

2018 NASPAA Career Professionals Conference

December 5 – 7, 2018

New York University | Robert F. Wagner Graduate School of Public Service

Panelist and Presenter Guide

Thursday, December 6, 2018

Session 1: Connecting Talent to Government

Moderator – Marny Smith, Baruch College, Marxe School of Public Administration and International Affairs



Octavia Abell

Co-Founder & CEO, Govern for America

Octavia has been active in public service since graduating with a BA in Political Economy and International Development from Tulane University. Prior to launching GfA, Octavia served as the Director of Strategy for the Rhode Island Office of Innovation where she led efforts to build government effectiveness and catalyze innovation across RI. Her successes include: crafting the CS4RI initiative to bring computer science education to every K-12 public school in RI, spearheading a redesign of the state's digital presence, and launching the Government Innovation League, a leadership development program for Rhode Island state employees.

Octavia also served on Governor Gina Raimondo's policy team and former U.S. Senator Mary Landrieu's fundraising team. She believes strongly that individuals can be powerful change agents, and is committed to connecting people with the resources necessary to scale impactful work.



Margot Conrad

Director for Federal Workforce Programs, Partnership for Public Service

As Director for Federal Workforce Programs, Margot leads the Partnership's efforts to help federal agencies strengthen their workforces through recruiting, hiring and engaging top talent. Prior to her current role, Margot spent a decade at the Partnership working closely with Congress and the Administration on reforms to modernize the civil service system. She also spent time at the White House Office of Management and Budget where she worked to implement key elements of the President's Management Agenda, including helping to author and implement an executive order aimed at strengthening senior leadership in government. Prior to her time at the Partnership, Margot spent time working at an urban design firm in Philadelphia, Pennsylvania and completed her MSc in Regional and Urban Planning Studies from the London School of Economics. She also holds a B.A. in Political Science from Wellesley College.



Erik George

Executive Advisor to the Chief Financial Officer, Port Authority of NY and NJ

Erik Howard George is the Executive Advisor to the Chief Financial Officer (CFO) at the Port Authority of New York & New Jersey (PA.) In this role, Erik supports the CFO in managing all PA accounting and financial functions, including its \$7B+ annual budget. Prior to serving as Executive Advisor, Erik began his career in the PA's rotational Leadership Fellows program where he worked on a multi-Agency Goods Movement Action Plan in the Regional Planning Department, leveraged technology systems to support operational excellence of the Port Authority Police Department, and helped coordinate the PA's move back to the WTC site in the Real Estate Department. After completing the Program, Erik worked his way to Finance Manager of the PA's Chief Security Office where he developed, monitored, and managed a \$600M+ budget for police and civilian security functions before joining the CFO's Office. Erik earned a Masters in Urban Planning from New York University's Wagner Graduate School of Public Service and a Bachelor's Degree in Environmental Studies from Concordia College in Moorhead, MN.



Lakisha Grant

Director of Human Resources, NYC Office of the Mayor

Lakisha Grant is currently the Director of Human Resources for the NYC Office of the Mayor. Prior to her role with the Office of the Mayor, Lakisha held progressive roles such as Operations Manager at New York City's Office of Payroll Administration and Director, Human Resources at the New York City Department of Correction. In addition to her roles throughout the City of New York, Lakisha provided HR consulting to Fortune 500 companies such as Morgan Stanley, Bank of New York and MasterCard International. Lakisha's professional experience spans across multiple industries.

Lakisha lead hotel operations at the State Plaza Hotel in Washington, DC. Enjoying Human Resources for over 20 years, Lakisha has and continues to develop HR processes, policies, training and development tools; manage and oversee HR compliance, employee relations matters, performance management and evaluations; lead recruitment and onboarding efforts and ensure the proper administration of benefits and compensation. Lakisha earned her Bachelors of Science in Hotel-Restaurant Management from Johnson and Wales University, a Masters in Science in Human Resources Management from the New School for Social Research and a Masters of Fine Arts from the Actors Studio Drama School. She is certified as a Senior Professional in Human Resources (SPHR) and a Senior Certified Professional with the Society of Human Resource Management (SHRM-SCP). She is also a member of the Society for Human Resource Management.



