



**Dr. Haya Ajjan**

Associate Professor of Management  
Information Systems  
Elon University

Dr. Haya Ajjan teaches data analytics and information systems for Elon University's undergraduate business and MBA programs. Dr. Ajjan founded the Center for Organizational Analytics at Elon University and was instrumental in developing the curriculum for M.S. in Management concentration in Organizational Analytics. She earned her MBA and PhD from the University of North Carolina at Charlotte's Belk College of Business.



**Anne Aldrich**

Partner  
Artemis Strategy Group

Anne Aldrich applies her broad research experience and her passion for understanding what makes people tick to make Artemis Strategy Group's research assignments into powerful tools for its clients. Whether in support of marketing/communications strategy, tactical development or assessment efforts, new product development, or helping clients build research-based thought leadership programs, Aldrich is highly attuned to meeting client priorities. She has a BA from Indiana University.



**Rend Al-Mondhiry**

Associate General Counsel  
Council for Responsible Nutrition

Ms. Al-Mondhiry provides legal counsel and advice to the Council for Responsible Nutrition's staff and members in the areas of legislation, regulatory compliance and advocacy, and international policy development with respect to dietary supplements and nutrition issues. Previously, Al-Mondhiry worked as state legislative counsel for the Consumer Healthcare Products Association (CHPA). Al-Mondhiry received her BA from The George Washington University and her JD from Pennsylvania State University, Dickinson School of Law.



**John Allan**

Partner  
Jones Day

John Allan has assisted clients in addressing state and local taxes for 29 years and has handled tax matters in almost all of the 50 states. In addition, he assists clients in addressing state and local tax issues related to corporate reorganizations. He regularly represents clients before state tax agencies and in proceedings before the Multistate Tax Commission. He has advised clients in the manufacturing, transportation, financial services, telecommunication, hospitality, distribution, and retail industries. John previously served as editor-in-chief of the American Bar Association's State and Local Tax Lawyer, and he served as chair of the Georgia Department of Revenue's Advisory Committee and of the Southeastern Association of Tax Administrators (SEATA) Advisory Council.



**Mona Ameli**

President  
Medifast-OPTAVIA

Mona Ameli is President of Medifast-OPTAVIA. Since 2014, Ameli has helped turn around the largest division of Medifast (81% of total company) into a fully growing direct selling entity, including rebranding it to OPTAVIA™. Direct Selling News ranked Ameli among the Top 20 Most Influential Women in the Direct Selling Industry in 2012-2013. The National Diversity Council recognized her as one of the Most Powerful and Influential Women in the state of California in 2013. Ameli holds a Diploma of Economics and a Master of Business Administration & Management from University of Paris - Dauphine, as well as a Post-Master Degree in Marketing. Ameli is currently the Chairman of The Diversity & Empowerment Council on the board of the Direct Selling Association.



**Tim Anderson**

General Counsel  
Stampin' Up!

Tim Anderson has served as General Counsel to Stampin' Up! Inc. for 26 years. Anderson is also senior partner in the Salt Lake City-based law firm Jones, Waldo, Holbrook & McDonough, PC, one of Utah's oldest and most established law firms where he heads the firm's International Practice Group. He serves on various committees with the Direct Selling Association including the Government Relations Council, the International Council and Lawyers Council. Anderson has considerable experience with economic development and higher education having served in various board capacities. Anderson is a graduate of Southern Utah University and received his Juris doctorate from J. Reuben Clark School of Law at BYU.



**Joseph Aquilina**

Ethics and Compliance Counsel  
Direct Selling Association

Joseph Aquilina is Ethics and Compliance Counsel with the Direct Selling Association working in ethics and compliance, legal affairs, government relations and regulatory matters. Prior to joining DSA in June 2014, Aquilina worked in primarily federal administrative and regulatory law. With more than ten years in Washington spanning private law firms as well the federal government, he brings a wide array of legal experience to DSA. Aquilina obtained a Bachelor's Degree in History and Juris Doctor from the Catholic University of America where he was a member of the Journal of Communications Law.



**Angela Arboleda**

Vice President, Government and  
Community Affairs  
Herbalife International of America, Inc.

Angela Maria Arboleda serves as Herbalife's Vice President, Government and Community Affairs. In this capacity she works on a variety of corporate issues and serves as the federal government relations lobbyist to the Legislative and Executive branches. Arboleda executes Herbalife's legislative priorities on Capitol Hill bringing value to the company's overall profitability. Angela is responsible for managing Herbalife's external relations and building strategic partnerships with communities in order to advance healthy, active life-styles, balanced nutrition, and financial empowerment. Arboleda is a graduate of the Elliot School of International Affairs at The George Washington University.



**Erin Barta**

General Counsel and Corporate Secretary  
Mannatech, Inc.

