



WOMEN CHANGING THE CITY



Valerie Camillo
President and CEO
Spectacor Sports & Entertainment



Dr. Jayatri Das
Director of Science Content and Chief Bioscientist
The Franklin Institute



Romana Lee-Akiyama
Executive Director
Mayor's Office of Public Engagement



Mia Mendoza
Founder
Mendoza Group, Inc.



Leslie Patterson-Tyler
Vice President of Program Communications and Partnerships
The Philadelphia Orchestra and Kimmel Center, Inc.



Moderated by:
Dr. Brandi Baldwin
CEO
Millennial Ventures Holdings

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#WomenChangingTheCity



Wednesday, September 21, 2022
Academy of Music Ballroom
240 S. Broad Street, 2nd Floor, Philadelphia, PA 19102



Valerie Camillo

President & CEO
Spectacor Sports & Entertainment

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[@NHLFlyers](https://twitter.com/NHLFlyers)

BREAKING NEWS— This month, **Valerie Camillo** was promoted to President and CEO of **Spectacor Sport and Entertainment**. Previously Camillo was the President of Business Operations for Comcast Spectacor, which includes the Philadelphia Flyers, Wells Fargo Center, Philadelphia Wings, and Maine Mariners. In this role, Camillo directs all business activities for the NHL franchise and one of the country's busiest arenas. She sets the strategic direction for the teams and arena, leading all revenue, marketing, operations, and administration functions.

Camillo joined the Flyers from the Washington Nationals, where she was Chief Revenue and Marketing Officer from 2014-2018. From 2010-2014, Camillo was a Senior Vice President in the NBA's Team Marketing and Business Operations (TMBO) group.

Camillo began her career in management consulting, working for 15 years as a business strategy, data analytics, and process improvement advisor. During her consulting career, Valerie worked for PriceWaterhouseCoopers (PWC), IBM, and Booz Allen Hamilton leading a variety of commercial and Government projects.

Camillo received a B.S. in Commerce from the University of Virginia, and her M.B.A. from the Darden School of Business at the University of Virginia.

She is active in the Greater Philadelphia community. She is on the Board of the Philadelphia Chamber of Commerce and Ed Snider Youth Hockey Foundation. She is also a member of Young Presidents Organization (YPO) and sits on the Corporate Council of the Children's Hospital of Philadelphia (CHOP).

Dr. Jayatri Das is Director of Science Content and Chief Bioscientist at The Franklin Institute and an invited Fellow of the Center for Neuroscience & Society at the University of Pennsylvania.

Dr. Das has led development of several exhibitions at the Institute— including *Your Brain*, a national award-winning exhibit about the neuroscience and psychology of the human brain. She directs in-person and virtual programming initiatives to advance informal science education about materials science, nanotechnology, neuroethics and other areas of emerging science and their societal impact.

Dr. Das also serves as an advisor to the National Informal STEM Education (NISE) Network. She earned undergraduate degrees in biology and biochemistry from Penn State and a Ph.D. in evolutionary biology from Princeton University.

Prior to joining The Franklin Institute, Dr. Das conducted postdoctoral work at both the Koshland Science Museum and the University of Pennsylvania. Her work in the museum field has been honored with the American Alliance of Museums' Nancy Hanks Award for Professional Excellence.



Dr. Jayatri Das

*Director of Science Content
and Chief Bioscientist*
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Mia Mendoza

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Romana Lee-Akiyama was appointed by Philadelphia's Mayor James F. Kenney to serve as the Executive Director for the Mayor's Office of Public Engagement in November 2021. Lee-Akiyama joined the City in March 2020, initially serving as Director of Multicultural Affairs at the Office of Immigrant Affairs before being promoted to Deputy Director in December 2020. Lee-Akiyama's work at the City has focused on building systems and communities of belonging and inclusion, empowering residents to better engage with each other and with their government. Throughout her career, she has led critical engagement with diverse constituent groups, engaging a wide audience and facilitating bridge-building across different ethnic and racial groups. In the wake of anti-Asian hate and violence, she spearheaded a City-wide and cross-departmental strategy group to curb racialized violence in Philadelphia. Lee-Akiyama is a mission-driven leader who brings more than 20 years of experience in the government, nonprofit and philanthropic sectors. Before joining the City of Philadelphia, she most recently worked at Eisenhower Fellowships from 2016 to 2020, where she led key strategic initiatives to drive global engagement across the network of 1,600 Eisenhower Fellows in more than 110 countries. In 2021, Lee-Akiyama founded the Chen Lok Lee.