Tiffany L. McGriff

Diplomat in Residence, U.S. Department of State

Tiffany L. McGriff is a career Foreign Service Officer (U.S. Diplomat when assigned abroad) in the Public Diplomacy career track with the U.S. Department of State. She currently serves as the Diplomat-in-Residence for the New York Metro Region, managing the State Department's recruitment and outreach portfolios for New York, New Jersey, and Pennsylvania. Her previous foreign and domestic postings include serving as the Deputy Director for Strategic Communication and Outreach in the State Department's Bureau of International Security and Nonproliferation; an International Affairs Fellowship at the Council on Foreign Relations; Spokesperson

and Acting Public Affairs Officer at the U.S. Embassy in Nairobi, Kenya; Special Assistant to the U.S. Assistant Secretary of State for African Affairs; Public Affairs Officer at the U.S. Embassy in Juba, South Sudan; Country Desk Officer for Guinea-Conakry, Ghana, and Niger in the State Department's Bureau of African Affairs; Watch Officer in the State Department's Operations Center; Duty Officer in the White House Situation Room; Political-Economic Affairs Officer at the U.S. Embassy in Lisbon, Portugal; Consular and Public Affairs Officer at the U.S. Embassy in Luanda, Angola; and Special Assistant to the U.S. Ambassador in Pretoria, South Africa. McGriff has a M.A. in International and Intercultural Communication from the University of Denver, and a B.A. in Political Science from Howard University. She is a 1999 recipient of a Woodrow Wilson National Fellowship Foundation Foreign Affairs Fellowship (now known as the Thomas Pickering Fellowship) and interned as an undergraduate in the Washington, DC Congressional Office of late-Representative Donald Payne, Sr.

Session 2: Careers in Corporate Social Responsibility



Tara Cardone

Chief Operating Officer, Common Impact

Tara Cardone is an experienced leader in Corporate Social Responsibility (CSR) with more than 15 years of combined experience in CSR and Human Resources. She has seen firsthand the power that skills-based volunteering has to professionally develop and personally fulfill individuals while strengthening the nonprofit sector. As Chief Operating Officer, Tara governs the overall operations of the organization, including strategy, finance, talent and technology, and ensuring that Common Impact's programs and systems are structured, responsive and results-driven for team members, corporate and nonprofit partners. Prior to her role at Common Impact, Tara served as Head of Employee Engagement & Volunteerism at JPMorgan Chase & Co. In this role, Tara was responsible for developing and implementing a range of volunteer

programs that engaged more than 55,000 global employees in community service experiences that demonstrated the firm's social responsibility commitments as well as helped employees develop leadership skills. She developed JPMorgan Chase's first global skilled volunteer program, the Service Corps, which engages employees from around the world on financial projects with local nonprofit organizations for a full-time, three-week period. In addition, Tara oversaw JPMorgan Chase's workplace giving and disaster relief grant programs. Tara holds a B.A. from Fordham University, a M.P.A. from New York University's Wagner Graduate School of Public Service, and served as a founding board member of Coney Island Prep Public Charter School in Brooklyn, New York.



Surabhi Lal
Head of Program and Development, Luminary

Surabhi is the Head of Program and Development at Luminary and an Assistant Adjunct Professor of Public Service at NYU Wagner. She is passionate about developing talent, cultivating good management, and creating cultures where individuals and teams thrive. She is especially interested in understanding the workplace and how it impacts people's lives. As a skilled career coach and Gallup-Certified Strengths Coach she has a natural ability to see the unique talents and motivations in people and knows that a career impacts many facets of one's life.

She gets great joy from making the unwritten rules of job searching and the world of work more explicit to guide others on their journey to career success and create greater equity. She enjoys sitting at the intersection of conversations with job seekers and employers in the business and social impact space. Her career has spanned launching an educational site in India from the ground up, working in grant-making, and building capacity with young professionals in New York City. When she's not savoring her craft as a coach, manager, mentor, and mother, you can find her feeding her creativity, traveling, exploring food markets, cooking, and (of course) eating.



