

THE *New* PURPOSE OF BUSINESS



SEER
SYMPOSIUM

February 28, 2020

Le Méridien Delfina, Santa Monica

WELCOME

THE *New* PURPOSE OF BUSINESS

Welcome to the Graziadio Business School's eighth annual SEER (Socially, Environmentally, and Ethically Responsible) Symposium! This year's event will explore "The New Purpose of Business," and reimagine the integral role that business plays in society today.

As the current marketplace moves toward a model of inclusivity, the need for a more holistic business approach arises with profound implications for capitalism itself. I'm looking forward to defining and unpacking the concept of "both/and" leadership embodied by SEER across a spectrum of executives, entrepreneurs, and thought leaders.

The speakers here today will share with you their stories of looking past the status quo to imagine greater possibilities. Moreover, you will hear their personal insights on the next generation of business strategy—and how emerging leaders can ensure that business achieves its basic purposes of solving problems and improving lives.

We hope their stories will inspire you to consider how you might embed creativity and unconventional thinking into your own strategy for success.

Sincerely,

Robert Bikel (MBA '11)

AGENDA

- 8 AM Registration and Continental Breakfast
- 8:50 AM Opening Remarks
ROBERT BIKEL (MBA '11), Director, SEER Program, Graziadio Business School
DERYCK VAN RENSBURG, Dean, Graziadio Business School
- 9 AM Featured Speaker | *Using Data to Address Social Issues*
JEANNE HOLM, Chief Information Officer, City of Los Angeles
- 9:45 AM Keynote Speaker | *Tech as a Force for Good*
VICTOR CHO, Chief Executive Officer, Evite
- 10:30 AM Break
- 10:45 AM Featured Speaker | *Contrarian Environmental, Social, and Governance (ESG) Investing: AB Global ESG Improvers*
MICHELLE DUNSTAN, Global Head of Responsible Investing and Portfolio Manager, AllianceBernstein
- 11:30 AM Recycling Panel | *Closing the Loop on the Recycling Crisis*
BRANDI HARLEAUX (MBA '12), Chief Operations Officer, South Post Oak Recycling
JOE PICKARD, Chief Economist and Director of Commodities, Institute of Scrap Recycling Industries, Inc.
ASAMI TANIMOTO, Recycling Technical Advisor (West Coast Liaison), The Recycling Partnership
- 12:15 PM Lunch
- 1:25 PM Keynote Discussion | *Ten Years of SEER: Looking Back and Looking Ahead; Flow and Leadership*
MICHAEL CROOKE, Former Chief Executive Officer, Patagonia and Founding Faculty, SEER Program
TRACY LIU (MBA '11), Chief Operating Officer, WAYB
- 2:10 PM Fast Pitch Competition
- 2:40 PM Break
- 2:55 PM B Corp Panel | *The State of the Movement and Future Growth*
ANDREA CHASE, Director, Corporate Responsibility and Social Impact, Arbonne International LLC
EMANUEL BARRAGAN, Client and Treasury Representative, Beneficial State Bank
ANASTASIA MAIER, General Counsel, Los Angeles Cleantech Incubator
- 3:40 PM Fast Pitch Awards
Closing Remarks

S P E A K E R



VICTOR CHO, Chief Executive Officer, Evite

Since joining Evite as CEO in June 2014, Victor Cho has redirected the popular brand into a customer-obsessed company focused on bringing people together face-to-face. He has achieved revenue growth and taken the company into exciting new ventures, including text message invitations, donations for nonprofits and, most recently, Evite Pro—an event management subscription designed with professionals in mind. Prior to joining Evite, Cho was most recently the CEO driver of a holistic and multiyear turnaround effort at Kodak Gallery (formerly ofoto.com). Before that, he served as the vice president and leader of Intuit’s web channel, taking the business from \$300 million to \$1.3 billion+ by fundamentally changing the company’s web strategy, organizational structures, processes, and technology platforms. Cho also spent seven years at Microsoft, where he launched the company’s earliest internet marketing and software-as-a-service initiatives. Cho earned a BS from the University of Pennsylvania’s Wharton School.