Erin Barta joined Mannatech in November 2006 and was named General Counsel and Corporate Secretary in August 2013. Prior to joining Mannatech, Barta served as Corporate Counsel and later Senior Corporate Counsel for Metromedia Restaurant Group, a subsidiary of Metromedia Company. Barta serves on the Board for the Women's In-House Network for the Dallas-Fort Worth area. She received a B.S. from Texas Woman's University and received a J.D. from Texas Wesleyan University School of Law (now the Texas A&M University School of Law), where she served as Editor-in-Chief of the Texas Wesleyan Law Review.



**Artemis Berry**

Vice President, Member Engagement  
National Retail Federation

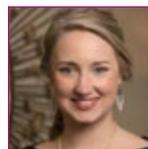
Artemis Berry is Vice President, Member Engagement at the National Retail Federation (NRF). Berry heads up the year-round member experience and engagement strategy and oversees a team responsible for community and event management for digital retail, retail technology, loss prevention and marketing communities. Berry holds a bachelor's degree in marketing from Virginia Tech and a master's degree in corporate communications and public relations from Georgetown University.



**Nancy Bogart**

Chief Executive Officer  
Jordan Essentials

As Founder and Chief Executive Officer, Nancy Bogart is responsible for the vision for and steering of the company on a day to day basis. She has brought Jordan Essentials through a name change, rebrand, and remodel of virtually every area of her company. Bogart spends her time as a key strategist and has made significant strides to keep Jordan Essentials young, fresh and relevant. Bogart has been awarded many local and nation awards such as top 12 fastest growing company in the State of Missouri, as well as a local Top 20 Woman in Business award winner. She also has a desire to empower women on their journey through her Joy for the Journey and Family Give projects.



**Lindsay Bomar**

Senior Manager, Corporate Communications  
AdvoCare International, LP

Lindsay Bomar serves as the Senior Manager of Corporate Communications at AdvoCare International. Bringing almost a decade of experience to the role, Bomar manages external communications, crisis communications, public relations and public affairs work for the company. She also works with the executive team on board communications and is a member of the AdvoCare Foundation team working on strategy, brand and messaging. Bomar received her bachelor's in communication and public affairs from Southern Methodist University and a master's in public management from Johns Hopkins University.



**Senny Boone**

Senior Vice President for Corporate and Social Responsibility, General Counsel Data & Marketing Association (DMA)

Senny Boone is the Data and Marketing Association's Senior Vice President for Corporate and Social Responsibility. In this role, she leads the DMA's self-regulatory programs including the Ethics Policy Committee, Ethics in Operating Committee and the Committee on Corporate and Social Responsibility. Boone oversees the DMA Nonprofit Federation (DMANF), an organization of nearly 400 nonprofit organizations and 90 fundraising and marketing companies.



**Jim Bramble**

Chief Legal Officer and General Counsel USANA Health Sciences, Inc.

For more than 18 years, Jim Bramble has served as Chief Legal Officer and General Counsel to USANA. He oversees many legal aspects of the company's business practices including Associate compliance, litigation, regulatory, market expansion, and government relations. Bramble also presides over USANA's charitable organization, the USANA True Health Foundation.



**David Burton**

Senior Fellow, Economic Policy Institute for Economic Freedom, The Heritage Foundation

David Burton focuses on tax matters, securities law, entrepreneurship, financial privacy and regulatory and administrative law issues as The Heritage Foundation's senior fellow in economic policy. Burton was general counsel at the National Small Business Association for two years before joining Heritage's Roe Institute for Economic Policy Studies in 2013. He previously was chief financial officer and general counsel of the start-up Alliance for Retirement Prosperity, a conservative alternative to AARP. Burton received a juris doctor degree from the University of Maryland School of Law. He also holds a Bachelor of Arts degree in Economics from the University of Chicago.



**Robert Cavitt**

Chief Executive Officer Jenkon

Robert Cavitt has been developing and delivering enterprise software solutions for the direct selling industry since 1986. As President of Jenkon since 1999, he oversees the development and support for multi-national e-commerce platforms, global genealogy and compensation management systems and responsive-design sales and reporting solutions for the field. Cavitt's expertise includes web service and API platforms (SOA) for integrating industry-specific solutions with horizontal or mainstream ERP systems. His experience also includes the budgeting, strategy, personnel management and Agile methodologies for implementing large-scale, software development projects across large, distributed organizations.



**Bernadette Chala**

Senior Vice President, General Counsel Arbonne International, LLC

Bernadette Chala joined the Arbonne team in 2012 first as our Corporate Counsel and now as our Senior Vice President, General Counsel. Chala's responsibilities include overseeing Arbonne's day-to-day legal affairs and direct sales compliance, managing Arbonne's intellectual property estate, overseeing marketing compliance, and supporting Arbonne's Regulatory team and global product distribution and expansion. Before joining Arbonne, Chala served as the General Counsel of American Sporting Goods/AVIA, a leading manufacturer and supplier of footwear and apparel, where she oversaw that company's entire legal affairs and compliance efforts. She earned her Juris Doctor from UCLA School of Law and is an active member of the State Bar of California.



