



A COMMUNITY CREATED BY WOMEN, FOR WOMEN AND ALLIES

2025 CCWOMEN LAS VEGAS AGENDA



Natalie Beckerman

Global Head, Customer
Support Operations
IHG Hotels & Resorts



Geoff Burbridge

Managing Vice President,
Customer Channels
Capital One



LaToyia Carroll

Global Training Manager
Pearson



Cheryl China

Senior Vice President, Director
Mass Market Servicing
Citizens Bank

**2023 CCWomen
Hall of Fame Inductee**



Wes Dudley

Vice President,
Customer Experience
Broad River Retail



Jenn Edwards

Vice President of Customer
Experience
Five9



LaKisha Ellis

Associate Director of Customer
Engagement
CFNA
(Credit First National
Association)



Kacey Felila Tolua

Senior Director, CEC
Technology - Guest &
Associate Experience
Marriott International

**2023 CCWomen
Hall of Fame Inductee**



Mandi Geary

Director, Customer Service
BSN Sports



Niki Hall

Chief Marketing Officer
Five9



Jason Hiland

Chief Revenue Officer
Collaborationroom.ai



Amanda Ho

Director of Investor Relations
Pinnacle West Capital
Corporation



Catie Hydeman
Vice President of FC
Operations
Chewy



Becky Jones
President
MosaCX



Brandy Labinjo MBA, MSA
Manager Information
Technology, Planning and
Portfolio Health
Arizona Public Service (APS)



Van Lai-DuMone
Founder & CEO
workSmart Advantage



Kephania Landess
Divisional Vice President,
Sales - East
Sprinklr



Devon Lee
Vice President, Client Success
Medallia



Shantel Love
Global Vice President
Customer Success Clinical &
School Assessment
Pearson



Virginia Mateos
Group Head of Marketing and
Communication
SmileCX



Adam McCreery
Director, Customer Experience
DrafKings



Kathy Phelps
C-lect
President
2023 CCWomen
Hall of Fame Inductee



Judith Platz
Chief Customer Officer
SupportLogic
2021 CCWomen
Hall of Fame Inductee



Becky Ploeger
Global Head of Reservations and
Customer Care
Hilton



Leigh Roach

Director, Store &
Customer Support
Johnston & Murphy



Martha Sager

Strategic Account Executive
Nextiva
2021 CCWomen
Hall of Fame Inductee



John Stanovcak

Chief Experience Officer
ImpactLivesCX



Cathryn Valladares

Vice President of
Enterprise Solutions
Nextiva



Becky Vieira

Senior Director, CEC
Deployment and
Communication Services
Marriott International



Jill Wallace

Global Customer Experience &
Operational Leader



Rebecca Warfield

Artist Manager
724 Management



Theresa Watts, PH.D.

Award Winning Global
Human Resources & DEIA
Executive



Sabrina Wilson

Founder
Spill the T Consulting, LLC



Dr. Hui Wu-Curtis

Director of Customer Service
SmartRent
2021 CCWomen
Hall of Fame Inductee

8:00 AM **Check-In & Breakfast**

8:45 AM **Welcome to the CCWomen Summit**

Welcome to the CCWomen Summit! We are thrilled to welcome you to the 2025 CCWomen Summit and this dynamic community of trailblazing female executives from across industries and generations, to address the opportunities and challenges facing women in customer contact - and shape the future of contact center and CX worldwide.

9:00 AM **CCWomen Connect: Let's Klik!**

Join us for an interactive and dynamic opening activity designed to foster connections within the CCWomen community. This unique opportunity allows attendees to connect with their peers in real time, creating a supportive environment where individuals can exchange insights, seek guidance, and build valuable relationships. Through this engaging session, you'll have the chance to discover new perspectives, share experiences, and find the support needed to develop essential skills and pursue success in your professional journey.

Don't miss this chance to forge meaningful connections that can propel your career forward!

