



**Amber Guild** has been leading transformation and growth in the Advertising, Media and Publishing industries for over 20 years. She most recently worked for The New York Times, where she served as President of T Brand and NYT Events, the marketing services and events divisions. There, Amber led the re-imagining of how the advertising division should work in order to better serve both their clients and their people – the outcome leading to more meaningful and compelling brand experiences for their audiences. Her leadership of the NYT Events division enabled The Times’ editorial teams to be in front of, and engage with their audiences when it mattered most. In 2020, in addition to the above, Amber was tapped to lead another transformation - this time for the entire company. Amber co-led the Diversity, Equity and Inclusion strategy which launched the largest cultural transformation the Times has seen in its 169 year old history.

Prior to The Times, Amber spent over two decades working in Advertising, Innovation and Branding firms such as Ogilvy & Mather, Saatchi & Saatchi, T3 and COLLINS. Amber was named one of Ad Age's 2016 "Women to Watch"; sits on the boards and advisory councils of SATURDAY MORNING, 3% Movement, VCU Brandcenter, Fishbowl Diversity Council, Ad Council Diverse Leaders Group, and is a founding member of CHIEF.

Amber is currently “on hiatus” having decided to take time off to recharge, recover from cancer treatment, and spend time with her two kids, husband, and their loving dog, Maggie.

**Vanessa LeFebvre** joined Adidas in July 2019 as the Senior Vice President of Commercial for North America. Her responsibilities include Wholesale, Retail Stores, eCommerce, Key Cities, and Adidas Team Sport. She is also an in-house champion of Diversity & Inclusion, and the executive sponsor of the Black Employee Resource group.

Ms. LeFebvre has nearly 20 years experience in the retail industry. She began her career as an Executive Trainee with the May Company (parent of Lord & Taylor at the time) in 1999. Over the course of 10 yrs with Lord & Taylor, she was moved up through several buying assignments in Ready To Wear to Divisional Merchandise Manager of Modern and Contemporary Sportswear in 2005. After Lord & Taylor, Ms. LeFebvre worked for a number of retailers including, TJX, Macy’s and Stitch Fix. At TJX, she established herself in the off-price business, building a reputation for growth. At Macy’s, Ms. LeFebvre lead omnichannel teams, and was the principal architect and founder of Macy’s Backstage. At Stitch Fix, she worked with data scientists, to evolve the way data can change the retail landscape. In 2018, Vanessa returned to Lord & Taylor as President to restructure the company and facilitate its sale.



Ms. LeFebvre holds a BA, Psychology from the University of Pennsylvania. She is part of the Wharton Retail Board, a founder member of Chief, and a member of the Runway of Dreams executive council. She and her husband have 3 children and reside in Portland, OR.