



WOMEN CHANGING THE CITY



Crystal Ashby,
Executive Vice
President and Chief
People Officer,
Independence Blue
Cross



Isabelle Kent,
Executive Director,
Philly Startup
Leaders



Tonya Ladipo,
Founder and CEO, The
Ladipo Group, LLC



Amy Needle,
President and CEO,
Historic Philadelphia, Inc.



Moderator
Carol MacKenzie,
Morning News
Anchor, KYW
Newsradio

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**Wednesday, March 16, 2022
Museum of the American Revolution
101 South Third Street, Philadelphia PA 19106**



Crystal Ashby

*Executive Vice President and
Chief People Officer*
Independence Blue Cross

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Crystal E. Ashby is executive vice president and chief people officer leading the Human Resources division at Independence Health Group (Independence), the parent company of Independence Blue Cross, LLC. In this role, she helps the organization attract and develop talent; advance a culture of engagement, inclusion, and innovation; and achieve business strategy and goals.

Prior to joining Independence, Ms. Ashby served as interim president and chief executive officer at The Executive Leadership Council. Her career includes 22 years at BP, most recently serving as executive vice president of Government and Public Affairs and Strategic University Relationships. In this role, she formed strong partnerships that supported talent acquisition and development.

Ms. Ashby has extensive board experience. She currently serves as a non-executive director of BAE Systems plc. Ms. Ashby also serves as an independent director for Texas Reliability Entity and formerly served on the Holocaust Museum Houston Board. At her alma mater, the University of Michigan, she sits on the Engineering Dean's Leadership Advisory Board, chairing its Diversity, Equity and Inclusion external council.

Nationally recognized for her leadership, Ms. Ashby has received many accolades, including being named National Diversity Council's Top 100 HR Professionals (2021), *Diversity Global's* Top 10 Influential Women in Diversity (2020), Uptown Professional's Top 100 Executives in America, and the National Diversity Council Top 50 Most Powerful Women in Oil and Gas.

Ms. Ashby is a member of the International Women's Forum and the American Bar Association. She earned a Juris Doctor from DePaul University College of Law and dual bachelor's degrees in English and psychology from the University of Michigan.

Isabelle Kent serves as the Executive Director of Philly Startup Leaders, the nucleus of the startup ecosystem focused on fostering equitable early-stage entrepreneurship. The 15-year nonprofit supports the community through networking events, mentor matching, grant funding for Underrepresented Founders, and accelerator programs.

A long-time PSL member and PSL Startup Bootcamp alumna herself, she's a firm believer that community and economic development are the greatest catalysts for the Philadelphia region.

Prior, Isabelle has been a founder, growth strategist, and executive for international early-stage startups in the Future of Work and Emerging Technologies sectors.



Isabelle Kent

Executive Director
Philly Startup Leaders

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Tonya Ladipo

Founder and CEO
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Amy Needle

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Tonya Ladipo worked for many years in community mental health agencies, and soon realized that a one-size-fits-all approach often ignored the needs of Black and African-American people. Institutionalized racism, a lack of diversity, and a failure of cultural awareness all conspired to mean that people of color often received poor treatment.

Tonya is on a mission to change that.

She works with an incredible team of skilled counselors, therapists, and psychologists who have an expertise in working with Black and African-American communities. What's more, she leads an ED&I team that consults with companies and organizations to recognize and address unconscious bias and retain diverse talent by creating a truly welcoming and inclusive workplace for everyone.

An engaging speaker on diversity and women's self-care and wellness, Tonya has been the keynote speaker and been a featured panelist for a number of organizations across the U.S. including Black Enterprise, Philadelphia Works', Villanova University, and Black Women Talk Tech.

She has also been featured on radio (National Public Radio (NPR) and WURD Radio), television (NBC-10, Fox-29, and ABC-6), and in magazines (Black Enterprise, Essence, and Madame Noire).

Tonya is a graduate of the Goldman Sachs 10,000 Small Businesses Program (April 2016) and Widener University's Clinical Social Work Master's degree program (May 2004).

When not working, Tonya is laughing with her husband and identical twin daughters, taking walks alone, and spending time with friends.

Amy Needle, a University of Kansas graduate, began her tourism career working at the Philadelphia Convention and Visitors Bureau in 1989. Under the direction of Meryl Levitz, Amy helped produce Penn's Landing Festivals including Jambalaya Jam, River Blues, Yo! Philadelphia, and Jam on the River. She also worked on several city-wide year-long celebrations and helped to open the Pennsylvania Convention Center in the historic Reading Terminal Train Shed.

In 1998, then-Mayor Edward G. Rendell asked Needle to head up the Millennium celebration in Philadelphia. The 18-month, \$5 million Millennium Philadelphia celebration included the Photo of the Century; a December 31, 1999, 24-hour celebration; the Tall Ships; and the December 31, 2000, 100th Anniversary of City Hall. The celebration also produced lasting legacies for the City of Philadelphia including the lighting of seven Schuylkill River Bridges, and the permanent lighting of William Penn atop City Hall.

In 2002, Amy worked with the staff of the National Constitution Center on a month-long opening extravaganza. And in the fall of 2003, Governor Rendell asked her to spearhead the Philadelphia Heritage Project, now known as Historic Philadelphia, Inc.'s Once Upon A Nation program. In October 2006, Amy was promoted to President and CEO of Historic Philadelphia, Inc., Once Upon A Nation's parent organization. Historic Philadelphia, Inc.'s programs include the Betsy Ross House, Once Upon A Nation storytelling and History Makers, and award-winning Franklin Square. Amy lives in Merion with her husband, Larry, Executive Director of PHL Sports, and their two sons.



Carol MacKenzie

Morning News Anchor
KYW Newsradio

kywnewsradio.radio.com
@cmack215

For many Delaware Valley listeners, **Carol MacKenzie's** voice is the first they hear on weekday mornings. MacKenzie joined the KYW Newsradio staff as a morning anchor in 2003.

A native of Lancaster, PA, she has a BA degree in communications from the University of Delaware and an MA from the Columbia University Graduate School of Journalism.

She has enjoyed a long career as a reporter and anchor in both radio and television. Carol began her journalism career as a reporter at WLAN Radio in Lancaster. She's also anchored and reported for a number of television stations in the northeast -- including WETM-TV in Elmira, NY; WBRE-TV in Wilkes-Barre, PA; WMUR-TV in Manchester, NH; and New England Cable News in Boston. Her documentary, "Honduras: Mission of Hope" -- about a local group of volunteers who set up free medical and dental clinics -- won awards from the Pennsylvania Association of Broadcasters, the RTNDA, and Women in Communication. Although she has enjoyed getting to know the people in different towns and cities, Carol is glad to be back home in Pennsylvania.

Upcoming Events

Meet the Developers

Wednesday, March 23, 2022
8:00 AM - 10:00 AM
City Winery Philadelphia
\$30 for Members & Partners, \$60 for Guests

Lunch with the City's Leaders Rebecca Rhynhart, City Controller, Philadelphia

Tuesday, March 29, 2022
12:00 PM to 1:00 PM
Online
\$20 for Members, \$30 for Guests

Happy Hour Breakfast

Friday, April 8, 2022
8:00 AM to 9:00 AM
Online
\$10 for Members, \$20 for Guests

Women Changing the City

Tuesday, May 17, 2022
10:00 AM to 12:00 PM
Rivers Casino Philadelphia
\$30 for Members & Partners, \$60 for Guests



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