Hosts:

Cheryl China, SVP, Director Mass Market Servicing, Citizens Bank, 2023 CCWomen Hall of Fame Inductee
Kacey Felila Tolua, Senior Director, CEC Technology- Guest and Associate Experience, Marriott International; 2023 CCWomen Hall of Fame Inductee
Kathy Phelps, President, C-lect; 2023 CCWomen Hall of Fame Inductee
Judith Platz, Chief Customer Officer, SupportLogic; 2021 CCWomen Hall of Fame Inductee
Martha Sager, Strategic Account Executive, Nextiva; 2023 CCWomen Hall of Fame Inductee
Dr. Hui Wu-Curtis, Director of Customer Service, SmartRent; 2021 CCWomen Hall of Fame Inductee



9:15 AM **When Ops Meets Empathy: Leading Through the Lens of the Customer**

Great operations aren't just about efficiency, they are about people. In this dynamic session, Catie Hydeman, Vice President of Operations at Chewy, shares how bridging customer experience and fulfillment with a shared sense of purpose can transform both performance and culture.

Drawing from compelling real-world examples, Catie explores the critical moments when processes falter and people step up, demonstrating the powerful impact of empathy-driven leadership.

Attendees will gain actionable strategies for empowering frontline teams, removing operational friction, and delivering excellence with heart. Whether you're scaling systems or shaping service culture, discover how to lead through disruption while staying focused on the customer.

Speaker: Catie Hydeman, VP of FC Operations, Chewy

10:00 AM

Stronger Together: How Women Lead, Overcome, and Lift Each Other in Customer Contact

In a world where professional challenges are inevitable, how women support, mentor, and empower one another can make all the difference. Join an inspiring conversation with female leaders who are reshaping the narrative around mentorship, resilience, and collaboration. From embracing vulnerability to standing firm in the face of adversity, our speakers will explore how leaning on collective wisdom, amplifying each other's successes, and navigating difficult situations without ego strengthens not just individual careers but the entire business ecosystem. Discover how building a true community of women in business, one rooted in respect, resilience, and real connection, is critical to thriving in today's workplace and beyond.

When women support women, incredible things happen.

Learn how to navigate adversity, build powerful networks, and lead with authenticity in this powerful CCWomen session.

Speakers:

Niki Hall, Chief Marketing Officer, Five9

Virginia Mateos, Group Head of Marketing and Communication, SmileCX

Kephane Landess, Divisional Vice President, Sales – East, Sprinklr

Moderator: Sandy Ko Fonseca, Founder & Principal, CCWomen

10:45 AM

Wellness Break

11:00 AM

CCWomen Voices - Thriving Through Change: Harnessing Resilience for Unstoppable Growth

Life constantly presents us with challenges whether it's parenthood, a career shift, or financial upheaval. In this session, we will discuss the power of resilience, not just as a tool for survival, but as a foundation for growth.

Learn how to transform every hardship into an opportunity for growth, develop strategies to stay grounded in the face of uncertainty, and discover how resilience can be your armor, empowering you to thrive through any season.

Through personal insights and actionable strategies, you'll leave equipped with the confidence to face adversity, knowing you have the resources and skills to rise above.

Speaker: Becky Viera, Senior Director, CEC Deployment and Communication Services, Marriott International

Moderator: Sandy Ko Fonseca, Founder & Principal, CCWomen

11:20 AM

Stronger Together: The Power of Storytelling to Build Connection and Resilience

Women in customer contact and across the business face a wide range of real-life challenges, including balancing career growth with caregiving responsibilities, navigating leadership changes, managing burnout, or returning to work after major life events. These experiences often take place behind the scenes, yet they significantly shape how women show up and succeed at work.

This session explores the power of storytelling to bring those experiences to light, build meaningful connections, and foster supportive environments in fast-paced, high-pressure settings. Our speakers will share pivotal moments in their personal and professional lives, reflect on how they found strength through connection, and discuss how support from peers or leaders helped them navigate transitions.

We will also examine how organizations can create inclusive and empathetic cultures where women feel seen, valued, and empowered to thrive. Attendees will leave with renewed energy to build stronger networks, encourage open dialogue, and embrace the idea that we are stronger when we lift each other up.

