



# SEA OTTER CLASSIC SUMMIT

A Global Gathering of Outdoor Industry Leaders

**MONTEREY, CALIFORNIA | APRIL 16-17, 2024**

**HEALTHY WAY OF LIFE — IT'S GOOD  
FOR BUSINESS**

**LIFETIME<sup>®</sup>**

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# Welcome



From all of us at Life Time and the 34th edition of the Sea Otter Classic, welcome to the Sea Otter Classic Summit!

With Using stunning Monterey, California as our backdrop, Life Time is proud to host this assembly of outdoor industry leaders for the third year. We plan to build on the momentum of the last two Summits, fostering connections and, collaboration, and driving positive change.

At Life Time, we believe in A Healthy Way of Life. Over the next couple of days, we'll be exploring how this holistic approach to creating experiences, fostering community engagement, and leveraging technology can powerfully impact modern business. To accomplish this goal we've assembled a powerhouse lineup of speakers, ready to equip you with the tools required to navigate and thrive in today's rapidly changing marketplace.

By utilizing their proven track record of success, speakers such as AI Executive Tia White, Doug Baker and Rachael Burnside of SHIFT Active Media, and Kate Veronneau of Zwift will share their unparalleled expertise on a diverse range of topics including using generative AI to optimize your business and how to decode consumer differences. Uplift Live Panel will cover how we can all support, retain, and recruit women in our industries. Our keynote speaker, Bahram Akradi of Life Time, will share his winning insights on how "A Healthy Way Of Life—It's Good For Business" encapsulates the core principles of comprehensively attending to the body, mind, and bottom line.

outside of structured sessions and ad-hoc meetings, there will be plenty of time to explore our spectacular host venue, the Monterey Plaza Hotel & Spa, while networking with other outdoor executives. Whether it's on a bike ride, during a daybreak kayak adventure on the bay, over a casual happy hour, or during our incredible dinner at the acclaimed Monterey Bay Aquarium, the chances are great you'll make lasting bonds with the people who drive the outdoor industry.

Lastly, don't forget that this immersion into the outdoor industry doesn't end when the Sea Otter Classic Summit wraps up. 2024's Life Time Sea Otter Classic presented by Continental launches on Thursday, April 18, and serves not only as the World's Premier Cycling Festival, but also as a representation of all the outdoor industry has to offer. Last year's "Celebration of Cycling" saw records in both attendance ( more than 75,000) and expo brands (over 1,000) 2024 is looking to be another record-breaking year. Utilize Industry Day on Thursday to not only to take in the racing, riding, expo, and networking offerings of Sea Otter, but to take the pulse of the outdoor consumer.

On behalf of everyone at Life Time, thank you for being part of the Sea Otter Classic Summit. We hope you make the most of your time in Monterey!

Sincerely,

**KIMO SEYMOUR**  
**PRESIDENT**  
**LIFE TIME MEDIA & EVENTS**

# Sponsors

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BRANDS



OTTERBOX

Outside



# Schedule

## Tuesday, April 16

- 12:00 PM – 6:00 PM Check-In, Fairway Hospitality Room
- 4:00 PM – 8:00 PM Welcome Happy Hour Reception hosted by Perkins Coie