**Moy Chambers**

Senior Vice President, Information Technology LifeVantage Corporation

Moy Chambers has served as the Senior Vice President, Information Technology for LifeVantage since 2015. Chambers is responsible for all technology decisions, planning and client expectations of all software. This includes using Azure cloud technologies with SaaS twist. Chambers' extensive career spans decades and includes both public and private sector initiatives. In 1999, he became a part of the direct selling world when he took on the role of Software Development Manager of a new product for InfoTrax Systems based in Orem Utah. Previous accomplishments included his founding of Allspice Technologies in Northern Virginia, where one of his major accomplishments was designing the North America Free Trade Software System for the White House.



**Dan Chard**

Chief Executive Officer  
Medifast-OPTAVIA

With more than 25 years of direct selling, marketing and consumer products experience, Dan Chard serves as Chief Executive Officer of Medifast, Inc. and as a member of Medifast's Board of Directors. Chard joined Medifast in October of 2016. Before joining Medifast, Dan Chard served as President and Chief Operating Officer of PartyLite, an affiliate of a portfolio company of The Carlyle Group, which specializes in home fragrance products sold by more than 40,000 independent consultants across 23 countries. Chard also experienced success in numerous leadership roles during his 17-year tenure at Nu Skin Enterprises, Inc., including President of Global Sales and Operations from 2006 to 2015. He received his Bachelor of Arts in Economics from Brigham Young University and his Masters of Business Administration from the University of Minnesota.



**Carrie Charlick**

Chief Executive Officer  
Essential Bodywear

As business woman and a mother, Carrie Charlick - along with partner Marcia Cubitt - has built Essential Bodywear to uplift and support women. With only \$500 in their pockets and the hope to make a difference in their family life and for women everywhere, Charlick and her partner saw their business idea as a way to bring income to many women so that they could be at home with their children. As Chief Executive Officer of Essential Bodywear, Charlick remains true to a strong sense of mission: to support and uplift women everywhere by revolutionizing the way they shop for quality, properly fitting bras through home parties.



**Angela Chrysler**

President and Chief Executive Officer  
Team National

In her role of President and Chief Executive Officer, Angela Chrysler oversees the operations of Team National and all related entities; her background is in sales and marketing. She spent five years in medical sales before joining the family-owned business, Team National, in 2000. Chrysler is actively involved with the Direct Selling Association and the Direct Selling Education Foundation. She volunteers her time to serve on many direct selling committees. Chrysler was named as one of The Most Influential Women in Direct Selling by Direct Selling News magazine. She was also named as one of the 100 Outstanding Women of Broward County for seven consecutive years 2010-2016. Chrysler earned a Bachelor of Arts degree from Florida Atlantic University and lives in South Florida with her husband, Phil, and her daughters, Sydney & Siena.



**Debbie Coffey**

Vice President, Corporate Communications  
New Avon LLC

Debbie Coffey currently serves as Vice President, Corporate Communications for New Avon LLC. Coffey has spent the majority of her career at Avon Products, Inc., leading internal and external communications in positions of increasing responsibility across the global and NA businesses. Earlier, Coffey worked on the agency side delivering marketing communications and public relations services to blue chip clients, including: Procter & Gamble; Bath & Body Works; Beiersdorf; SmithKline Beecham Consumer Health; Rosewood Hotels; and Swarovski. Coffey holds a Bachelor of Arts in Communications from Loyola College of Maryland, with a concentration in Public Relations, and a minor in Business.



**Dr. Anne Coughlan**

Polk Brothers Chair in Retailing and  
Professor of Marketing, Kellogg School of  
Management  
Northwestern University

Dr. Anne Coughlan holds the Polk Brothers Chair in Retailing, and is a Professor of Marketing, at the Kellogg School of Management. She joined the faculty in 1985. Her main research interests are in the areas of distribution channels, sales force management and compensation, and pricing. Current research projects include sales force diversification and optimal group incentive payments; optimal management of multi-level marketing distribution channels; and drivers of, and management of, sales force turnover.

Dr. Coughlan was the lead author of Marketing Channels (a Prentice-Hall textbook) through its seventh edition. She is currently writing a new book on building and managing distribution channels with Professor Sandy Jap of Emory University, Strategic Channel Management: Designing Routes to Market. Dr. Coughlan received her Ph.D. in Economics at Stanford University.



**Anne Crews**

Vice President, Public Affairs  
Mary Kay Inc.

Anne Crews serves as Vice President, Public Affairs, Mary Kay Inc. Crews lobbies to propose, oppose or amend legislation and regulations impacting corporate operations, the Mary Kay Independent sales force and employees affiliated with Mary Kay Inc. She develops relationships to form coalitions that foster corporate interest. She is responsible for such activities related to Mary Kay operations throughout the European Region. Crews joined Mary Kay Inc. in 1983 as Coordinator, Public Affairs. She previously served as Deputy Press Secretary to Texas Governor Bill Clements following her work as a television news reporter/anchor at KMID-TV in Midland, Texas. Crews earned a Bachelor of Arts degree from Rollins College.