Speakers:

Becky Jones, President, MosaiCX

Cathryn Valladres, VP Enterprise Solutions, Nextiva

Devon Lee, VP, Client Success, Medallia

Moderator: Sandy Ko Fonseca, Founder & Principal, CCWomen

11:50 AM

Champagne Toast!

12:10 PM

Stronger Together Magazine Launch: Career Advancement and Leadership: Lessons from a Multifaceted Journey

From production to music management, the path to career advancement isn't always linear. In this session, discover how Rebecca's diverse experiences, strategic risks, and unwavering focus shape the trajectory of professional growth.

Drawing from years in the fast-paced entertainment industry, we'll explore how to embrace change, trust your instincts, and cultivate the confidence to lead with impact. Learn how to harness your past experiences, articulate your career goals, and create opportunities for success, even in uncertain times.

Featuring insights from an artist manager who has navigated the industry with precision and passion, this session offers invaluable advice for women looking to take ownership of their career journey and thrive in today's landscape.

Speaker: Rebecca Warfield, Artist Manager, 724 Management

Moderator: Shiwon Oh, Editor in Chief, CCCWomen

12:30 PM

Group Picture: Meet us by the staircase in front of Check-in Lunch & Networking

1:30 PM

Build Communities of Empowerment: The Role of Advocacy, Representation, and Allyship in Leadership

In this session, we'll explore the transformative power of community and how it shapes both personal and professional journeys. Discover how strong, intentional communities uplift individuals to embrace their authentic selves and pursue their passions.

Learn how allies can amplify underrepresented voices, how meaningful professional relationships are built through authenticity and trust, and how leaders can create spaces of joy, hope, and change during uncertain times.

This session will provide valuable insights into the importance of connection, resilience, and collaboration in the pursuit of equity and representation. Join us for an inspiring conversation about the strength found in community and how we can all fight for a better, more inclusive future.

Speakers:

LaToyia Carroll, Global Training Manager, Pearson

Amanda Ho, Director of Investor Relations, Pinnacle West Capital Corporation

Brandy Labinjo MBA, MSA, Manager Information Technology, Planning and Portfolio Health, Arizona Public Service (APS)

Moderator: Shiwon Oh, Editor in Chief, CCWomen

2:00 PM

Workshop: Stronger Together by the Sum of Our Differences

What sets us apart, and the sum of our differences - makes us stronger together.

This interactive keynote and workshop generates a playful experience for participants to use tools of creativity and creative problem solving to uncover and celebrate each person's diversity of skills, talents, and character strengths; then activate those to make teams stronger. Using creative tools, including LEGO® SERIOUS Play - each person will identify tangible characteristics that distinguish them as distinct and unique. Then, participants will be prompted to ask 'How Might I?', to think of practical ways to apply these unique attributes to workplace initiatives or mission and values.

Take-Aways:

- Through creative exercises like LEGO® SERIOUS PLAY®, explore the strengths, skills, and talents that make each individual distinct.
- Learn how these differences can be harnessed to drive collaboration, innovation, and problem-solving.
- Brainstorm ways to apply unique strengths to real-world workplace initiatives, mission, and values, helping teams work more effectively together.

Speaker: Van Lai-DuMone, Founder & CEO, workSmart Advantage

3:00 PM

CCWomen Summit Concludes

10:00 AM Expo Hall Grand Opening - Visit us at the CCWomen Pavilion

11:00 AM Stronger Together: Drive Cultural Transformation and Social Impact

This session explores the intersection of cultural transformation, women in leadership, and social impact, examining how diverse perspectives and inclusive practices create lasting change. We will delve into how empowering women and advocating for gender equity fosters collaborative growth and drives business innovation. Learn why social impact is essential for business success, from meeting consumer expectations for responsibility to attracting top talent and building brand loyalty.

Through mentorship, advocacy, and transformational leadership, discover how women in leadership can navigate growth, create stronger communities, and co-exist for a more equitable future.