## Wednesday, April 17

- 7:00 AM – 8:30 AM Industry Bike Ride hosted by Bicycling Magazine Upper Plaza  
Kayaking, Adventures by the Sea
- 7:15 AM – 8:00 AM TRX Functional Training Class, Upper Plaza [RSVP](#)
- 7:00 AM – 9:00 AM Check-In, Fairway Suite
- 7:30 AM – 9:30 AM Breakfast, Dolphin Ballroom
- 9:30 AM – 10:30 AM **Opening Keynote: Healthy Way of Life — Its Good for Business**  
**Bahram Akradi: Founder, Chairman & CEO — Life Time**
- 10:30 AM – 10:45 AM Networking Break
- 10:45 AM – 11:45 AM **Using Generative AI to Optimize Your Business**  
**Tia White: Artificial Intelligence & Machine Learning Executive**
- 11:45 AM – 1:00 PM Lunch, Dolphin Ballroom
- 1:00 PM – 2:00 PM **Blind Ambition**  
**Chad Foster: Author, Harvard educated Executive Dealmaker, Billion\$ Generator**
- 2:00 PM – 2:15 PM Networking Break
- 2:15 PM – 2:45 PM **Shifting Gears: Insights from an Investor Turned Entrepreneur**  
**Jack Daly: Owner and CEO — TRX®**
- 2:45 PM – 3:15 PM **Future of Retail and Commerce in the Outdoor Industry, hosted by Perkins Coie**  
**Scott Staff: Business Development Director — Perkins Coie**  
**Steve Meineke: Outdoor Industry Expert & Former CEO/President of KEEN, Specialized, & Nordic**
- 3:15 PM – 3:30 PM Networking Break
- 3:30 PM – 4:15 PM **Decoding the Difference: How do outdoor lovers, and dedicated cyclists align and differ, and what role, if any, does gender play?**  
**Doug Baker: Chief Strategy Officer — Shift Active Media**
- 4:15 PM – 5:00 PM **Uplift Live Panel: How we can all support women in our industries, and encourage the next generation to enter while we retain our current talent.**  
**Celia Camargo: Director of Community & Purpose — GU Energy Labs**  
**Kate Veronneau: Director of Women's Strategy — Zwift**  
**Michelle Duffy: Senior Marketing Director of Events and Retail — Life Time**  
**Nicole Handel: Director of Digital Brand & Consumer — Mammut Sports Group, Inc**  
**Rachael Burnside: Head of Marketing & Growth — Shift Active Medi**
- 6:30 PM – 10:30 PM Aquarium Dinner, Monterey Bay Aquarium

## Thursday, April 18

- 7:00 AM – 8:30 AM Industry Bike Ride, hosted by Bicycling Magazine, Upper Plaza  
Kayaking – Adventures by the Sea
- 7:15 AM – 8:00 AM TRX Functional Training Class, Upper Plaza [RSVP](#)

# Get Outside



## MORNING ACTIVITY INFO

Begin your days at the Sea Otter Classic Summit enjoying the beautiful outdoors with a bike ride along the Scenic 17 Mile Drive, kayaking with Sea Otters, or a TRX® Functional Training class. Get out, network with fellow leaders and immerse yourself in the spectacular beauty of the Central California Coast. Activities will be on BOTH Wednesday and Thursday so you don't have to pick just one!

## BIKE RIDES, HOSTED BY BICYCLING MAGAZINE

The Sea Otter Classic Summit bike ride will take place both Wednesday and Thursday mornings. Riders will ride along the coast on the scenic 17 Mile Drive to Pebble Beach and back. There will be two groups; the first group of cyclists wanting to ride hard and the second group wanting to hold a more leisure pace.

**WHEN:** April 17 & April 18

**TIME:** 7:00 am

**DISTANCE:** 20 miles

**MEETING LOCATION:** Monterey Plaza Fountain, on Upper Plaza

**BIKE VALET:** If bringing your own bike, the hotel valet staff will store your bike for you in a locked room and have it available for you as you need it.

**BIKE RENTALS ARE AVAILABLE AT WORK HORSE BICYCLES:** 831-375-2244

## KAYAKING

Start your day kayaking among Sea Otters in the Monterey Bay! Adventures by the Sea will deliver kayaks to the beach adjacent to hotel starting at 7:00 am.

**WHEN:** April 17 & April 18

**TIME:** 7:00 am

**MEETING LOCATION:** Adventures by the Sea, 299 Cannery Row

To reserve your kayak, call Adventures by the Sea at 831-372-1807. Mention Sea Otter Classic Summit and what morning(s) you would like the kayak. Walk-ins are welcome, but RSVPs are appreciated.

## TRX® FUNCTIONAL TRAINING CLASS

Get your day moving with the only workout that infinitely challenges you with your own bodyweight. Led by Life Time's David Freeman and TRX® Owner and CEO Jack Daly, this outdoor class brings the gym outside with unmatched views right alongside the stunning Monterey coast.

**WHEN:** April 17 & April 18

**TIME:** 7:15–8:00 am

**MEETING LOCATION:** Upper Plaza





**ORTLIEB** WATERPROOF

**ORTLIEB BIKEPACKING:**

**NEW COLOR:  
DARK SAND**

ORTLIEB's bikepacking line is characterized by innovative bags and mounting systems. So far, black matt has been the dominant color. **Introducing dark sand.** In addition to the Seat-Pack QR, the most stable, dropper post compatible Seat-Pack available, the top tube bag with magnetic closure, the Fuel-Pack, both sizes of the Seat-Pack, all Handlebar-Packs and the Accessory-Pack will appear in the new color. The fork bags, fork packs, in both sizes and the frame pack top tube, both with zipper and roll closure (3 & 4 liters) will also be available in dark sand.