**Dr. Victoria Crittenden**

Professor of Marketing and Chair, Marketing Division and DSEF Board Member  
Babson College

Dr. Victoria Crittenden is Professor of Marketing and Chair, Marketing Division at Babson College. Her research has been published extensively in publications such as the Journal of the Academy of Marketing Science, Marketing Letters, Sloan Management Review, Psychology and Marketing, Business Horizons and Entrepreneurship Theory and Practice, to name a few. Dr. Crittenden is a Fellow at the IC2 Institute at the University of Texas-Austin and a member of the Academic Advisory Board for CUTCO/Vector Marketing Corporation. She is also a member of the Academic Advisory Council of the Direct Selling Education Foundation and the Harvard Business School Alumni Board.



**Dan DeCloss**

Director of Cybersecurity  
Scentsy, Inc.

Dan DeCloss is the Director of Cybersecurity for Scentsy where he is responsible for building the security program and setting the strategy for application and product security. DeCloss oversees the security operations team which is responsible for policy development, security awareness training, and security architecture. DeCloss has a passion for educating people about cybersecurity risks and providing a practical approach to reducing their risk both at work and at home.



**Joe DePetris**

Certified Public Accountant  
One Source Tax Management LLC

Joe DePetris is a Certified Public Accountant specializing in direct sales for more than 20 years. He is a veteran of more than 1,200 direct seller IRS Audits, and creator of 1SourceTax.com, a DSA affinity partner that helps direct sellers comply with tax laws.



**Damien Douchet**

Chief Operating Officer  
H2O at Home

Damien Douchet is the Chief Operating Officer of the U.S. division of H2O at Home. Douchet led the company's U.S. expansion in 2009. Since then, he has driven the company's growth across the nation and built a strong and committed community of distributors stretching from coast to coast. Douchet came to H2O at Home with a mechanical engineering degree, an Executive MBA from CPA/HEC Paris, and extensive senior level executive management experience in consumer goods.



**Tom Doria**

Chief Information Officer  
SeneGence International

Tom Doria joined SeneGence International's executive team as Chief Information Officer in 2016 and today leads SeneGence's global IT strategies and operations. Prior to joining SeneGence, Doria was a member of Cisco's senior leadership team and was responsible for leading Cisco's worldwide Strategic Marketing Organizations Collaboration team. Doria holds a degree in Business Administration and has received advanced training in network protocols and architectures from multiple technical institutes including Bell Labs.



**Matt Dorny**

Vice President and General Counsel  
Nu Skin Enterprises

Matt Dorny was appointed General Counsel and Chief Legal Officer in March 2006. Prior to this appointment, he served as Vice President and General Counsel, and Assistant General Counsel for Nu Skin Enterprises. Prior to joining Nu Skin Enterprises, Dorny was a securities and business attorney in private practice. Dorny received a Bachelor's of Arts, MBA and JD degrees from the University of Utah.



**Mike Edwards**

Vice President, Global Digital Services and Channel Strategy  
Amway

As the Vice President, Global Digital Services and Channel Strategy, Mike Edwards is responsible for bringing Amway's business strategies to life by creating compelling consumer and distributor experiences through digital channels, tools, customer service and emerging technologies. He is driven by the desire to develop new digital marketing channels that greater customer engagement and support strategic business objectives. A consensus-builder who leads cross-functional teams in solving growth challenges by applying strategic thinking and insight, Edwards is an accomplished senior sales and marketing executive with a 20-year track record of driving better business outcomes through the creation of innovative global sales enablement tools.



**Eric Ellman**

Senior Vice President, Public Policy and Legal Affairs  
Consumer Data Industry Association (CDIA)

Eric Ellman is the Senior Vice President for Public Policy and Legal Affairs at the Consumer Data Industry Association (CDIA) in Washington, D.C. Ellman also served for eight months the Interim President and CEO of the association. At CDIA, Ellman leads the state government and federal regulatory affairs programs, runs the legal department, and serves as the liaison between the association and credit reporting data reporting format teams. Prior to joining CDIA, Ellman worked for five years for the Direct Selling Association.



**Jane Ferguson**

Partner  
Gardere & Wynne

Jane Ferguson focuses her corporate law practice on helping companies in the U.S. and abroad with comprehensive business needs, such as mergers, acquisitions and dispositions of companies, franchise, direct sales, distribution, retail, sweepstakes and advertising. She works with well-established global organizations and startups. Ferguson is praised by clients for being a good listener and knowing how to make the transactions successful. She has earned a national reputation for litigation involving direct sales.



**Doug Finnie**

Chief Operating Officer, Chief Information Officer  
Strategic Choice Partners, LLC

As Chief Operating Officer and Chief Information Officer of Strategic Choice Partners, LLC, Doug Finnie bring over thirty years of management experience in the technology and direct sales industries for organizations such as Origami Owl and Gold Canyon. He has also worked in other industries including software development, fulfillment and logistics. As an accomplished CIO, his specialties include working with business leaders in defining technology strategies, technical contract and due diligence assessments, project management and systems implementation and migrations. He has previously served on the DSA Technology Advisory Council.