Legacy Project to archive, preserve and share the work and philosophies of seminal Asian American artist and professor Chen Lok Lee, her late father. Lee-Akiyama sits on the Board of Directors of Live Work Philadelphia, and is the co-Vice Chair of the Pennsylvania State Advisory Committee to the U.S. Commission on Civil Rights.

Lee-Akiyama holds a BA in International Relations from Tufts University and both a Master of Social Services and a Master of Law and Social Policy from the Graduate School of Social Work and Social Research at Bryn Mawr College, where she was recently appointed to their Board of Advisors. Lee-Akiyama is a Fellow with the Center for Asian Pacific American Women, and was recently awarded the Marshall Memorial Fellowship by the German Marshall Fund of the United States.

Mia Mendoza formally entered the broadcasting field on August 4, 1975, when she joined WTOG-TV44 (St. Petersburg, Florida) and hosted Tampa Bay's first Spanish-language talk show. Following her broadcast career path to Philadelphia's local Fox TV29, Mendoza eventually signed on as Director of Programming and Business Development for the Telemundo Network. Realizing that there was an overwhelming need to help her U.S. clients even further in their marketing strategies to reach the Latino consumers, Mendoza founded the first full-service Hispanic advertising and marketing agency in the tri-state area in March, 1995, and this year celebrated the agency's 27th year in business.

Mendoza's client roster is as diverse as its team of bicultural and bilingual experts. Mendoza has served up award-winning brand campaigns, signature guerilla marketing and some of the most unique advertising strategies for companies that have earned their place as influential leaders in the industry - Opportunity Finance Network, AmeriHealth Caritas Family of Companies, Perdue Farms, Commonwealth Charter Academy, Pennsylvania Department of Health and Independence Blue Cross. Mendoza is anything but your typical advertising agency. Whether it's helping a lending institution find its value proposition or coaching Jim Perdue in a Perdue Chicken recording session, Mia proudly admits that she is exactly where she wants to be. When asked about what makes Mendoza different from the rest of her counterpart marketers, Mendoza is quick to respond, "we communicate for those who can't."

Her passion for fairness, education and social equality has crossed over into Mia's volunteer and board service as a member of the Foundation for Delaware County, America's First Fair Trade Town and Catholic Partnership Schools. Mia has also served on the boards of Philadelphia's Hispanic Chamber of Commerce, Economy League and Pennsylvania's Commission for Women.

Mia has received numerous recognitions for her work. She was honored in 2018 as 1 of 100 Most Influential Latinos in Pennsylvania, received Philly Ad Club's 2019

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Mover & Shaker Pinnacle Award winner, and earned national acclaim by Business Week Magazine as the “marketing whiz” of the 21st century. Former Governor Tom Ridge named Mia one of *Pennsylvania’s 50 Best Women in Business* and she was also featured among 50 top groundbreakers in the nationally published book, *Voices*. Included among Mia’s most cherished awards are *Girl Scouts: Take the Lead Award*, *U.S. Hispanic Businesswoman of the Year* by the United States Hispanic Chamber of Commerce and her recognition by the Boy Scouts of America as honorary recipient of the “*Vale La Pena*” award.

Mother of one son and one younger fur-baby. Mia currently resides in Media, Pennsylvania.

Leslie Patterson-Tyler is the Vice President of Program Communications and Partnerships for The Philadelphia Orchestra and Kimmel Center, Inc. In her role she provides overall leadership and management of communication strategies for Broadway, KCP, Education, and Fundraising programs. Leslie also oversees social media and content creation for Campus programming. Additionally, Leslie identifies strategic partnerships with external groups, companies organizations, and individuals that support the mission, vision, and values of the organization.