**ABOUT THE BRAND:**



**BUILT TO ENDURE**

Our story is a true one. Born from the desire to develop durable, "indestructible" products, since 1982 our guiding principle and mission has been to get the best results for people while caring for the environment.



**WATERPROOF**

Thanks to durable, high-quality materials combined with innovative closures and a special manufacturing technique, our products are completely dustproof and waterproof.



**MADE IN GERMANY**

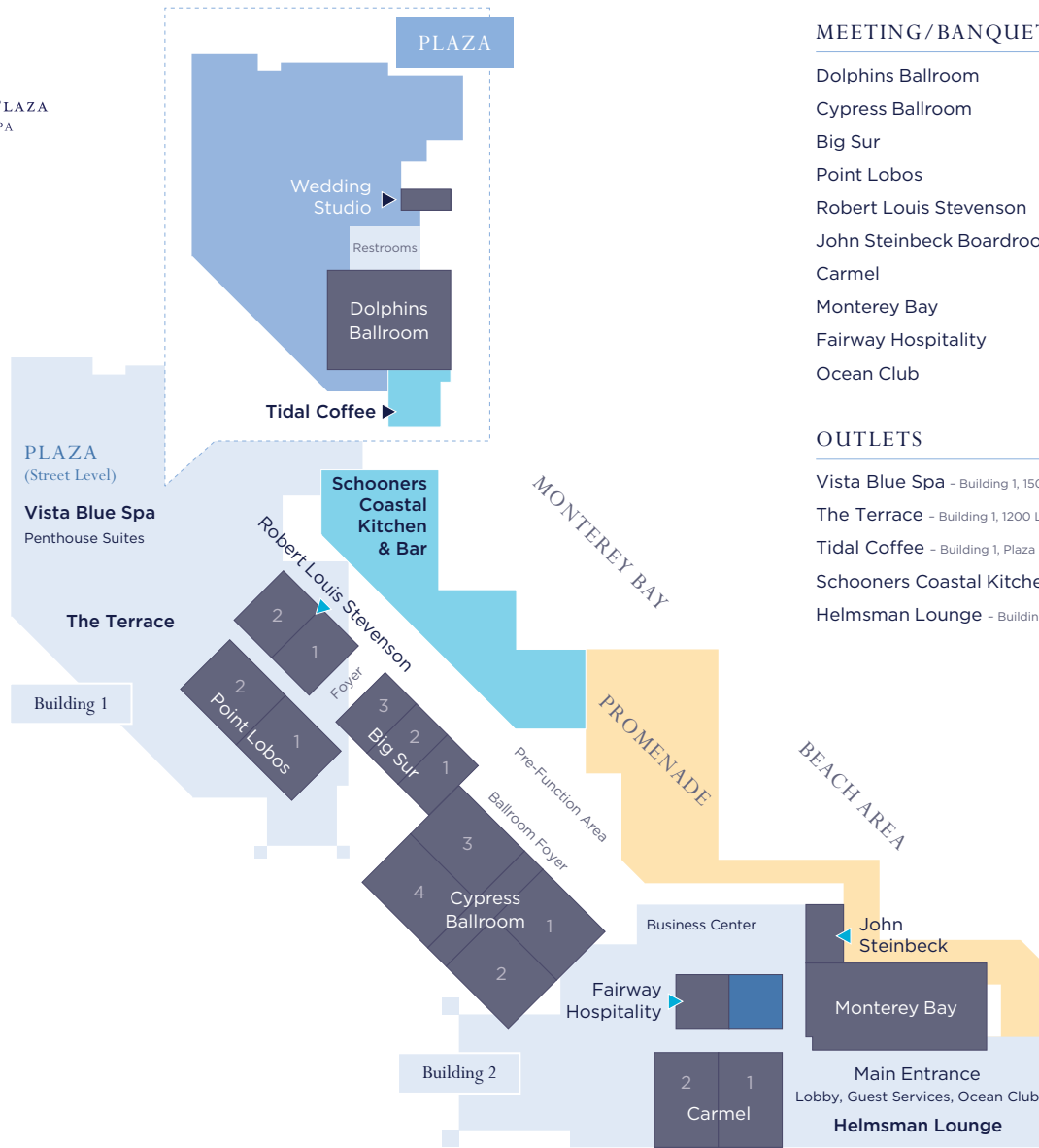
All core products are waterproof and are manufactured by us in Heilsbronn, because "Made in Germany" is our brand promise. This stands for premium quality, a high level of innovation, and environmentally friendly production.