**Adolfo Franco**

Executive Vice President, Chief Operating Officer  
Direct Selling Association

As Executive Vice President and Chief Operating Officer at the Direct Selling Association, Adolfo Franco is responsible for managing and directing the government relations, legal and administrative aspects of the Association. He also works to promote the direct-selling industry's interests with members of Congress and state legislatures, as well as both federal and state regulatory authorities. Franco provides advice and counsel to member companies engaged in international activities, including serving as liaison to U.S. Government agencies such as the United States Trade Representative's Office, Department of Commerce, and Department of State on matters affecting direct-selling companies' access to foreign markets.

Prior to joining DSA in April 2007, Franco was Assistant Administrator for Latin America and the Caribbean for the U.S. Agency for International Development (USAID). He also served as Counsel to the Chairman of the House International Relations Committee and advised committee members on development matters. After graduating from the University of Northern Iowa with a Masters of Arts in History, he attended the Creighton University School of Law where he received his Juris doctorate degree cum laude in 1983.



**Dawn Gabel**

Partner  
Quarles & Brady LLP

Dawn Gabel focuses her practice on sales and use tax advice and litigation, property tax issues, and multistate income tax advice and litigation. Gabel represents clients across a broad range of industries including energy, construction, retail, manufacturing, low-income housing, and development of golf courses, and resorts. She provides counsel to these clients on valuation, exemption, and classification issues, and she represents them on a range of sales and use tax matters. Gabel represents clients before assessing officials and bodies, administrative tribunals and boards, and trial and appellate courts throughout the United States.



**Tamuna Gabilaia**

Executive Director and Chief Operating Officer  
World Federation of Direct Selling Associations (WFDSA)

Tamuna Gabilaia serves as the Executive Director and Chief Operating Officer of WFDSA. She leads and oversees the WFDSA initiatives that focus on advocating direct selling industry's position with external stakeholders, promoting women's economic empowerment initiatives, fostering the highest ethical conduct in the marketplace and enhancing local association management. She works with various governments, consumer groups and academics around the world and serves as the global spokesperson for the industry.

Gabilaia is a member of OWIT Executive Board and the WFDSA Board of Directors. Prior to joining WFDSA, Tamuna was a diplomat and has an extensive experience in matters of international commerce and business. She holds MA in International Development from the School of International Service, American University in Washington DC.



**Jonathan Gelfand**

Chief Legal Officer and Senior Vice President, Business Development Team Beachbody

Jonathan Gelfand has over 20 years of experience representing clients involved in entertainment, new media and emerging technologies, advertising, privacy and marketing, and intellectual property matters with a focus on direct response marketing, multi-level marketing, and electronic retailing. For ten years, Gelfand has been General Counsel and now Chief Legal Officer for Beachbody, LLC, a health and wellness company focused on home-based DVD workouts and premium supplements, encompassing internationally recognized brands such as P90X®, Insanity®, Focus T25®, 21 Day Fix®, PiYo®, Body Beast® and Shakeology®. Gelfand additionally serves as the Senior Vice President, Business Development exploring new business opportunities and distribution models for the company.



**Alexis Ginn**

Executive Vice President, General Counsel Primerica, Inc.

Alexis Ginn is currently Executive Vice President and General Counsel of Primerica, Inc., a financial services public company. Ginn received her Bachelor of Science with honors from Tufts University and her J.D. from George Washington University Law School where she was on the law review and a member of the Order of the Coif. Prior to her work at Primerica, she served as a trial attorney in the Civil Division of the Department of Justice and was an Associate General Counsel at Shaklee Corporation.



**Jason Groves**

Executive Vice President, General Counsel and Corporate Secretary Medifast-OPTAVIA

Jason Groves, is Executive Vice President, General Counsel and Corporate Secretary for Medifast-OPTAVIA. Groves has served as General Counsel since 2011 and from 2009 to 2015, he also served as a member of the Medifast board. Previously, he spent ten years with Verizon and for most of those years he was the Assistant Vice President of Government Affairs for Verizon Maryland. Groves has a Bachelor of Science degree, cum laude, in Hospitality Management from Bethune-Cookman University, and a Juris Doctor from North Carolina Central University School of Law. He is a member of the New Jersey and District of Columbia bars, as well as several additional bar associations. He is an Army veteran and entered active duty as a direct commissioned Judge Advocate in the United States Army Judge Advocate General's Corp (JAG).



**Kevin Gull**

Vice President, Marketing and Strategic Services  
iCentris, Inc.

Kevin Gull is currently the Vice President of Marketing and Strategic Services at iCentris, LLC, a solutions-based technology company - specializing in mobile and web-based tools & services. His professional career includes fifteen years as an advertising agency executive for both nationally and globally recognized ad agencies, as well as nearly twenty-five years of varying roles within the Direct Sales Industry both on the service provider-side and as a corporate executive. Gull received his education at Brigham Young University, in the college of Communications with an Advertising emphasis.



**Pamela Jones Harbour**

Senior Vice President and Legal Officer  
Herbalife International of America, Inc.