Leslie Patterson-Tyler is also the co-owner and Chief Operating Officer of Tyler Made Media, LLC., a multi-media consulting company that assists faith-based groups, non-profits, and small businesses tell their stories. Tyler Made Media’s notable clients include POWER Interfaith, Black Bikers Vote, and the historic Mother Bethel African Methodist Episcopal Church, the congregation to which Leslie belongs and where she serves as Director of Communications. Since assuming the position in 2008, Leslie’s efforts have resulted in Mother Bethel receiving local, national, and international media coverage on dozens of occasions.

Leslie Patterson-Tyler transitioned to PR from a very successful career as a television news executive having worked in commercial newsrooms across the country for more than 20 years. She held senior management roles in some of the most competitive markets in the nation including Philadelphia, Washington, DC, Miami, and her hometown of Cincinnati. Leslie gained a reputation as a difference maker in the newsroom and her community pushing herself and those around her to do more than settle for the old “if it bleeds, it leads” mentality. Recognizing how important the news is in shaping public opinion, Leslie always strived to present stories that made a difference, by going deeper than what was on the surface.

Leslie Patterson-Tyler’s passion to make a difference is not limited to her own professional career. She has taken that same drive to make a difference throughout her community, serving in the following capacities: Advisor Sarah Allen Women’s Missionary Society; Board Member PHL Diversity; former Board Member of the American Red Cross Penn Jersey Region and Sickle Cell Committee Chairperson; former Board Member and Schools & Youth Activities Committee Leader for the Queen Village Neighbors Association (QVNA); worked with the American Diabetes Association to create “First Ladies Health & Wellness Tea” in an effort to engage wives of area pastors to join the fight to prevent Diabetes; elected member of the School Advisory Council of Julia R. Masterman High School; past President, Meredith Home and School Association; and, former Vice-President of Community Engagement for the Friends of Nebinger Elementary School. She has become a “go-to” person in the health and education arenas in Philadelphia in helping to spread messages to various constituencies.

Leslie is a graduate of Xavier University in Cincinnati, Ohio and studied in the Graduate School at Miami University in Oxford, Ohio. Leslie recently earned a Diversity & Inclusion Certification from Cornell University and is also a distinguished McCormick-Tribune Fellow and a Fellow of Leadership Philadelphia Class of 2011. She is a member of the National Association of Black Journalists, Philadelphia Association of Black Journalists, The Philadelphia Black Public Relations Professionals, Philadelphia Public Relations Association, Philadelphia Public Relations Association, The Links, Incl, Delaware Valley (PA) Chapter, and Alpha Kappa Alpha Sorority, Incorporated, Rho Theta Omega Chapter. Leslie and her husband, Rev. Mark Kelly Tyler, Ph.D., live in the Philadelphia area with their children. In her spare time, she enjoys, cooking, traveling to new places, and exercising.



Leslie Patterson-Tyler

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Dr. Brandi Baldwin

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Dr. Brandi M. Baldwin is a psychology and business professor turned entrepreneur who is a thought leader and author tackling the world's most relevant business challenges: diversity and inclusion, motivating millennials to level-up their leadership, and advocating for equity in all levels of business. As the CEO of Millennial Ventures Holdings and a respected Wharton Lecturer, Dr. Brandi is the host of the "Diversity and Confusion" podcast. She is the founding visionary for the *Calling All Allies Project (CAAP)*, an innovative initiative that empowers organizations to address racial inequality by making necessary, positive change in the areas where culture and climate intersect with Diversity, Equity & Inclusion (DEI).