Nneka Norville
Director of Corporate Social Responsibility and Communications, BET Networks

Nneka Norville is Director of Corporate Social Responsibility & Communications for BET Networks, a unit of Viacom Inc. (NASDAQ: VIA, VIAB) and the leading provider of quality entertainment for the African-American audience and consumers of Black culture globally. In her role, Norville oversees all facets of pro social initiatives, strategic partnerships, charitable giving and internal communication. During her tenure, Nneka has developed and launched brand building social impact marketing campaigns in partnership with national foundations, NGOs, government agencies and corporations to address issues ranging from education and health disparities to diversity in media and civic engagement. Norville joined BET Networks in 2008 after working at The Kaiser Family Foundation as a Program Officer in the Strategic Media Partnerships division managing high impact partnerships, both in the US and abroad, including a \$20 million partnership and sponsorship portfolio. An attorney by training, Norville started her career in strategic communications at Robinson, Lerer and Montgomery (RLM), a strategic communications firm, where she worked with clients such as Scholastic, The New Yorker, AOL and the Special Olympics before practicing media law at a boutique firm in New York City. Affiliated with a number of professional, civic and cultural organizations, Norville serves on the board of Passion Meets Purpose, is a member of Civic Nation's Creative Alliance and is a judge in The Real Time Academy for the annual Shorty Awards. Recognized as a leader in communications strategy, social impact and employee engagement, Norville has received a number of awards for excellence including a 2018 CUP Catalyst Award, 2017 Shorty Social Good Award, 2017 Cynopsis Social Good Awards, The Network Journal Magazine's 2015 "40 Under Forty Achievers" and 2015 Women in Cable Television (WICT) Rising Leader to name a few. Nneka is a graduate of Boston University and holds an MPA from Bernard M. Baruch School of Public Affairs and a J.D. from Brooklyn Law School.

Session 4: Careers in Global Development

Moderator - Jennifer Guyer-Wood, University of Minnesota, Humphrey School of Public Affairs



Betsy Fuller

Senior Program Officer, Public Health, Bloomberg Philanthropies

Betsy Fuller is a Public Health team member at Bloomberg Philanthropies, where she currently oversees the Global Health Advocacy Incubator, the Bloomberg Initiative to Reduce Tobacco Use programs in Philippines and Vietnam as well as the tobacco control partnership between Bloomberg Philanthropies and the World Health Organization. Additionally, she provides programmatic support to the Data for Health Initiative and various institutional and bi-lateral partners. Prior to joining Bloomberg Philanthropies in 2009, Betsy was Program Director at Child Family Health International (CFHI) in San Francisco, CA where she worked in partnership with physicians and clinics in low and middle income countries to provide over 750 health science students annually with clinical rotation programs. Betsy holds an M.P.A. in International Health Policy and Management from NYU's Wagner Graduate School of Public Service and a B.A. in Sociology and Africana Studies from the University of Arizona.



Megan O'Malley

Global Director of Recruitment, International Rescue Committee

Megan O'Malley is the Senior Director of Global Recruitment at the International Rescue Committee (IRC). Megan has been with the IRC since early 2017 where she leads a team of recruiters housed in Amman, Nairobi, Abuja, and across the US. The team, along with Megan, work to continually improve the way in which they find and screen talent for the IRC. Before IRC, Megan was with McKinsey & Company's Recovery and Transformation practice as they hired senior level consultants and built a global function within the Firm. Previous to that Megan had been the head of McKinsey's UK and Ireland recruiting and in a separate stint with McKinsey she spent 11 years based in Chicago rising through the recruiting function. In addition to her years with McKinsey, Megan was a VP at HSBC North America in their Talent Acquisition function and with HUB international, building their recruiting efforts. Megan fell into recruiting after interviewing at a search firm for an administrative role (while contemplating law school) and instead ended up being hired as a candidate researcher. She holds a Bachelor's degree in English literature from the University of Missouri-Columbia and a Master's degree in corporate and multicultural communications from DePaul University in Chicago.



Minh-Thu Pham

Executive Director of Policy, United Nations Foundation

Minh-Thu is Executive Director of Global Policy at the United Nations Foundation where she leads strategic initiatives to strengthen the UN's ability to solve global problems and brings governments, civil society and thought leaders together. She has led UNF's effort to help create the Sustainable Development Goals, the Financing for Development agenda, and deliver on them. Minh-Thu has taught international policymaking at Princeton and was a strategic planning and policy adviser to Secretary-General Kofi Annan on UN reform and US-UN relations. She has also worked in Bosnia, Ethiopia, and Vietnam on peacebuilding and humanitarian issues. Minh-Thu serves on the Advisory Council of Princeton's Woodrow Wilson School, is a 92Y Women inPower fellow, a fellow of the Truman National Security Project; and was selected a Term Member of the Council on Foreign Relations. She holds an MPA in International Relations from Princeton and a BA in History from Duke. She was born in Vietnam and came to the U.S. as a refugee; she currently lives in New York City with her husband and two daughters.