Pamela Jones Harbour leads a compliance team across 94 markets, developing and enhancing policies and infrastructure to ensure the effective education, training and mentoring programs for independent Herbalife Members worldwide. She also leads the company's global privacy and data security efforts. Jones Harbour was a litigation partner in three American law firms, with a specialty area in antitrust, consumer protection and data security law, where she chaired and co-chaired privacy practices at two of the firms. Jones Harbour served as a Commissioner on the United States Federal Trade Commission from 2003 until April 2010 and as a Deputy Attorney General of the New York State Attorney General's Office in the 1990s.



**Dr. Dana Harrison**

Assistant Professor of Marketing  
East Tennessee State University

Dr. Dana Harrison is an Assistant Professor of Marketing at East Tennessee State University.

Dr. Harrison possesses domestic and international teaching experience within the marketing discipline, specifically related to marketing analytics, sales force management and marketing management. She holds a D.B.A in marketing from Kennesaw State University, an M.B.A from East Tennessee State University and a B.S. in Mass Communications from Middle Tennessee State University. Her professional background includes several years of experience in marketing strategy and sales management. Dr. Harrison's research interests focus on the interface between marketing, information and technology in business environments. Her most recent research was published in the Journal of Marketing Channels.



**Joan Hartel Cabral**

President and Chief Executive Officer  
Vantel Pearls

Joan Hartel's story begins in 1987 on a trip to Hawaii where she first saw Oysters containing colorful Pearls being opened before her eyes. She brought the business idea back to Massachusetts and opened a small seaside store on the island of Martha's Vineyard. Looking for the flexibility to raise a family while running a business, Joan started Vantel Pearls Parties. Their success is a dream come true.



**Kate Franklin**

Director of Field Development and Training  
Traveling Vineyard

Kate is the Director of Field Development and Training at Traveling Vineyard. Kate began her career at Traveling Vineyard as a customer service representative and in that role gained an appreciation for the business model and the needs of consultants. Franklin leads a team providing training to Wine Guides both in-person at company sponsored events and online, while working on business and field development projects. Kate holds a Bachelor of Arts in Psychology and Theatre from Muhlenberg College and is currently pursuing a MBA from the F.W. Olin Graduate School of Business at Babson College.



**Patrick Hollrah**

Associate  
Hollrah LLC

Patrick Hollrah is an attorney with the law firm Hollrah LLC, which devotes its practice almost exclusively to advising and representing companies that do business with independent contractors and other contingent workers. He is also general counsel to the Coalition to Promote Independent Entrepreneurs, which educates the public and elected representatives about the importance of preserving independent-contractor status through scholarship and advocacy efforts. Hollrah received a J.D. from the University of Maryland School of Law, Cum Laude, where he was the Editor-In-Chief of the Journal of Business and Technology Law and a B.S. in accounting from the University of Maryland, Magna Cum Laude.



**Asma Ishaq**

President, Collagen Sciences, Chief Industry Relations Officer  
Modere USA

Asma Ishaq has united experience and vision to establish innovative concepts in health and beauty throughout her impressive career. She founded an award-winning company with an award-winning product line based on her multi-patented LiquidBioCell® nutraceutical ingredient that has pioneered the collagen and hyaluronic acid dietary supplement and skincare markets. Her company both maintained high standards in business ethics across distribution channels and industries while championing new product technology. Ishaq serves the direct-selling channel on the DSA Board of Directors. She earned her B.A. from the University of California, Berkeley and as a Ben F. Love scholar, received a dual M.B.A. in finance and marketing from Rice University.



**Dr. Sandy Jap**

Sarah Beth Brown Endowed Professor of Marketing, Goizueta Business School  
Emory University

Dr. Sandy Jap is the author of *Partnering with the Frenemy*, a book on the dark side of business relationships and *A Field Guide to Channel Strategy*, a how-to book on going to market strategy. She is the Sarah Beth Brown endowed Professor of Marketing at the Goizueta Business School at Emory University and has published widely across the top academic journals in marketing and management science. In 2010, Dr. Jap co-launched the Marketing Analytics Center, and is a former faculty member at the MIT Sloan School of Management and the Wharton School. She serves as a Direct Selling Education Foundation (DSEF) Fellow.



**Chris Johnson**

Vice President, Information Technology  
Scentsy, Inc.

Chris Johnson is the Vice President of Technology at Scentsy, where he currently leads the strategy and execution of the company's enterprise software and data platforms. He oversees a large internal software development shop. He also manages cloud and hosted technology solutions, business intelligence, enterprise resource planning, and business analysis to support consultant back office and marketing tools, ecommerce, and corporate day to day operations.



**Scott Kramer**

President and Chief Executive Officer  
Multibrain

Scott Kramer is considered a pioneer in developing the integrated/multi-platform strategies for entertainment, media and consumer brands. Kramer currently serves as Chief Brain at Multibrain, an award-winning software company focused on building simplified social software to empower the direct selling industry. Prior to the launch of Multibrain, Kramer served in senior roles at IMG Worldwide and Creative Artist Agency. Kramer has received numerous awards, including the AAAA Advertising Excellence Award and the Creative City Award for Communications.



