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ORLANDO BUSINESS JOURNAL

# MENTORING **MONDAY**

## Monday, February 25, 2019

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11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

10

9

8

7

6

5

4

3

2

1

- |    |                         |    |                          |
|----|-------------------------|----|--------------------------|
| 1  | Angela M. Albán Naránjo | 22 | Julie Kleffel            |
| 2  | Merrell Bailey          | 23 | Lyndsey Lang             |
| 3  | Maryann Barry           | 24 | Yolanda Londono          |
| 4  | Dana Bledsoe            | 25 | Catherine Losey          |
| 5  | Brooke Bonnett          | 26 | Wendy Lyn Phillips       |
| 6  | Diana Boyce             | 27 | Jennifer Maceo Hernandez |
| 7  | Wendy Brandon           | 28 | Brandi Markiewicz        |
| 8  | Dalia Cantor            | 29 | Pam Nabors               |
| 9  | Laura Carroll           | 30 | Tanisha Nunn Gary, ESQ.  |
| 10 | Lydia Chicles           | 31 | Nancy Port Schwalb       |
| 11 | Kelly Cohen             | 32 | Karla Radka              |
| 12 | Avani Desai             | 33 | Kay Rawlins              |
| 13 | Ava Doppelt             | 34 | Frances Rios             |
| 14 | Kathleen Downs          | 35 | Pamela Rogan             |
| 15 | Mayanne Downs           | 36 | Crystal Sircy            |
| 16 | Carolyn Fennell         | 37 | Marni F. Stahlman        |
| 17 | Andrea Freeman          | 38 | Jennifer Williams        |
| 18 | Flora Maria Garcia      | 39 | Annetta Wilson           |
| 19 | Brandy Hastings         | 40 | Monica Perez Wonus       |
| 20 | Bridget Keefe           | 41 | Janel Young              |
| 21 | Laura Kelley            |    |                          |

31

32

33

34

35

36

37

38

39

40

41

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ORLANDO BUSINESS JOURNAL

MENTORING  
**MONDAY**

# Mentors



## 1 | **Angela M. Albán Naránjo** | President & CEO, Simetri, Inc.

Angela began her career after graduating from Emory University with a bachelor's degree in mathematics and computer science. While working in the modeling and simulation industry, she completed her master's degree in computer engineering at the University of Central Florida. These experiences included a wide range of disciplines, not only in her chosen academic field of engineering, but also in the design and production process, business development, and sales and marketing. Angela leveraged the combination of these experiences and built her technology firm, Simetri Inc., from the ground up.



## 2 | **Merrell Bailey** | Managing Partner, Your Caring Law Firm

Merrell earned a CPA license and five business degrees from UCF before realizing her true calling in estate planning. She opened Your Caring Law Firm in 2009 after earning her Juris Doctorate from Barry University, graduating as valedictorian of her class. She's an active speaker and instructor in the community and has chaired the National Endowment for Financial Education. In 2012, Merrell was inducted into the UCF College of Business Hall of Fame. In 2018, she formed the Tax Boss Podcast as a way to share her experiences as a CPA, CFO and estate planning attorney with other legal and financial professionals.



## 3 | **Maryann Barry** | CEO, Girl Scouts of Citrus Council

Maryann is a proud Girl Scout and seasoned nonprofit business leader. From her early college days in New York, to today, Maryann's life and career choices have been driven by her passion to create environments that influence improved outcomes for all children. She believes the key to growing stronger communities is to invest heavily and with clear intent in building healthy, confident and, above all else, kind children. Over the course of her 36-year career, Maryann served communities in New York, Germany, Louisiana, Alabama, Washington, D.C., and Florida. In November of 2011, Maryann was named CEO of Girl Scouts of Citrus Council.



