

October 20, 2020 | 8:30AM – 5:30PM ET | #AMEXBUSINESS

8:30 – 9:00 AM ET

Networking in the Lobby & Contract Connections Sign-Ups in the Gallery

9:00 – 9:10 AM ET

Welcome Remarks from Clayton Ruebensaal, EVP, Global B2B Marketing Global Commercial Services, American Express

9:10 – 9:45 AM ET

Keynote Roundtable with Shaquille O'Neal, Venus Williams, and Anna Marrs, President, Global Commercial Services, American Express

ALL DAY

Contract Connections are one-on-one meetings between suppliers and buyers from government agencies and large corporations to discuss real business opportunities.

Networking Breaks happen throughout the day. Please click on the directory to chat and engage with your fellow business owners

Final agenda subject to change. Please note this event will happen in Eastern Standard Time (ET).



10:00 – 11:00AM ET

Good for Business – Auditorium

Good for People – The Conservatory

Business Stories – Rooftop

Accessing Capital for Growth

Growing a business requires financial flexibility and an understanding of available financing options. In this session, explore funding options and resources that go beyond the traditional loan to support your company's trajectory as new and different needs arise.

MODERATOR:

Amit Parmar, VP and GM, Small Business Lending, American Express

PANEL:

Bill Briggs, Deputy Associate Administrator, Office of Capital Access, U.S. Small Business Administration
Luz Urrutia, CEO, Accion Opportunity Fund

Managing Cashflow and Streamlining Operations

New business challenges rise as a business grows. Your responsibilities become more sophisticated, requiring even more time and making it more challenging to create and maintain the proper systems and controls to operate effectively and efficiently. Hear best practices and strategies to streamline, manage, scale, and sustain day-to-day business and financial operations including cashflow management and accounts payable automation.

MODERATOR:

Cecile Berta Zinder, VP, U.S. Small Business Charge and Loyalty Products, American Express

PANEL:

Kendra James-Anderson, Founder and Owner, The Finance Femme
Noah Breslow, CEO, OnDeck

Meditation Session with CALM

Take a moment and rest your mind. Join Calm for a short meditation, introducing the basics of mindfulness to help you ease stress, become more productive and energize you for the day ahead.

Creating a Culture that Fosters Innovation and Inclusivity

Learn how your business be forward-thinking and encourage curiosity and new ideas in today's workplace.

MODERATOR:

Tracey Shechtman, VP Global Experiences and Brand Partnerships, American Express

PANEL:

Alain Sylvain, Founder and CEO of Sylvain Labs
Elaine Welteroth, New York Times best-selling author, award-winning journalist and judge on the new Project Runway

Protect and Grow Your Start-up in the Post-COVID World

Join Lindsay Fitzgerald, from the strategic investment group at American Express, for a discussion on the impact of the COVID-19 pandemic on start-ups. Learn how she has guided the companies that Amex Ventures has invested in through this period of uncertainty to protect, and in some cases, grow their businesses.

SPEAKER:

Lindsay Fitzgerald, Managing Director, American Express Ventures

Art of the Pivot: Workshop

Join Lindsay Fitzgerald, Managing Director at Amex Ventures, for a conversation with Matan Bar, CEO of Mello, and Colleen Miller, VP of Product at Toast, on how they have pivoted their business during the COVID-19 pandemic and expanded their services to help small businesses. Hear first-hand what these two Amex Ventures portfolio companies have done to stay relevant.

MODERATOR:

Lindsay Fitzgerald, Managing Director, American Express Ventures

PANEL:

Matan Bar, CEO, Mello Payments
Colleen Miller, VP of Product, Toast

11:00 – 12:00PM ET

Good for Business – Auditorium

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Good for Community – Lounge

Top Talent and Building Your Best Team

Even the best product or service requires backing from a strong team. Building high-performing teams requires an investment of time and resources, so you need a strong strategy to attract, train and keep your top talent. Hear from industry leaders on their approach to sourcing diverse talent, detecting passion in candidates and ensuring a culture of inclusivity—and how to do this, all in the new virtual environment.