**Brent Kugler**

Partner  
Scheef & Stone, LLP

Brent Kugler is a seasoned trial lawyer with more than 23 years of experience representing plaintiffs and defendants in complex business disputes. Kugler is a prominent attorney in the direct selling industry with extensive experience in representing direct sales, multilevel and network marketing companies in lawsuits, arbitrations and regulatory matters across the United States. Formerly the General Counsel for AdvoCare International, L.P., Kugler is an expert on developments and trends in the direct sales industry, as well as preparing companies for litigation.



**Jay Leisner**

President  
Sylvina Consulting

Jay Leisner, the president of Sylvina Consulting, is a top compensation plan and direct selling expert, a trusted adviser to new and established network marketing and party plan companies. For 30 years, Leisner has enjoyed assessing and improving party plan and network marketing companies across the globe.



**Cheryl Lewis**

Vice President of Corporate Affairs  
Isagenix International

Cheryl Lewis joined Isagenix in 2016 as Vice President of Corporate Affairs. She is responsible for developing and implementing the company's public relations, community relations and government relations strategies. Her diverse experience includes issue management, government relations, marketing, operations, legal, and finance. Lewis sits on the Boards of Directors for the Better Business Bureau and the Gilbert Chamber of Commerce. Lewis graduated magna cum laude in accounting from Salem College and earned a law degree from Washington and Lee University School of Law, with honors.



**Jimmy Lin, CPA**

Chief Financial Officer  
Damsel in Defense

In his role as Chief Financial Officer for Damsel in Defense, Jimmy Lin brings more than a decade of experience providing a range of financial insights including audit and attestation services to guide the company as it grows and evolves. During his career, Lin has worked with firms including CBIZ Mayer Hoffman McCann and CliftonLarsonAllen. Lin graduated from California State University Fullerton in 2001 where he received a Bachelor of Arts degree with a concentration in accounting.



**Mindy Lin**

Co-Founder and Chief Marketing Officer  
Damsel in Defense

Mindy Lin founded Damsel in Defense to equip, empower and educate women to protect themselves and their families. As Chief Marketing Officer, Lin seeks to build a brand that enables the company's Independent Damsel Pros not only to experience financial freedom, but also to offer self-protection and healing to those affected by assault.



**Alan Luce**

Senior Managing Principal  
Strategic Choice Partners, LLC

Alan Luce is Senior Managing Principal of Strategic Choice Partners, LLC, a consulting firm dedicated to providing services to direct sellers and specializing in guidance for established and start-up organizations alike. He has provided compensation plan design, sales force management and strategic advice to companies including Avon, Princess House, PartyLite Gifts, Inc and Jockey Person 2 Person. In addition to his consulting practice Luce currently serves on the board of directors of SimplyFun, LLC, a small party plan company and as a retained advisor to a number of others in the industry. Luce holds a BA from Westminster College, a JD from Vanderbilt University School of Law and an MBA from the Crummer School of Business at Rollins College.



**Joseph Mariano**

President  
Direct Selling Association

Joseph Mariano joined the Direct Selling Association in 1985 and assumed the role of President in 2011. Previously, he was Executive Vice President and Chief Operating Officer. As DSA Chief Executive Officer who has ultimate responsibility for all association programs and activities, Mariano is charged with providing progressive leadership, development and implementation of Association policies in the fields of government, consumer and international affairs. Mariano represents the Association's interests in all fifty state capitals and on Capitol Hill. He serves as a personal resource to direct selling companies who need overall guidance on general legal and business trends that affect direct sellers both in the United States and worldwide. Mariano also serves as President of the Direct Selling Education Foundation.



**Peter Marinello**

Director of the Electronic Retailing Self-Regulation Program and Vice President  
Council of Better Business Bureaus, Inc.

Marinello is the Director of the National Advertising Review Council's (NARC) Electronic Retailing Self-Regulation Program (ERSP) and a Vice President of the Council of Better Business Bureaus, Inc. (CBBB). Before joining NARC in July 2004, Marinello had been the Associate Director at the National Advertising Division of the CBBB (NAD) since 2000 and a Senior Staff Attorney with NAD since March of 1993. Marinello has written over 750 self-regulatory decisions on various advertising topics and products involving traditional and direct response advertising. Marinello is a graduate of St. Johns University School of Law and has been a member of the New York State Bar since 1988.



**Konrad Mayr**

Special Advisor  
Sabika, Inc.

With more than 30 years of marketing experience and a PhD in economics, Konrad Mayr brings a wealth of business acumen to Sabika. He has successfully marketed products for a variety of industries: steel, automotive, textile, healthcare, heavy machinery and now, jewelry.



**Erin McGinnis**

Director of Compliance  
Zurvita

As Director of Compliance for Zurvita, Erin McGinnis is instrumental in developing the Zurvita Compliance team and maintaining daily operations. Guided by the belief that compliance is best implemented in a proactive manner, McGinnis works with legal and compliance experts to develop solutions that address policy concerns.