## 4 | **Dana Bledsoe** | President, Nemours Children's Hospital

Since August 2015, Dana Nicholson Bledsoe has led Nemours Children's Hospital, a 100-bed academic health campus in Orlando's Lake Nona Medical City, while also serving as an enterprise vice president within Nemours Children's Health System. Her efforts have helped Nemours develop strategic plans to guide the health system's operations in Florida, with a focus on growing the world-class programs that provide care for the tiniest and most complex pediatric patients. Nemours Children's Hospital was recognized in 2016 as one of nine top children's hospitals in the nation by The Leapfrog Group.



## 5 | **Brooke Bonnett** | Director of Economic Development, City of Orlando

Brooke has served as the director of the city of Orlando's Economic Development Department since her appointment by Mayor Buddy Dyer in 2011. As director, Brooke is responsible for coordinating an annual budget of more than \$34 million and managing nearly 200 employees encompassing five city divisions: Planning, Permitting Services, Code Enforcement, Business Development and the Downtown Development Board/Community Redevelopment Agency (DDB/CRA).



## 6 | **Diana Boyce** | Vice President, AdventHealth

Throughout her 26 years with Florida Hospital, Diana has successfully planned and executed numerous significant projects. In 2007, she was instrumental in completing the Lead Gifts portion of the Florida Hospital Centennial Campaign, which surpassed the overall goal of \$100 million by more than \$10 million. Diana is responsible for managing the Major Gift Program for the Florida Hospital Foundation and in 2016, exceeded the \$150 million Healthy 100 Campaign. Diana serves as a mentor and coach for the Cardiovascular Institute board and development team, and is working to launch a Cardiovascular Institute Concierge/Alumni program.



## 7 | **Wendy Brandon** | CEO, UCF Lake Nona Medical Center

Wendy has devoted her career to ensuring every member of her community has access to the quality healthcare they deserve. She recently accepted the opportunity to build and lead the new teaching hospital in Lake Nona. The hospital is a partnership between HCA Healthcare and the UCF College of Medicine. For the past ten years, Wendy was the CEO of Central Florida Regional Hospital in Sanford. Under Wendy's leadership, the hospital earned numerous certifications and recognitions for quality patient care while expanding access to comprehensive services in Seminole and West Volusia Counties, including level II trauma services, acute inpatient medical rehabilitation and freestanding ERs in Sanford and Oviedo.

## Mentors



### 8 | **Dalia Cantor** | Owner, CPA Solutions

In 2008, Dalia established her own firm, CPA Solutions, which today has three locations in Greater Orlando and employs a staff of 15 professionals. Dalia specializes in the health care and technology industries supporting independent medical and dental practices, information technology and software companies with financial, tax, accounting and advisory matters. Her role encompasses financial and operational consulting, strategic planning, business valuations and M&A assistance.



### 9 | **Laura Carroll** | Real Estate Agent, City of Orlando/Real Estate Division

Laura has worked in the Central Florida real estate market for the past 30 years and currently is a real estate agent for the city of Orlando with ongoing projects that include the complete renovation of City Hall, acquisition of easements for Public Works projects, management of environmentally sensitive, former Navy lands, management of the city's cellular tower portfolio as well as other city real estate business. Laura is a state certified commercial real estate appraiser and a member of the Appraisal Institute, CREW Orlando and the Greater Orlando Association of Realtors.



### 10 | **Lydia Chicles** | CEO/Founder, Bold! Technologies

Lydia is the founder of BOLD! Technologies, a mobile applications and technologies full-service agency that has been recognized three years in a row by Clutch.co as a top mobile applications development agency. Having expanded BOLD!'s capabilities to include fintech, blockchain, cybersecurity, R&D, startup and business consulting, Lydia went on to produce Community Event Apps, with the vision to offer this as a mobile solution to organizations, enabling them to grow their revenue, and activate community engagement and participation for a cause.