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**BUILT TO ENDURE.  
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MADE IN GERMANY.**

# Hotel Map



## MEETING/BANQUET ROOMS

- Dolphins Ballroom
- Cypress Ballroom
- Big Sur
- Point Lobos
- Robert Louis Stevenson
- John Steinbeck Boardroom
- Carmel
- Monterey Bay
- Fairway Hospitality
- Ocean Club

## OUTLETS

- Vista Blue Spa - Building 1, 1500 Level
- The Terrace - Building 1, 1200 Level
- Tidal Coffee - Building 1, Plaza Level
- Schooners Coastal Kitchen & Bar - Building 2, Lower Lobby
- Helmsman Lounge - Building 2, Lobby



# Meet the Mecees



## **JAMIE MARTIN**

**Editor in Chief/VP, Editorial Content Strategy, Life Time Inc.**

Jamie Martin is the editor in chief of Experience Life, the national whole-life health and fitness magazine that helps nearly 2 million readers live healthier lives with each issue. She is also the vice president of content strategy for Life Time, which publishes Experience Life and operates more than 170 athletic country clubs around the United States and in Toronto, Canada.

Additionally, Jamie is the cohost of Life Time Talks, the award-winning podcast that's aimed at helping listeners and viewers achieve their health and wellness goals. In 2023, in addition to the podcast being named the top health and wellness podcast for consumers by FOLIO, Jamie and her team were honored with multiple editorial and design awards, and Jamie herself was recognized as editor of the year. She lives with her husband and two daughters in St. Paul, Minnesota.



## **DAVID FREEMAN**

**National Director of Alpha, Life Time Inc.**

David Freeman is a health and fitness professional that has been in the fitness industry for 15+ years. David is the Director of Alpha with Life Time The Healthy Way of Life Company. He has been featured on the cover of Experience Life Magazine as an innovator within the health and fitness industry, and was featured in Men's Health and Men's Journal, as the subject matter expert in helping change lives around the world and grow Life Time's performance brand, Alpha.

David attended the University of Richmond where he played football, and went on to play professionally overseas where he first found his calling and purpose as a fitness professional. Husband to Mechelle, and Father to Bayne (10) and Harley (8).

# Speaker Bios



## **BAHRAM AKRADI**

**CEO, Chairman and Founder, Life Time Inc.**

Bahram Akradi founded Life Time in 1992 with a goal of helping people achieve their health and wellness goals through a category redefining approach in providing entertaining, educational, friendly and inviting, functional and innovative experiences with uncompromising quality and unparalleled service. From the very beginning, Akradi led the company with a focus on serving members' needs first – designing and delivering the Company's athletic country clubs, programs, products and events from a member point of view, knowing that business results naturally would follow. 30 years later, it's a principle that has proven itself time and time again. Not only has Life Time established a unique and powerful model in the healthy living, healthy aging, and healthy entertainment space, the company invented an entirely new industry – Healthy Way of Life (HWOL) – in which Life Time operates in a category of one. Today, Akradi and Life Time deliver Healthy Way of Life experiences that change the way consumers live, work and play via best-in-class programs, services and content across its network of more than 165 athletic country clubs that address the needs of everyone from 90-days-old to 90+; a robust digital platform; and a portfolio of 30+ iconic athletic events. Life Time's comprehensive, omnichannel HWOL ecosystem of offerings simply is unmatched. more environmentally friendly, recognizing that a healthy environment and planet are core to the Company's HWOL commitment.

Looking forward, Akradi and Life Time remain focused on expanding the Company's unparalleled HWOL ecosystem to inspire healthier, increasingly sustainable communities that also create and deliver long-term value to all stakeholders.

Prior to launching Life Time, Akradi led U.S. Swim & Fitness Corporation (formerly Nautilus Fitness Center, Inc.) from 1984-1989 as co-founder, Executive Vice President, and part owner. U.S. Swim & Fitness was the second-largest health club company in the Minneapolis-St. Paul market when Akradi and his partners sold it to Bally Total Fitness in 1986. After continuing to operate the business as a division of Bally for more than two years, Akradi left the company to develop business plans and secure investors for Life Time, which was launched three years later.