S P E A K E R



MICHAEL CROOKE, Former Chief Executive Officer, Patagonia

Michael W. Crooke is probably best known for his role as the CEO of Patagonia, Inc. from 1999 to 2005. He is currently the cofounder and co-chair of WAYB, a values-led company reinventing on-the-go gear for family adventures. He also serves as the chair of RandE Holdings LLC and the Avamere Health Services advisory board. Crooke was also the senior associate dean for academic programs and Avamere Professor of Practice at the University of Oregon’s Lundquist College of Business from 2015 to 2017. From 2010 to 2015, Crooke served on the faculty of the Graziadio Business School, where he was a founder of the SEER program. Crooke holds a BS and an MBA from Humboldt State University and a PhD from Claremont Graduate University.

S P E A K E R



MICHELLE DUNSTAN, Global Head of Responsible Investing and Portfolio Manager, AllianceBernstein

Michelle Dunstan is the global head of responsible investing at AllianceBernstein (AB). She oversees environmental, social, and governance (ESG) strategy, thought leadership, research, and investment integration across AB's equities, fixed income, and multi-asset platforms. Dunstan is also the portfolio manager for AB's global ESG improvers strategy. She joined AB in 2004 as a research analyst and covered commodities in emerging markets and North America for several years and also managed AB's Global Commodity Equity Fund from 2012 to 2020. Prior to joining the firm, Dunstan was an engagement manager at the Monitor Group strategy consulting firm (now Monitor Deloitte). Dunstan holds a bachelor of commerce from Queen's University in Canada and an MBA from Harvard Business School, where she graduated with high distinction as a Baker Scholar.

S P E A K E R



JEANNE HOLM, Chief Information Officer and Senior Technology Advisor to the Mayor, City of Los Angeles

Jeanne Holm is the chief information officer and senior technology advisor to the mayor for the City of Los Angeles, bringing technical innovations to 4 million people. Her work in Los Angeles focuses on delivering city services such as 311, public television and digital media, and ShakeAlertLA, as well as several other data science programs. She founded the Data Science Federation, partnering universities and cities to create innovative solutions to public welfare issues, and was formerly the evangelist for open data for the White House under President Obama. Holm also served as the leader for Africa open data for the World Bank, and the chief knowledge architect at NASA. She earned an MSMIS from Claremont Graduate University.

S P E A K E R



TRACY LIU (MBA '11), Chief Operating Officer, WAYB

Tracy Liu is the chief operating officer of WAYB, a mission-driven company focused on family travel gear that's better for people and the planet. Prior to joining WAYB, she was a strategist on the Walt Disney Company's Corporate Citizenship team. She has also consulted for the Environmental Defense Fund and was a 2010 EDF Climate Corps Fellow for the Publicis Groupe in New York City. Tracy holds a BA from the University of California, Irvine and an MBA from the Graziadio Business School, where she served as president of Net Impact and helped launch the school's premier Social, Ethical, and Environmental Responsibility (SEER) certificate program.

M O D E R A T O R



ROBERT BIKEL (MBA '11), Director of the SEER Program and Instructor of SEER Business and Management, Pepperdine Graziadio Business School

Robert Bikel is the director of the SEER program and an instructor of SEER business and management at Pepperdine's Graziadio Business School. He is also an independent strategy consultant specializing in sustainably oriented businesses, focused on strategic guidance and market intelligence for responsible companies in B Corporation/Benefit Corporations, clean tech, online media, e-commerce, and food industries with clients ranging from Neil Young's Pono Music service, Jes Maharry Jewelry, the Yes Bar, Michael Crooke, Fox International Channels, and a major Latin American media company. A former investment banker with Smith Barney, Bikel also has more than 12 years' experience in entertainment as a development executive, producer, and music supervisor. Bikel earned a BA from Harvard University and an MBA with SEER certification from Graziadio Business School, as well as an ISOS Group GRI (Global Reporting Initiative) certification.

PANELIST



EMANUEL BARRAGAN, Client and Treasury Representative, Certified B-Corp Beneficial State Bank

Manny Barragan is a client and treasury representative for the Certified B-Corp Beneficial State Bank. Having served at Beneficial State Bank for two years and as a fellow for Beneficial State Foundation for one year, Barragan has implemented a triple bottom line banking solution for his commercial clients using Beneficial State Bank's "no-harm" banking model.

He currently serves as a board member and treasurer for B Local Los Angeles, a 501c3 nonprofit focused on the betterment of local B Corporations and literacy of social and economic sustainability in business. Barragan also acts as a private banking and finance intern for SunPac, LLC, a banking investment vehicle with the strategy of starting a new bank in Los Angeles. Prior to that role, Barragan was a habilitation technician for AWARE Inc., where he served clients with disabilities and behavioral challenges. Barragan earned a bachelor of business administration from the University of Providence.