MODERATOR:

Michelle Thompson-Dolberry, VP, Global Campus and Diversity Recruitment Strategy, American Express

PANEL:

Deserrie Perez, Head of Healthcare and Financial Services Marketing, LinkedIn
Dee Marshall, President, Diverse and Engaged

Business Chemistry: Unlock Team Potential with Business Chemistry

Have you ever pondered what makes people click or clash? Why some groups excel and others fumble? Based on extensive research and analytics, plus years of proven success in the field, the Business Chemistry framework provides a simple yet powerful way to identify meaningful differences between people's working styles, help raise your level of performance, improve your engagement, and become a more effective leader.

WORKSHOP:

Kim Christfort, National Managing Director, Deloitte Greenhouse Experience, Deloitte™ LLP

Coalition to Back Black Businesses

Hear actionable ways Black-owned businesses can get support, from accessing private sector grants to tapping into resources to help mitigate the effects of the pandemic.

MODERATOR:

Walter Frye, VP of Global Brand Content and Acquisition Group, American Express

PANEL:

Natalie Madeira Cofield, Founder and CEO, Walker's Legacy
Rick C. Wade, SVP of Strategic Alliances and Outreach, U.S. Chamber of Commerce
Kenneth L. Harris, Ph.D., President and CEO, National Business League, Inc

Asymmetric Styling: Black Women Founders Thriving Amid Material Headwinds

Black women founders are starting businesses at the highest rate, even while facing challenges to accessing capital, racial inequalities, and a global pandemic. Join a discussion with fierce founders on utilizing every resource to succeed against material headwinds in an ever-changing business landscape.

MODERATORS:

Coco and Breezy Dotson, Founders, Coco and Breezy

PANEL:

Niambi Cacchioli, Founder, Pholx Beauty
Aziza Nicole, Founder, AZIZA

Diversity is Strength: The Power of Multiple Points of View

Multiculturalism can be a business driver. Learn how to connect with consumers and employes across cultures to build a more complete business.

SPEAKER:

Tara Jaye Frank, Leadership Development Expert and CEO, TJF Career Modeling LLC

12:00 – 1:00PM ET

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Good for Community – Lounge

Marketing 101: Know Your Brand, Know Your Customer

Tell a compelling brand story, understand the needs of your customer and learn strategies on where and how to attract new ones.

MODERATOR:

Jess Ling, VP and General Manager, Marketing Strategy, Content and Experiences, American Express

PANEL:

Adam Goldston, Co-Founder, Athletic Propulsion Labs
Katie Hunt, Co-Founder and CRO, Showfields
April McDaniel, Founder, Crown + Conquer

Social Media 101: Grow Your Business With Instagram

It's all about using the right strategy to reach and engage your target audience. Learn to use social media to build your business, increase visibility and reach more customers.

SPEAKER:

Nana Agyemang, CEO/Founder, EveryStylishGirI

Owning the New Virtual Room

Join the "Own the Room" team for a workshop that focuses on adapting and thriving in an increasingly virtual world, including practical skills to help build relationships and engage listeners.

WORKSHOP:

Denise Paglie-Cole, Senior Coach and Assistant Director of Product Solutions, Own the Room

The Importance to Staying Active When Working from Home with Barry's

Barry's CEO Joey Gonzalez shares how he's led through crisis, reimagined the Barry's business model to continue to adapt to the ever-changing landscape to serve the community, discusses the health benefits of staying active during this time and provides a few of his favorite workout moves that are helpful in breaking up a sedentary routine.

WORKSHOP:

Joey Gonzalez, CEO, Barry's

Office Hours with Karen Cahn of IFundWomen

Office Hours features influential business leaders and experts sharing their insights on tackling today's current business challenges.

MODERATOR:

Walter Jackson, SVP, US Client & Acquisition Group, American Express

PANEL:

Karen Cahn, Founder & CEO, IFundWomen

State of Black Business

Understanding the current challenges Black-owned businesses face, including lack of access to capital and PPP loans, is key to unlocking how these businesses can seize future opportunities.