Akradi has a recurring column in Experience Life magazine. You can read all of his Perspective by Bahram Akradi columns at <https://experiencelife.lifetime.life/perspective>

# Speaker Bios



## **CELIA CAMARGO**

### **Director of Community & Purpose, GU Energy Labs**

Celia Camargo, Director of Community & Purpose at GU Energy Labs, is at the forefront of GU's dedication to 1% for the Planet. Her passion extends beyond the office walls, with a focus on fostering access to physical movement, environmental stewardship, and food awareness, particularly within underserved communities. When she's not championing causes, you might find her indulging in her love for pizza. Having recently returned from maternity leave after welcoming her first child, Celia brings a deeply personal commitment to inclusivity and support for all individuals, ensuring GU remains an authentic, purpose-driven company dedicated to giving back.



## **CHAD FOSTER**

### **Author of Blind Ambition, Harvard educated Executive Dealmaker, Billion\$ Generator**

Chad E. Foster is a husband, a father, and an avid snow skier (that is not a joke) who is not just competing with his condition; he is competing with the world's most successful people. Chad believes he is not successful despite being blind, but rather he is successful because he's blind. He embraced his problem and turned it into a solution. Can you imagine going blind as a teenager? When most people were preparing for the adventure of adult life, Chad E. Foster was watching the world he grew up in fade to black. But that didn't stop him from becoming the first blind person to graduate from the Harvard Business School leadership program and climbing the corporate ladder as a successful Finance/Sales executive.

Throughout his career, his financial strategies and decisions have resulted in the creation of countless jobs, billions of dollars in revenue, industry-leading growth, and best-in-class margins. He works at Red Hat, one of the most innovative Tech companies and the world's largest open-source software company (recently purchased by IBM for \$34 billion). With determination, ambition, and drive, he created what Oracle said would be impossible. He gave millions of people the ability to earn a living by becoming the first to create customer relationship software for the visually impaired. With speaking invites from London to Beijing and the Atlanta Opera commissioning an opera inspired by his life story, Chad inspires people to overcome their own blind spots.

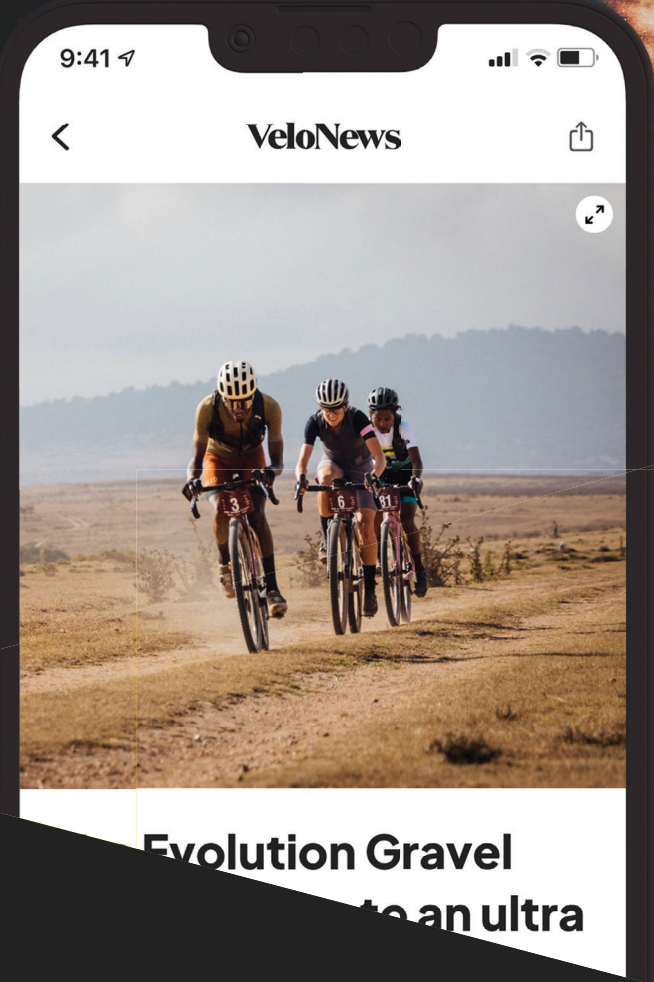
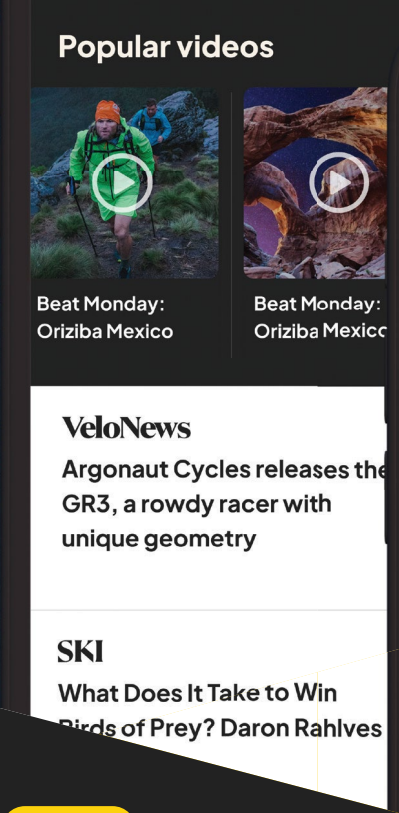
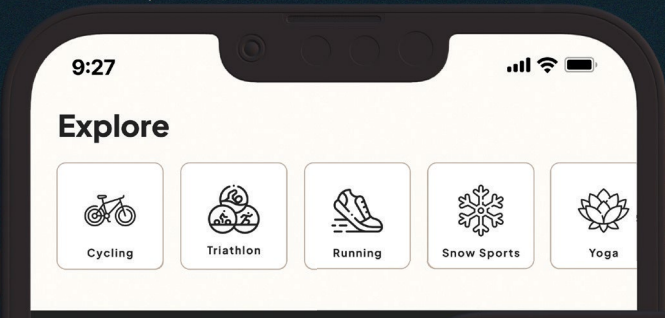