### 11 | **Kelly Cohen** | Managing Partner, Southern Strategy Group

Kelly is a lobbyist, political strategist and fundraiser whose work building partnerships between government and industry in Florida has made her a perennial figure on the region's "Most Powerful" lists. An expert communicator and a lawyer by training, Kelly is managing partner at the Orlando office of Florida-based lobbying firm Southern Strategy Group. Since opening the firm's first regional office in 2005, Kelly has leveraged her expertise at building partnerships to drive public policy and growth throughout Central Florida.



### 12 | **Avani Desai** | Partner/President, Schellman & Co.

Avani is a partner and president at Schellman & Co., the largest niche CPA firm in the world that focuses on technology and security assessments. She is also CEO and co-founder of MyCryptoAlert, a push notification and portfolio app for cryptocurrency. Avani focuses on growth strategies, strategic client and market development, industry analysis and new services. She has been featured in Forbes, CIO.com and the Wall Street Journal, and is a sought-after speaker as a voice on a variety of emerging topics, including security, privacy, future technology trends, and the expansion of young women in technology.



### 13 | **Ava Doppelt** | Shareholder, Allen, Dyer, Doppelt & Gilchrist, PA

Ava has over 35 years of experience litigating and advising clients on a wide variety of intellectual property matters. She is a shareholder in the Orlando intellectual property law firm Allen, Dyer, Doppelt & Gilchrist PA, where she has represented writers, artists, musicians, computer programmers and businesses. Ava is board certified in intellectual property and was a member of the inaugural Intellectual Property Law Certification Committee of the Florida Bar. She serves on ABA, Orange County, Florida and New York State Bar committees on intellectual property, franchising, antitrust and entertainment law.



### 14 | **Kathleen Downs** | SVP Recruiting, Robert Half International

Kathleen is a senior vice president for the finance and accounting permanent placement group of Robert Half in Orlando. Prior to this role, she was CEO of a recreation/retail/education organization in Bonn, Germany, and has over 30 years of experience internationally that spans finance through operations. Kathleen was the 2000 worldwide Rookie of the Year for Robert Half and has consistently been a worldwide top producer for Robert Half since then. She routinely is featured in the Wall Street Journal and other business publications.

## Mentors



**15 | Mayanne Downs | President & Managing Director, GrayRobinson**  
Mayanne is the president and managing director of GrayRobinson and the first woman to hold that position at the firm. She has served as president of the Orange County Bar Association, the Legal Aid Society, the Central Florida Association of Women Lawyers and the 100,000-member Florida Bar. She graduated at the top of her class from the University of Florida, and is a member of the University of Florida Hall of Fame. She also is the city attorney for Orlando and a member of the Judicial Qualifications Commission, which disciplines judges.



**16 | Carolyn Fennell | Senior Director of Public Affairs & Community Relations, Greater Orlando Aviation Authority**  
Carolyn is responsible for external and internal media and public relations at Orlando International Airport and Orlando Executive Airport. In her role as primary spokeswoman, Carolyn oversees all domestic and international media relations, including crisis communication for both airports. Prior to joining the Greater Orlando Aviation Authority, she was a production assistant to Peter Jennings for ABC News in London and a publicist for Walt Disney World. Carolyn was named one of the 15 women defining power in Central Florida by Orlando Magazine.



**17 | Andrea Freeman | Director, Inclusion & Diversity, Darden Restaurants**  
Andrea Freeman is responsible for facilitating Darden's commitment to developing an inclusive workforce and culture that reflects the diversity of our guests and the communities where we live and work. This focus includes consulting all operating brands on methods to integrate inclusion and diversity into their people strategy with a strategic focus on hiring, training, development and workforce planning. She also leads the company's six Employee Resource Groups and serves as the liaison for external Inclusion & Diversity partnerships.