Join us to understand the profound impact of diverse leadership on the future of businesses and societies.

Speakers:

Natalie Beckerman, Global Customer Contact Operations, IHG International

LaKisha Ellis, Associate Director of Customer Engagement, CFNA (Credit First National Association)

Becky Ploeger, Global Head of Reservations and Customer Care, Hilton

John Stanovcak, Chief Experience Officer, ImpactLivesCX

Moderator: Sandy Ko, Founder & Principal, CCWomen

12:00 PM Promote Your D@mn Self: Building a Personal Brand That Opens Doors and Elevates Your CX Career

Brought to you by Five9

In today's hyper-connected world, personal branding isn't just nice to have — it's essential for career growth, leadership opportunities, and unlocking your full potential.

Join Shantel Love, corporate executive, successful entrepreneur, and author of Promote Your D@mn Self, for an empowering and candid conversation designed for women leading the way in customer experience.

Hosted and moderated by Five9, this session will explore Shantel's personal journey and the proven strategies from her new book that can help you transform your brand, boost your confidence, and elevate your career on your terms.

In this inspiring discussion, you'll discover:

- The "Personal Brand Cocktail" formula that helps you stand out
- How to overcome imposter syndrome and ignite unshakable confidence
- The "Hidden Gem Strategy" to leverage your unique strengths
- LinkedIn secrets to amplify your voice and opportunities

Whether you're looking to land your dream role, grow your influence, or turn your expertise into new opportunities, this session will equip you with the tools—and the mindset shifts—you need to promote your d@mn self and lead with impact.

Get ready to step into your power and take your CX career to the next level!

Speakers:

Shantel Love, Global VP Customer Success Clinical & School Assessment, Pearson

Jenn Edwards, VP of CX, Five9

12:45 PM**Lunch****1:45 PM****Mastering Vendor Relations: Setting Expectations, Building Partnerships**

Strong vendor relationships are essential for business success, but navigating the expectations and boundaries of vendor management can be challenging. In this session, we'll explore what makes a vendor stand out, how to foster effective partnerships, and the do's and don'ts of vendor outreach.

Key topics include:

- ✓ Setting clear expectations to ensure alignment and efficiency.
- ✓ Differentiation strategies: How vendors can stand out from the competition.
- ✓ Winning our business: What truly matters in vendor selection.
- ✓ Outreach etiquette: Finding the balance between persistence and overcommunication.
- ✓ Professional boundaries: Why sending unsolicited gifts to homes or offices is inappropriate.

Join us for a candid discussion on how to build strong, respectful, and mutually beneficial vendor relationships.

Speakers:

Natalie Beckerman, Global Customer Contact Operations, IHG International

Kacey Felila Tolua, Senior Director, CEC Technology- Guest and Associate Experience, Marriott International

Mandi Geary, Director, Customer Service, BSN Sports

Leigh Roach, Director, Store & Customer Support, Johnston & Murphy

Moderator: Shiwon Oh, Editor in Chief, CCWomen

2:45 PM**Workshop: Accelerate Your Career with a Personal Board of Directors**

We all love a great success story about a self-made individual. But the truth is—no one succeeds alone. Too often, we try to do everything ourselves, leading to frustration, isolation, and burnout. My own journey has taught me that having the right mentors, challengers, and supporters has been essential to both my career growth and personal fulfillment.

In this interactive workshop, you'll explore the concept of a Personal Board of Directors, assess where you are today, and develop a strategic action plan to accelerate your career with confidence and support.

Learning objectives:

1. Understand the Concept and Value of a Personal Board of Directors: Participants will define what a Personal Board of Directors is and recognize its role in career and personal development.
2. Evaluate Their Current Network and Support System: Participants will assess their existing relationships to identify gaps and opportunities in mentorship, guidance, and accountability.
3. Develop a Personalized Action Plan for Growth: Participants will create a concrete plan to build or strengthen their Personal Board of Directors, aligning it with their career goals and personal aspirations.