## **DOUG BAKER**

### **Chief Strategy Officer, Shift Active Media**

Having worked at some of the world's best digital agencies, Doug has strategic experience in AI, Data, UX, Social, Brand, Comms Planning and Research. He's worked on major global brands including Nike, HSBC and PlayStation. At SHIFT, Doug leads the research and strategy functions, including leading the creation of our proprietary, global cycling panel – The Rider Research Hub. All while being an avid cyclist, lover of the outdoors – particularly trail running and occasional CX racer and commuter.

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# Speaker Bios



## **JACK DALY**

### **Owner and CEO, TRX®**

Jack Daly is the owner and CEO of TRX®, the market leader in Suspension Training—the iconic black and yellow straps in gyms and homes. Founded by former SEAL Team Six squadron commander Randy Hetrick, TRX has certified over 300,000 trainers and is trusted by pro athletes, pro trainers, and physical therapists, with a loyal community of millions of fitness enthusiasts around the world. Jack is the Managing Partner of JFXD Capital LLC, a private investment firm based in Delray Beach, Florida. Leveraging decades of global investment experience, the firm partners with innovative business leaders investing across the consumer, industrials, health/wellness and business services sectors, often alongside unique founders building companies with special cultures and ability to impact the world in a positive way. He also serves as a Senior Advisor to New North Ventures, an early-stage venture capital fund investing in teams who advance innovation (AI, cyber and critical infrastructure) in the national interest.

Prior to establishing JFXD Capital and acquiring TRX in 2022, Jack was a Partner at TPG Capital based in San Francisco, where he led TPG's control investments in Industrials and Services. Prior to joining TPG in 2016, Jack served as a Partner at Goldman Sachs & Co. as the Head of Industrials Private Equity in the Americas. Prior to his seventeen years at Goldman Sachs, he spent six years on the faculty of Mechanical & Aerospace Engineering at Case Western Reserve University (CWRU) teaching classes on product development, design and manufacturing. He also briefly served as a Visiting Professor at Kasetsart University in Bangkok, Thailand.

Jack has served on a number of private, public and non-profit boards of directors and currently serves on the boards of TRX, Newlight Technologies and the Navy SEAL Foundation (Treasurer). Jack received BS and MS degrees in mechanical engineering from CWRU and an MBA from the Wharton School of the University of Pennsylvania.



## **KATE VERONNEAU**

### **Director of Women's Strategy, Zwift**

Kate Veronneau is the Director of Women's Strategy at Zwift. With a rich background in sports, as a former college basketball player and professional cyclist, Kate brings a wealth of experience and a unique perspective to her role.