MODERATOR:

Gunther Bright, EVP and General Manager, U.S. Large Market and Global Client Group, Global Commercial Services, American Express

PANEL:

Ron Busby, Sr., President, U.S. Black Chambers Inc.
Sybongile Cook, Director of Business Development & Strategy, Government of the District of Columbia, Office of the Deputy Mayor for Planning & Economic Development

U.S. Black Chambers: How Certification Opens Pathways to Capital

Have you wondered what value certification can bring to your business? Learn how certification can put your business on the pathway to growth through access to capital and contracts.

MODERATOR:

Alisa S. Joseph, Director of Programs, U.S. Black Chambers Inc.

PANEL:

Denita R. Conway, President and CEO, Proven Management LLC
Ronald Busby, Jr., President, BuyBlack.us
Sybongile Cook, Director of Business Development & Strategy, Government of the District of Columbia, Office of the Deputy Mayor for Planning & Economic Development

1:00 – 2:00PM ET

Good for Business – Auditorium

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Fundamentals of Online Marketing

Learn how customers find your business online with this overview of marketing from Google. Discover Search Engine Optimization (SEO), Smart campaigns in Google Ads and other digital tools to grow your online presence.

WORKSHOP:

Kim Spalding, Director of Product Management, Small Business Ads
Anastasia Kudrez, Grow with Google Lead Instructor

Reigniting Your Business with The Happiness Advantage

Discover the Seven Principles of Positive Psychology Proven to Propel Optimism, Reduce Stress and Build Resilience. Psychology expert, Shawn Achor, who has spent over a decade living, researching, and lecturing at Harvard University, draws on his own research to show how our potential can be unleashed when we focus on pursuing happiness now, especially during these times of challenge and uncertainty.

WORKSHOP:

Shawn Achor, New York Times Best-Selling Author of The Happiness Advantage and Before Happiness

Confession Booth Roundtable: What I Wish I Would Have Known, Lessons Learned Post-COVID

Join a panel of business owners for a candid conversation around the obstacles and unforeseeable challenges they faced due to COVID and how they have had to pivot their companies based on those lessons learned.

MODERATOR:

David Rabkin, EVP and General Manager, U.S. Small and Mid-sized Enterprises, American Express

PANEL:

Olga Sagan, Founder of Piroshky Bakery and Catch-22 Market
Vanessa Ogle, CEO and Founder of Enseo
Manuel R. Lozano, Owner, South Pasadena Arts and Music Academy

Restart and Rebound: U.S. Latinx Businesses Driving the New Mainstream Economy

Hear a lively discussion with renowned business leader, Sol Trujillo, on the state of the Latinx community in America and the undeniable need to deploy capital to the largest opportunity for growth that exists—your business.

MODERATOR:

Rosie Perez, SVP, CFO Global Commercial Services, American Express

PANEL:

Sol Trujillo, Co-Founder, LATTITUDE

2:00 – 3:00PM ET

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Keeping Up and Adopting New Technology Solutions for SBO Needs

Hear insights from industry leaders about how Small Business Owners (SBOs) are using the latest technology to support growth and improve business.

MODERATOR:

Susan Chapman-Hughes, EVP, Global Digital Capabilities, Transformation and Operations, GCS, American Express

PANEL:

Erik Day, SVP & GM, Small Business, Dell Technologies
Stewart Butterfield, CEO and Co-Founder, SLACK
Sarita Rao, SVP, Marketing, AT&T Business

Bozoma Saint John's The Badass Workshop: Architecting the Greatest Self

There is nothing more badass than being yourself. Condition your inner corporate athlete to play and slay the long game. This workshop will give you a snapshot of the tools to create conscious choices for building your life on your terms.

WORKSHOP:

Bozoma Saint John, Global Chief Marketing Officer at Netflix and creator of "The Badass Workshop series"

Office Hours with Matt Cooper, CEO of Skillshare

Office Hours features influential business leaders and experts sharing their insights on tackling today's current business challenges.