Speaker: Sabrina Wilson, Founder, Spill The T Consulting, LLC

3:30 PM**Networking Reception in the Expo Hall****6:00 PM****Cocktail Reception in the Expo Hall****8:00 PM****After Party**

7:00 AM

CCWomen Networking Breakfast: One Minute to Boast: Celebrating Women's Triumphs in Customer Contact

In this electrifying session, we're shining a spotlight on the extraordinary achievements of women in the world of customer contact. Prepare to be inspired as we showcase the relentless determination, innovation, and resilience that define our journey as trailblazers in our respective fields.

From smashing glass ceilings to founding thriving enterprises, women have been at the forefront of driving change and redefining success. During this time we'll celebrate the milestones, accolades, and game-changing contributions that have propelled us to the forefront of the customer contact industry.

Join us for a rapid-fire showcase of women's accomplishments, as we seize the moment to boast, applaud, and champion each other's triumphs. Together, let's amplify our voices, showcase our brilliance, and inspire the next generation of women leaders to reach even greater heights.

Speaker: Theresa Watts, PH.D., Award Winning Global Human Resources & DEIA Executive

10:00 AM

Networking Reception in the Expo Hall - Come Visit CCWomen

11:00 AM

Powerhouses of Customer Contact: Meet the Game-Changers of CCWomen

Get ready to be inspired!

This dynamic session celebrates the unstoppable CCWomen Hall of Fame inductees and the winner of CCWomen's Best Workplace for Gender Equity award. These trailblazers are breaking barriers, driving impact, and redefining what's possible in the customer contact world.

Their stories aren't just powerful they're changing the game and paving the way for women in customer contact.

Moderators:

Judith Platz, Chief Customer Officer, SupportLogic; 2021 CCWomen Hall of Fame Inductee

Martha Sager, Strategic Account Executive, Nextiva; 2021 CCWomen Hall of Fame Inductee

Dr. Hui Wu-Curtis, Director of Customer Service, SmartRent; 2021 CCWomen Hall of Fame Inductee

12:00 PM

Practicing Allyship in 2025: How to Make Your Actions Matter

In today's evolving societal landscape, authentic allyship is more crucial than ever. This session delves into the essence of meaningful allyship, drawing lessons from historical events like the Vincent Chin case to underscore the power of collective action.

Participants will explore the multifaceted roles allies can assume—such as amplifiers, educators, decision-makers, caretakers, and strategists—and learn how to identify and embrace their unique positions in fostering inclusivity. Emphasizing the importance of leaning into discomfort, the session offers strategies for turning challenging conversations into opportunities for growth and understanding.

Attendees will also collaborate on actionable plans to translate allyship from intention to impactful practice. By the end, participants will be equipped with the tools and insights to champion underrepresented communities effectively and drive meaningful change in their spheres of influence.

Speakers:

Geoff Burbridge, Managing VP, Customer Channels, Capital One

Wes Dudley, VP Customer Experience, Broad River Retail

Jason Hiland, CRO, Collaborationroom.ai

Adam McCreery, Director, Customer Experience, DraftKings

Moderator: Shiwon Oh, Editor in Chief, CCWomen

12:45 PM

Lunch

1:45 PM

Step into Leadership: Lead with Purpose and Confidence

In this session, we will explore key strategies for women looking to step into their leadership potential and drive meaningful impact. Drawing from expert insights, we'll discuss how to solidify your purpose, develop a personal leadership style, and keep yourself ahead of the curve. Learn how to balance compassion with confidence, embrace continuous growth, and advocate for your worth in male-dominated spaces. This session will provide actionable tips for women leaders to navigate challenges, empower their teams, and build a network of support for lasting success. Join us to discover how to unlock your leadership presence and inspire others along the way.

Speakers:

Jill Wallace, Global Customer Experience & Operational Leader

2:30 PM

Networking Reception in the Expo Hall

5:30 PM

CCW Las Vegas Concludes

Stronger Together Sponsors