**18 | Flora Maria Garcia | President & CEO, United Arts**  
Since 2012, Flora Maria has served as CEO of United Arts of Central Florida, a local arts agency serving a four-county region with a budget of \$6.2 million. The agency has invested more than \$150 million in arts and culture since its inception in 1989 and funds more than 60 cultural groups. Prior to United Arts, Flora Maria served as CEO of the Metropolitan Atlanta Arts and Culture Coalition. She has worked in arts management for more than 30 years, with accomplishments that include establishing the Missouri Cultural Trust, a \$200 million public/private endowment for the arts; and gaining an additional \$1 million per year for arts funding in Houston and Fort Worth.



**19 | Brandy Hastings | Regional Partnership Manager, Visit Florida**  
Brandy is the regional partnership manager for Visit Florida, the state's official tourism marketing corporation. She previously served as Visit Florida's marketing solutions and sales manager, and spent several years in the broadcast industry, both on-air and in advertising. She graduated magna cum laude from the University of Arkansas-Little Rock, and holds the Professional in Destination Management Certification from Destinations International. She is an active member of HSMIAI, SKAL and the Central Florida Hotel & Lodging Association.



**20 | Bridget Keefe | Executive Director, Downtown Orlando Partnership**  
Bridget is executive director of the Downtown Orlando Partnership and a leader in the Orlando market. Since joining the DOP team in 2013, Bridget has orchestrated the complete strategic and operational overhaul of the 55-year-old organization as it evolved to keep pace with the growth and vibrancy of downtown Orlando. Bridget has worked to advance the DOP's reputation and visibility in the community and has built strong new civic and business partnerships while stewarding long-time supporters.



**21 | Laura Kelley | Executive Director, Central Florida Expressway Authority**  
Laura has more than 30 years of experience in executive transportation management, helping shape national, state and local policy. In 2014, she was named the Central Florida Expressway Authority's (CFX) first female executive director, managing the daily operations of the agency's 118-mile expressway system and \$1.6 billion five-year work plan. Laura also has overseen CFX's installations of safety and technology improvements, including equipping expressways with wrong-way driver detection systems.



## Mentors



### 22 | Julie Kleffel | Executive Vice President, Seacoast Bank

Julie is executive vice president and a community banking executive at Seacoast Bank, where she initially served as a small business banking leader and was responsible for developing, implementing and overseeing the bank's small business banking strategies and initiatives statewide. Julie expanded her scope in April 2017 to oversee the full community bank, which includes all retail, business banking and government lending functions. She has more than 22 years of overall banking experience.



### 23 | Lyndsey Lang | Vice President of Business Development, Fattmerchant

As vice president of business development at Fattmerchant, Lyndsey oversees all strategic partnerships and alliances. This includes identifying opportunities for referral partners, integrated technology vendors and API integrations. By building long-term relationships with key industry players, Lyndsey has helped extend the capabilities of the Fattmerchant platform and made it easier for businesses to grow. Throughout her tenure at Fattmerchant, Lyndsey has directly driven over \$1 million in revenue and growth for the company.



### 24 | Yolanda Londoño | Managing Director, Harvard Group International

Yolanda Londoño is a Managing Director with Harvard Group International. Her professional career encompasses global leadership roles in community and economic development projects, place and cause marketing campaigns, global giving strategies, social entrepreneurial ventures and non-profit organization management. Key assignments include leading the global social responsibility function for Tupperware Brands Corp., public affairs for JPMorgan Chase Texas, tourism for the Greater Houston Convention and Visitors Center, and as CEO of the Houston Hispanic Chamber of Commerce.



### 25 | Catherine Losey | Managing Partner, Losey PLLC

Catherine is the founder and managing partner of Losey PLLC, a boutique full-service law firm. She represents companies in workplace legal issues, with experience that includes the representation of Fortune 50 companies at all stages of litigation in state, federal and administrative forums. Catherine is a member of 100 Women Strong for the Central Florida Foundation, the Junior League of Greater Orlando, and has served as a guardian ad litem and volunteer judge and jury advisor for Orange County Teen Court.