PANELIST



ANDREA CHASE, Director of Corporate Responsibility and Social Impact, Certified B Corporation, Arbonne

Andrea Chase is the director of corporate responsibility and social impact for Certified B Corporation, Arbonne. For the last five years, she has served the Los Angeles sustainability community as the executive director of B Local Los Angeles, a community of Los Angeles B Corporations dedicated to sharing knowledge to better each other's business practices. Chase has a demonstrated history of leadership in environmental industries and is an expert in B Corporation certification; CSR benchmarking and reporting; project management; brand and identity execution; international product development, launch, and compliance; and several process-specific, product-specific, and company-wide sustainability certifications. Chase also serves as an ongoing guest lecturer on B Corporations and social enterprises at several Los Angeles area colleges. She earned a BA from the University of California, Santa Barbara, and an MS from the University of Wisconsin-Green Bay.

PANELIST



BRANDI HARLEAUX (MBA '12), Chief Operating Officer, South Post Oak Recycling Center

As the South Post Oak Recycling Center's chief operating officer, Harleaux is responsible for operations and managing expansion of her family's second-generation business in Houston, Texas. Prior to joining the family business, Harleaux headed the talent management and organizational development team at Disney's Consumer Products and Interactive division in Glendale, California. Her expertise in talent management and business development were developed at Northrop Grumman, where she served from 2005 to 2007 and at her previous position at Target Corporation. She serves on the board of the Institute of Scrap Recycling Industries (ISRI) Gulf Coast Chapter and the Recycling Council of Texas board, and is co-chair of ISRI's National Women in Recycling Council. She is also a member of the City of Houston Office of Business Opportunity advisory board. Harleaux received a BS from the University of Houston, an MS from California State University, San Bernardino, and an MBA at the Graziadio Business School. She also holds certificates in leadership and family transitions from the University of California, Los Angeles, and a certificate in financial management for the family office from Pepperdine University.

PANELIST



ANASTASIA MAIER, General Counsel, Los Angeles Cleantech Incubator

Anastasia Maier currently serves as general counsel at Los Angeles Cleantech Incubator (LACI), where she supports LACI, the LACI Impact Fund, and its portfolio companies in the day-to-day operations. Prior to joining LACI, Maier worked as one of the managing partners at Sustainable Law Group LP (where she still acts as of counsel). Her legal career is rooted in a passion to help redefine how traditional businesses function by assisting cross-sectoral clients develop forward-thinking nonprofit and social-enterprise strategies. Maier has served in a variety of advisory roles to encourage critical progress including as a member of the Los Angeles County Social Enterprise Advisory Group. Most recently, she has championed the use of AB551 to support urban agriculture development in Los Angeles. Maier believes in building community and collaboration to facilitate real change. She proudly serves as a board member of B-Local Los Angeles, and LA Compost. She holds a BA from Florida State University and a JD from the Northeastern University School of Law.

PANELIST



JOE PICKARD, Chief Economist and Director of Commodities, The Institute of Scrap Recycling Industries, Inc.

Joe Pickard serves as the chief economist and director of commodities at the Institute of Scrap Recycling Industries, Inc., (ISRI) where he's conducted research and analysis on commodity and scrap market developments and the key economic role that recycling plays both in the US and abroad since 2010. Pickard regularly provides economic and recycling market updates to ISRI members, industry associations, policymakers, the press, and other external audiences. Pickard previously served as the economist for the International Copper Study Group and as a research analyst at Slayton & Associates. He also worked in the research and environment departments at the Urban Institute and the Pew Charitable Trusts. He is a current member of the American Economic Association, National Association for Business Economics, and the National Economists Club. Pickard holds a bachelor's degree from Loyola University Maryland, and a master's degree from Virginia Tech, and also studied at George Mason University and K.U. Leuven (Belgium).

PANELIST



ASAMI TANIMOTO, Recycling Technical Advisor (West Coast Liaison), The Recycling Partnership

Asami Tanimoto serves as a recycling technical advisor to the Recycling Partnership. She has worked with Columbia University, a business improvement district in New York City, and numerous other businesses across the US to develop and implement waste-diversion strategies. Previously, Tanimoto had a 10-year career as an air quality, odor, and noise consultant and worked with a wide range of public- and private-sector clients. Tanimoto earned a BS and MEng from Tufts University, and she developed her interest in recycling while earning her master's degree in sustainability management at Columbia University.

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Robert Bikel (MBA '11)



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