Dr. Brandi is a published author and speaks at over 40 conferences and companies annually. She is tapped by companies such as Comcast, Discover, and the Federal Government to share her unconventional insights on leadership, diversity and inclusion, and business. Her noteworthy accomplishments include being appointed to Philadelphia Mayor Jim Kenney's Millennial Advisory Commission, being named one of Philadelphia's Most Influential African Americans, receiving Philadelphia Business Journal's 40 Under 40 award, the Diversity and Inclusion Outstanding Ally honor from the Philadelphia Inquirer, and the "Take the Lead" award from the Girl Scouts. Dr. Brandi earned her doctorate in Educational Leadership & Policy Studies from Temple University and holds a Masters degree in Adult & Organizational Development.

Dr. Brandi is the author of "Put in Work: Gain Respect, Influence Others, and Get Results as a New Leader", and "Authentic Ally: A Guilt-Free Guide to Becoming an Ally for Racial Equity".

She is a mother of two and attributes her Christian faith for keeping her focused, grounded, and committed to excellence in all that she does. Although her worldly accomplishments are noteworthy, Dr. Brandi believes that she was put on this earth to impact, not to impress.

Upcoming Events

Don't Waste Time – Invest in Relationships that Matter

Presented by **Matthew Blank**
Director of Business Development, Marcum LLP

Thursday, September 29, 2022

12:00 PM to 1:00 PM

Online

\$10 for Members, \$20 for Guests.

Business Leadership Forum

Members Only

Wednesday, October 19, 2022

7:30 AM to 9:00 AM

The Union League of Philadelphia

\$25 for Members

Lunch with the City's Leaders

Dr. Bruce Meyer, MD, MBA

President, Jefferson Health, Senior Executive Vice President, Thomas Jefferson University

Thursday, October 6, 2022

11:45 AM to 1:30 PM

Pyramid Club

\$50 for Members, \$75 for Guests

Meet the Developers

Wednesday, November 2, 2022

8:00 AM to 10:00 AM

Location - TBD

\$30 for Members & Partners, \$60 for Guests



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Founded in 1978, Center City Business Association is a non-profit, member supported organization celebrating 44 years of service to the Philadelphia business community. Join Center City Business Association today. Visit centercitybusiness.org or call 215.545.7766.



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ITData has been providing executive leadership and impeccable project execution for our clients since 1997. Our senior technology staff has nearly 100 years of combined experience recommending, implementing and managing comprehensive, unified IT solutions for customers such as The Annenberg Foundation, Binswanger, The Philadelphia Foundation and Health Partners. Our industry experience includes Healthcare Network Solutions, Nonprofit Organizations, Education, Retail, and Government Enterprise Networks and more. For information, visit www.itdata.com.



PIDC is Philadelphia's public-private economic development corporation. Our mission is to spur investment, support business growth, and foster developments that create jobs, revitalize neighborhoods, and drive growth to every corner of Philadelphia. We are focused on supporting growing businesses, investing in high-impact community revitalization, and creating workplaces for the future. With flexible financing products, a targeted portfolio of industrial and commercial real estate, and decades of Philadelphia-based knowledge, PIDC provides the resources and expertise to help our clients invest, develop, and grow.



Rivers Casino Philadelphia is a premier gaming and entertainment destination located along the Delaware Riverfront in Philadelphia and is open 24 hours a day, seven days a week. Rivers features an action-packed gaming floor that includes a variety of slots, table games, hybrid gaming seats and a state-of-the-art BetRivers Sportsbook for watching and wagering. The casino offers an array of dining options perfect to please any palate as well as free parking. Please visit RiversCasinoPhiladelphia.com.



Established in 1998, the School of Sport, Tourism and Hospitality Management (STHM) at Temple University has a distinguished tradition preparing leaders in the sport, tourism and hospitality industries. The school's innovative approach to learning combined with the location in the heart of Philadelphia fosters transformational educational experiences. Thoroughly committed to providing student-centered education and professional development relevant to today's thriving sport, tourism and hospitality industry—STHM integrates applicable, real-world experience into the curriculum and classroom through its global network of industry partners and well-connected alumni network. In addition to the educational program, the school's two cutting-edge research centers support the school's mission of advancing the industry through high-quality research. Visit sthm.temple.edu.

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