Session 5: Mindfulness at Work



Reka Prasad
Assistant Director, MindfulNYU

Reka Prasad manages and runs mindfulness programming for NYU through the Office of Global Spiritual Life. She is a native New Yorker who also works as a psychotherapist, facilitator, researcher, and consultant for non-profits, universities, and businesses. She completed her MSW with honors from the NYU Silver School of Social Work. Reka continued her education at the Ackerman Institute for the Family in couples and family therapy, where she founded and co-facilitated Supportive Space, a collaboration of trainees, faculty, and alumni of color. A long time meditator, Reka is a practicing Buddhist in the Theravada tradition and has studied through the Barre Center for Buddhist Study. She has utilized mindfulness in all areas of her client work and conducts guided meditations and mindfulness training in a variety of settings.

Friday, December 7, 2018

Session 1: Careers in Healthcare Policy and Strategy

Moderator – Linda Kowalcyk, Northeastern University, School of Public Policy and Urban Affairs



Janice Goldfarb
Associate Vice President of Recruiting Services, HealthSearch Group

Janice Goldfarb has devoted her professional life to helping others maximize their potential. Over the past 30 years, primarily on behalf of nonprofit organizations, she built an affinity and expertise for identifying talent, creating teams, and generating revenue. After college, Janice commenced her commitment to service by volunteering with the March of Dimes, which requested that she take a full-time job within their Development department. From there, she gradually deepened her philanthropic-industry knowledge and strategies around private and public fundraising, marketing and communications, corporate sponsorship, and foundation-relations. She began taking on increasingly responsible positions for nonprofits with missions focused on Arts and Culture, Technology, Education, and especially, Social Justice. Janice has been the lead Development professional at City Year, Jumpstart, Power My Learning, the National Council of Jewish Women, the Partnership for the Homeless, the Gay, Lesbian and Straight Education Network, and UJA-Federation. In the fall of 2017, Janice made a major career shift: after a lifelong “hobby” of helping people find their dream jobs, she decided to take the leap to Recruitment. She joined the Healthsearch Group, a talent management firm founded in 1961, which began to focus on the ever-growing healthcare industry in the 1980s. The relationship-building skills developed long ago in her nonprofit life continue to serve Janice well as she partners qualified job seekers with hospitals, nursing homes, and other health-related organizations to culminate in rewarding careers. Janice has a BA in Communications from SUNY Oneonta and lives on Long Island.



Nick Huober
Health Care Analyst, Health First

Nick Huober graduated with an M.P.A. in Health Policy and Management from NYU Wagner in 2016. Since then, he has worked as a Market Strategy Specialist and Financial Analyst at Healthfirst, the leading Medicaid managed care plan in New York City. At Healthfirst, he has assessed the performance of insurance products for low-income New Yorkers, devised new product and marketing strategies based on enrollment and demographic data, and provided senior leaders with insight into policy developments at the state and federal level. Prior to graduate school, he worked as a Healthcare Legislative Correspondent for United States Senator Dianne Feinstein, assessing the impact of the Affordable Care Act on constituents and providing analysis of legislative proposals. He graduated with a Bachelor of Arts in Political Science from U.C. Berkeley and completed internships in state and local government during his undergraduate studies.

**Golnessa Mojtabahedi****Senior Consultant Strategy and Operations, Deloitte**

Golnessa Mojtabahedi is a Senior Consultant in Deloitte's Life Sciences and Health Care practice and has been with the firm since graduating from NYU Wagner in 2015. In her role, she focuses predominantly on Health Care Provider clients and has recently spent time working on Deloitte's internal strategy around Life Sciences and Health Care. Prior to joining Deloitte, Golnessa spent 3 years designing and leading a clinical and translational research program at a leading Cancer Center in Toronto and received a Master of Public Administration from New York University with a specialization in Healthcare Financial Management as well a Master's of Science in Laboratory Medicine and Pathobiology from the University of Toronto.