MODERATOR:

Tracey Shechtman, VP Global Experiences and Brand Partnerships, American Express

PANEL:

Matt Cooper, CEO, Skillshare

State of Women-Owned Businesses

Learn how successful women business leaders invest their time and energy to drive their companies to the next level. We will explore the power of women-owned businesses and the networks that make a difference.

MODERATOR:

Camille Burns, CEO, Women Presidents' Organization

PANEL:

Jill Sasso, VP, Human Resources, Governance & Programs, WBENC
Carmen Castillo, Chair of U.S. Hispanic Chamber of Commerce and President of SDI
Gerri Tunnell, SVP, Global Field and Partner Marketing, Dell Technologies

3:00 – 4:00PM ET

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Government Contracting: The More Than \$100B Business Growth Opportunity

The U.S. government buys everything from paper to planes, creating possibilities for nearly every business. This panel will discuss the common misconceptions about federal contracting, what working with the government has meant for their company and the new opportunities they see for doing business with the world's largest customer.

MODERATOR:

Gloria Larkin, President and CEO, TargetGov

PANEL:

Necole Parker, FMP, Principal, The ELOCEN Group
Deniece Peterson, Director, Federal Market Analysis, Deltak

The Memo: What Women of Color Need To Know To Secure A Seat At The Table

Follow Minda as she provides career advice for women of color specifically, finally ending the one-size-fits-all approach of business/career advice that lump together women across races and overlook the unique barriers to success for women of color. This takes a no-BS look at the odds stacked against women of color in professional settings, from the wage gap to biases and micro-aggressions, with actionable takeaways.

WORKSHOP:

Minda Harts, Best-selling Author of The Memo: What Women of Color Need To Know To Secure A Seat At The Table

Marketing Investments for Growth

Every business owner has to balance what to take to the bottom line and what to invest in the future. Learn how to apply that holistic approach to build your blueprint for future changes to your business.

WORKSHOP:

John Grudnowski, Expert Partner, Bain & Company

LGBTQ Perspectives: Leading and Succeeding in Challenging Times and the Age of COVID

A panel of LGBTQ leaders and entrepreneurs discuss the current state of the LGBTQ business community and the tools and strategies available to help business owners succeed.

MODERATOR:

Justin Nelson, Co-Founder and President, National LGBT Chamber of Commerce

PANEL:

Jerome Holston, Director, LGBT Chamber of Commerce of Illinois
Amy Tiller, CEO, Inspired Results
Brian Gorman, Certified Professional Coach, TransformingLivesCoach

4:00 – 5:00PM ET

Good for Business – Auditorium

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Good for Community – Lounge

Corporate Procurement: Becoming a Trusted Supplier to Large Corporations

A panel of business owners discuss how they grew their business by working with prominent global corporations—and give listeners the tools needed to navigate the complexities of these relationships.

MODERATOR:

Rod Robinson, VP, Business Acceleration, Supplier Inclusion and Sustainability, Coupa Software, Inc.

PANEL:

Charlotte Nellist, VP, Strategic Sourcing and Business Enablement, American Express
Wayne Beasley, Co-Founder, Way To Be Designs
Adrienne Trimble, President and CEO, NM5DC

Wellness and Self Care Session with Chillhouse

Take home practical tools to help ease stress and anxiety and take care of your team to promote wellbeing, self-care, and productivity.

WORKSHOP:

Cyndi Ramirez-Fulton, "the Queen of Chill", CEO and Founder, Chillhouse

The Art of Networking and Creating Strong Partnerships

Take home tools to empower your partnerships, learn tricks for networking in an increasingly virtual world, and discuss the importance of finding a good mentor.

FACILITATOR:

Charlotte Japp, Founder, CIRKEL

PANEL:

Gambardella, Co-Founder, NextGen HQ
Aubrey Hubbell, Co-Founder and Chief Design Officer of Hazel
Carol LeFluffy, Founder of Eye Forward

Accelerating Your Small Business Success with Ecommerce

This session will share how small business owners can accelerate their growth with ecommerce partners like Amazon. This discussion will include how small businesses can thrive