At Zwift, the innovative indoor cycling platform, Kate is driving several groundbreaking initiatives aimed at promoting women's cycling and advancing gender equality in sports. Among her notable projects are the 5-year title sponsorships of the Tour de France Femmes avec Zwift and Paris-Roubaix Femmes avec Zwift, which have significantly amplified the visibility and support for women's cycling worldwide. Additionally, Kate has played a pivotal role in the success of Zwift Academy, a revolutionary global talent identification competition on the virtual platform, offering promising cyclists the chance to win a real life pro contract.

Kate's firsthand experience as both an elite athlete and now a leading sponsor affords her invaluable insight into both the challenges and opportunities facing women in sports. Her passion for promoting inclusivity and empowerment within the sporting community continues to drive meaningful change within Zwift and beyond.

LinkedIn: <https://www.linkedin.com/in/kateveronneau/>

Instagram: @kateveronneau

**LIFE TIME<sup>®</sup>  
FOUNDATION**

# THE POWER OF TREES

Trees play a vital role in maintaining the health of our planet and its inhabitants. They act as nature's air purifiers, absorbing carbon dioxide (CO<sub>2</sub>) and releasing oxygen through the process of photosynthesis. This not only helps regulate the global climate but also provides us with the essential oxygen we need for survival.

Trees also contribute to biodiversity by providing habitats for various species, fostering a delicate ecological balance.

Moreover, the presence of trees has a profound impact on human well-being. Studies consistently show that exposure to green spaces

and natural environments — including tree-filled landscapes — is associated with improved mental health and reduced stress levels.

Trees in urban areas act as natural air filters, mitigating pollution and creating healthier living environments. The shade they provide offers respite from the heat, promoting outdoor activities and community engagement.

Recognizing the importance of trees and doing what we can to preserve them is crucial both for the sustainability of our ecosystems and fostering healthier and happier communities.

## WHY IT MATTERS

- There are up to 148 million acres of opportunity in the United States to restore forest cover for climate mitigation.
- Reforesting these areas with approximately 76.2 billion trees could capture 535 tonnes of CO<sub>2</sub> per year — the equivalent of removing 116 million cars from the road.
- Annually in the United States, forests and forest products capture and store almost 15 percent of the country's carbon emissions from burning fossil fuels.

*\* Information sourced from American Forests.*



*The Life Time Foundation is committed to conserving, preserving and protecting the environment, so everyone can live healthy, happy lives. Scan the QR code to learn more about the Life Time Foundation's mission of Healthy People, Healthy Planet, and a Healthy Way of Life. 100% of your donations support our mission.*

# Speaker Bios



## **MICHELLE DUFFY**

### **Senior Director of Marketing, Life Time Inc.**

Michelle Duffy Smith is a leader in the outdoor industry, currently serving as the Senior Marketing Director of Events and Retail at Life Time. With a fervent dedication to delivering unparalleled experiences, Michelle has made it her mission to break barriers for female professionals in the workplace.

At Life Time, Michelle spearheads the elevation of the Life Time Grand Prix, the nation's foremost professional cycling series, while also overseeing the marketing strategy for Life Time's diverse portfolio of events. She co-executive produced the acclaimed YouTube series, Call of a Life Time, and pioneered Her Summit, a virtual women's retreat designed to democratize outdoor sports for women, instilling confidence and breaking down barriers along the way.

Michelle's journey in events management began at the iconic New York City Marathon before she found her home at Life Time in 2017. At Life Time, she has ascended to lead the marketing efforts for the entire run and cycle event portfolio, orchestrating seamless transitions for acquisitions like the Sea Otter Classic and Unbound Gravel, and spearheading the successful marketing launch of Big Sugar Gravel and Little Sugar Mountain Bike events and The Rad Dirt Fest.

A trailblazer in her own right, Michelle played a pivotal role in launching the Life Time Grand Prix, advocating for equity in women's sports and driving diversity, equity, and inclusion initiatives across the industry. Currently, she serves as both Senior Marketing Director for Life Time's events and most recently, Life Time's ecommerce and retail marketing programs. She also serves as the acting General Manager for Life Time's gravel event portfolio and the Life Time Grand Prix.

Outside of the workplace, Michelle is an avid cyclist and former Division 1 track and field athlete, channeling her passion for sports into her professional endeavors.