### 26 | Wendy Lyn Phillips | President, Community Event Apps

With 30 years of experience as a business owner, Wendy shares her business acumen for strategic development with individuals and organizations that want to scale their sales efforts. As the immediate past president of NAWBO Orlando, Wendy was able to double initiatives and triple revenue while focusing on membership value and creating strong community partners. Now, as the president of Community Event Apps/CEA, she is doing the same by building the company and its sales team throughout the U.S.



### 27 | Jennifer Maceo Hernandez | Director of Administration, Central Florida Urban League

Jennifer's passion for serving others in need led her to be part of the Central Florida Urban League. As director of administration, she uses her skills, abilities and talent to make an impact on the lives of those who are underserved. Jennifer is an enthusiastic and innovative young professional with an intensive background in nonprofit management, real estate and property management and currently volunteers at community organizations such as the Young Non-Profit Professional Network Board and as a member of the Millennial Task Force of United Arts of Central Florida.



### 28 | Brandi Markiewicz | Senior Vice President, CI Group

Brandi is the senior vice president for CI Group's newest location in Orlando. She earned a bachelor's degree in interior design from Florida State University, and after working in interior design for seven years at two award-winning firms in Jacksonville, became a sales representative for notable organizations such as Wolf Gordon and Knoll. Brandi's industry knowledge extends beyond design and sales, as she understands the importance of an organization's culture and drivers that are key to creating a successful workplace.

## Mentors



### 29 | Pam Nabors | President & CEO, CareerSource Central Florida

Pam is president and CEO of CareerSource Central Florida, Florida's second-largest regional workforce board where she oversees a budget of more than \$30 million. Since 2012, Pam has reinvigorated the organization's positioning as the premier workforce development board in connecting Central Floridians to careers and developing talent for businesses. Under her leadership, CSCF expanded regional partnerships, tailored service delivery to meet the needs of local businesses and executed a statewide rebranding to leverage community outreach efforts.



### 30 | Tanisha Nunn Gary, ESQ. | President & CEO, African American Chamber of Commerce of Central Florida

Tanisha is the president and CEO of the African American Chamber of Commerce of Central Florida, a leading advocate for business development and economic empowerment. At the chamber, she is responsible for cultivating strong relationships with key community leaders and corporate entities in an effort to enhance opportunities for members and engage partners on initiatives. Tanisha oversees all outreach efforts for the chamber's six-county area, and ensures the chamber's voice is included in economic, education and community conversations that impact the region.



### 31 | Nancy Port Schwalb | President, Schwalb Public Relations

Nancy founded Schwalb Public Relations 25 years ago on the principles of excellence and commitment to personal management of each client's media strategy and community relations objectives. Specializing in business development, strategic planning, media relations and community involvement, Nancy has provided local, regional and national marketing services to a wide variety of clients.



### 32 | Karla Radka | Chief Operating Officer, Goodwill Industries of Central Florida

Karla is Goodwill Industries of Central Florida's chief operating officer, where she oversees administration, business development and marketing, management, performance, retail and operation services, training, and mission services. Karla spearheads Goodwill's social enterprise model, revenue generation and organizational growth, as well as oversees statewide partnerships with organizations such as the American Red Cross. Karla launched Goodwill's first fundraising program to diversify its revenue streams and founded Goodwill University, a professional development program to cultivate talent within the organization.



### 33 | Kay Rawlins | Founder & VP of Community Relations, Orlando City Soccer Club

Kay is a founder and owner of Orlando City Soccer Club, where she serves as the vice president of community relations and president of the foundation. Kay's role includes speaking engagements on behalf of the club, community outreach, sending players to schools and youth groups, and encouraging staff and fans to join community projects. Kay is a board member for the Boys & Girls Clubs of Central Florida, Cannonball Kids' Cancer, Central Florida Foundation, 4 Rivers Foundation and the Commission on Homelessness.



