leaders in the region. With her community involvement and passion to help others, she serves as a member of the Board of Directors for 412 Food Rescue organization which rescues food that would have otherwise ended up in our landfills and delivers it to those in need.
Nicole Zellie
Director of Talent Acquisition
Giant Eagle

Nicole is a results-driven leader who works with Corporate Executives, Retail Support Center Leaders and Retail Operations Leaders to develop strategies for attracting and hiring the best talent to Giant Eagle.

Bringing the right talent is critical to the success of the business as people are the differentiator and the largest investment any company will make into its future. Having the right person in the right role can exponentially enhance productivity, morale and drive innovation. In her 13+ years with Giant Eagle, she has been responsible for leading a team of Managers and Recruiters in hiring 12,000+ people each year for our Corporate office, Retail stores, and Retail Support Centers.

Her work experience in the talent acquisition field also includes roles at AccountStaff, Inc, Dick’s Sporting Goods, and Adams Brown Personnel. She has been recognized as a ‘Rising Star’ by Progressive Grocer for her exceptional leadership skills, significant influence within companies, and also within the grocery industry and her active involvement in the community.

Nicole has a passion for Inclusion and Diversity and has been actively involved as a Diversity & Inclusion Council member at Giant Eagle for the last 11 years. In 2015, she led the development of the first diversity recruiting strategy which provided the pathway and the blueprint for the companywide, comprehensive diversity & inclusion strategy which is actively being executed.

Nicole is a graduate of Penn State where she received a B.S. in Labor & Industrial Relations with minors in Psychology and Economics. She recently completed Carnegie Mellon University’s Leadership and Negotiation Academy For Women in September 2019.