## **NICOLE HANDEL**

### **Director of Consumer and Digital Marketing, Mammut**

Nicole Handel first found the outdoors through her dog, Bear. Together, they started hiking and mountain biking together, and were eventually split boarding, Nordic skiing, paddleboarding, ultra running, and rock climbing. These passions led Nicole to her career as Director of Marketing for Mammut, a global and heritage outdoor gear and apparel brand based in Switzerland. Nicole recently moved from New Hampshire to Colorado, but considers the northeast "home."



Join Life Time and train at over 170 Athletic Country Clubs nationwide while enjoying advance registration for the Sea Otter Classic and other events.

[lifetime.life](https://lifetime.life)

**LIFETIME**

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# Speaker Bios



## **RACHAEL BURNSIDE**

### **Head of Marketing and Growth, Shift Active Media**

With more than a decade's experience leading multi-channel campaigns at advertising agencies across sport, automotive and the public sector, Rachael's specialism is in digital marketing with expertise in e-commerce.

At SHIFT, Rachael oversees various client accounts, including Rapha, fizik, Cotswold Outdoor, Runners Need, and Snow & Rock. Rachael also spearheads the marketing function of the business, strategically expanding SHIFT's profile and business, growing the brand – and leading the charge in promoting the Rider Research Hub. Rachael is also the founder of Uplift – The Women in Cycling Industry Mentorship Program. All whilst being an avid road cyclist and commuter.



## **SCOTT STAFF**

### **Business Development Director, Perkins Coie**

As business development director for Perkins Coie, Scott Staff works closely with selected partners in the development and execution of business development strategy and lead generation. He also provides business development leadership for a number of industry related initiatives.



## **STEVE MEINEKE**

Steve Meineke is a former CEO/President in the cycling, winter-sports, footwear, and outdoor industries. He's served as the global leader of KEEN Footwear, ACCELL Group, Specialized, Nordica, and Salomon in his decades-long career. Steve's recently served on the board of FOX Racing; as board advisor to Outdoor Research (Youngone), as an investor/board member of Truwerk, and as investor/board member of Miir.

He's skilled at identifying and recruiting top talent, building and resourcing world-class teams and delivering business results through a unique mix of team culture and deep commitment to brand purpose.



# Speaker Bios



## TIA WHITE

### Artificial Intelligence & Machine Learning Industry Executive

Tia White is a true disruptor with the ability to think big. She pioneered multiple major transformations including Public Cloud Migrations and Data Transformations well before they were a focus of most

organizations. She has held executive roles at multiple Fortune 100 companies, getting her start at Wells Fargo, followed by roles at Capital One and JPMorgan Chase & Company before her current role as the General Manager of Artificial Intelligence and Machine Learning – Adtech and MarTech at Amazon Web Services (AWS). Tia has built and led global teams and prides herself on being a people-first leader with the ability to deliver paramount results.

In her current role, she is responsible for owning go-to-market, product, and engineering for a portfolio of services on track to exceed profits of more than \$25M including one of the fastest-growing services at AWS. Getting her start as an engineer, she quickly grew and expanded her scope to become a Director of Engineering at a Fortune 100 company before the age of 30. Throughout her career, she has helped companies harness the power of disruptive and emerging technologies to grow and improve the customer experience as well as lead massive transformations.

Diversity, Inclusion, and Equity has been a passion of Tia's since she entered corporate America. It's not a hobby, but a mission she lives day in and out — creating a STEM world where women, Black and Brown people are no longer a minority. To that end, she has held various leadership positions over the past 10 years, championing and executing corporate and CEO-led councils, programs, and strategies. With a focus on recruiting, retaining, and developing underrepresented talent across the technology field she has created mentoring programs for college-aged women of color, worked directly with Women Who Code on creating unique Summer Immersion Programs, and has helped companies more than double their Black tech and engineering population and massively grow their women population. She is very involved in her community and passionate about educating the next generation in tech, with a focus on minority women. She serves on numerous non-profit boards including Rewriting the Code, which supports early-career women from 800+ colleges and universities and 81 countries with a passion for technology.

As a woman in tech and a single mother, Tia believes in the power and support of a “village” to create a healthy home and work life. She speaks to the importance of mentorship, sponsorship, and allyship in and out of the workplace. Tia has been featured in Forbes and has spoken and emceed at several large conferences including SXSW and Grace Hopper speaking on a variety of topics ranging from engineering to professional development.