### 34 | Frances Rios | CEO, Frances Rios International

Frances is an international speaker and creator of unique programs focused on women's development, including The Women Who Lead Summit, the W Certified Company and the Women Who Lead Academy, a virtual development platform for women who want to ignite their careers, businesses and profits. For over a decade, her company has been able to create diagnostic tools, development programs, keynotes and events that have helped thousands of women in the Americas reach leadership roles and become entrepreneurs.



### 35 | Pamela Rogan | President & CEO, Rogan Marketing and Communications

Pamela is the president and CEO of Rogan Marketing and Communications, a full-service outsourced firm that plays the role of a marketing department for clients. Pamela is known by colleagues and clients for her natural leadership ability, team-building skills and a commitment to "blue sky" thinking, where ideas can be shared collaboratively without fear of being judged. The majority of her volunteer efforts have been directed toward encouraging the growth of women and young adults who display entrepreneurial leanings while continuously educating herself in order to best foster diversity to stimulate growth, education and employment.

## Mentors



**36 | Crystal Sircy | Chief Operations Officer, Orlando Economic Partnership**  
Crystal oversees the operations of the Orlando Economic Partnership as the organization works to aggressively attract, retain and grow jobs in the region. She joined the Partnership in 2016 with more than 25 years of economic development experience. Prior to the OEP, Crystal served as the executive vice president/chief operating officer of Enterprise Florida, the statewide economic development organization, where she oversaw operations for five divisions, managing a \$25 million annual budget and leading over 90 employees.



**37 | Marni F. Stahlman | President/CEO, Make A Wish**  
Marni Stahlman is president/CEO of Make A Wish of Central and Northern Florida, the 18th largest philanthropic organization in Central Florida. Previously, she was the president/CEO of Shepherd's Hope, the largest free and charitable health care organization in Florida. With over 21 years of C-Suite experience, her areas of expertise include investor, grant, board and strategic alliance development, regulatory compliance, clinical systems integration, quality and Personnel Management and legislative advocacy. She is also currently an adjunct faculty member at Rollins College, teaching nonprofit leadership and innovation.



**38 | Jennifer Williams | Managing Partner, EY**  
Jennifer is the office managing partner of the EY Orlando office. She is a tax partner with extensive experience in U.S. and cross-border taxation. Jennifer also serves as the overall lead tax partner on many of the firm's largest Florida-based MNCs coordinating all aspects of their tax services. Over her 19-year career with EY, Jennifer has focused on the provision of country and cross-border tax advice for global MNCs investing in the U.S. and overseas, and also served as the global tax account leader on many U.S. Fortune 500 companies.



**39 | Annetta Wilson | President, Speak with Ease**  
Annetta is owner of Speak with Ease, where she helps solve problems for people whose communication is costing them business and career opportunities, money and relationships. A TV news veteran, she's a certified coach and trainer specializing in the elevator pitch, presentation skills, networking and prepping for interviews. She's also a 2017 OBJ Women Who Mean Business honoree.



**40 | Monica Perez Wonus | Vice President, Industrial & Logistics, CBRE**  
Monica is a recognized industrial real estate power broker with over 14 years of finance and brokerage experience in Central Florida. As a partner to David Murphy at CBRE, Monica's focus is on landlord and tenant representation. Over the past 36 months, Monica has completed 140 tenant representation transactions totaling 9.7 million square feet of space. Since joining CBRE in 2013, Monica has earned a reputation as a tremendous asset to the Industrial Specialty Group, primarily due to her background in financing commercial property nationwide.



**41 | Janel Young | Founder, Nava Pets**  
Janel is a 20-year veteran in leadership, sales, business development and executive management, while serving in the public sector and with Fortune 500 companies, as well as the financial/real estate industries. However, her love for pets since childhood was a true calling and purpose, which led her to become a serial businesswoman and entrepreneur. Being a pet parent for many years and wanting true healthier alternatives for them, she founded Nava Pets, a natural/organic pet food manufacturing company, in 2013. Recently, she co-founded Pet Well Box, a pet tech startup.

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# NOTES



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