**Josephine Mills**

Executive Director North America -  
Government Affairs  
New Avon LLC

Josephine Mills is the Executive Director, Government Affairs for New Avon LLC. She is responsible for overseeing the company's daily government/legislative affairs function, industry relations and the coordination of corporate social responsibility activities. Mills first joined Avon in 1987 as Financial Controller for Global Information Services. She currently serves as the Chair of the Government Relations Committee for the Direct Selling Association and the Assistant Treasurer of the World Federation of Direct Selling Associations. In addition, Mills is the Vice Commander of the United States Coast Guard Auxiliary (USCGAUX) where she has served since 2000, and is a founding member of the U.S. Department of Homeland Security.



**Ryan Napierski**

President  
Nu Skin Enterprises

Ryan Napierski currently serves as Nu Skin's president. Most recently he served as president of global sales and operations, president of Nu Skin's North Asia region and president of Nu Skin Japan. Napierski has also served as vice president of business development and chief operating officer for the North Asia region. He has fulfilled multiple positions for Nu Skin since joining the company in 1995, including vice president of global business development, general manager for the United Kingdom, vice president of European business development and key account manager for United States executives. Napierski has a bachelor's degree in business, a master's degree in business administration from Duke University and a master's degree in international business from Goethe Universitat in Germany.



**Walter Noot**

Chief Information Officer  
USANA Health Sciences, Inc.

As Chief Information Officer of USANA Health Sciences, Inc., Walter Noot is responsible for implementing USANA's IT strategy and ensuring that all systems necessary to support its operations and objectives are in place. Walter brings with him extensive leadership experience in the direct selling industry. Previously, he served as Senior Vice President Operations and IT at Young Living Essential Oils. Noot has 23 years of executive experience in technology, operations, finance, legal, and sales and has been CEO/COO/VP in companies ranging from \$10M to \$7B. Walter started working with direct selling companies eight years ago by developing software systems for multiple direct selling companies. He has a mechanical engineering degree from BYU.



**Grover Norquist**

President  
Americans for Tax Reform

Grover Norquist (is president of Americans for Tax Reform (ATR), a taxpayer advocacy group he founded in 1985 at President Reagan's request. ATR works to limit the size and cost of government and opposes higher taxes at the federal, state, and local levels and supports tax reform that moves towards taxing consumed income one time at one rate. Norquist holds an MBA and a BA in Economics, both from Harvard University.



**Maureen Ohlhausen**

Acting Chairman  
Federal Trade Commission

Maureen Ohlhausen was sworn in as a Commissioner of the Federal Trade Commission on April 4, 2012, and was designated to serve as Acting FTC Chairman by President Donald Trump in January 2017. Prior to joining the Commission, Ohlhausen was a partner at Wilkinson Barker Knauer, LLP, where she focused on FTC issues, including privacy, data protection, and cybersecurity. Ohlhausen previously served at the Commission for 11 years, most recently as Director of the Office of Policy Planning from 2004 to 2008, where she led the FTC's Internet Access Task Force. She was also Deputy Director of that office. From 1998 to 2001, Ohlhausen was an attorney advisor for former FTC Commissioner Orson Swindle, advising him on competition and consumer protection matters. She started at the FTC General Counsel's Office in 1997. Before coming to the FTC, Ohlhausen spent five years at the U.S. Court of Appeals for the D.C. Circuit, serving as a law clerk for Judge David B. Sentelle and as a staff attorney. Ohlhausen also clerked for Judge Robert Yock of the U.S. Court of Federal Claims from 1991 to 1992. Ohlhausen graduated with distinction from Antonin Scalia Law School, George Mason University in 1991 and graduated with honors from the University of Virginia in 1984.



**Lynn Omlie**

Senior Vice President, General Counsel and Corporate Secretary  
Distilled Spirits Council of the U.S. (DISCUS)

Lynne Omlie is Senior Vice President, General Counsel and Secretary for the Distilled Spirits Council of the United States, Inc. (DISCUS). DISCUS is a national trade association representing producers and marketers of distilled spirits and importers of wine sold in the United States. DISCUS is involved in matters that span virtually every legislative, regulatory and legal issue connected with beverage alcohol on a federal, state and international level. Omlie has served as staff liaison for the DISCUS Code Review Board for over two decades. In existence since 1934, the DISCUS Code of Responsible Practices for Beverage Alcohol Advertising and Marketing charges the Board with reviewing complaints about advertising and marketing materials in the marketplace. Prior to joining DISCUS, Omlie worked at the Federal Trade Commission for FTC Commissioner David A. Clanton.



**Betty Palm**

President, Social Selling  
New Avon LLC

Betty Palm is President, Social Selling for New Avon LLC, responsible for transforming the experience of our Representatives to ensure they reach their full potential. Palm oversees all aspects of recruiting, training and incentivizing Representatives, as well as developing the tools they need to drive a more contemporary, efficient and profitable experience. Palm holds a Bachelor in Business Administration from Ohio Dominican College. She is a past member of the Direct Selling Association's Board of Directors and a frequent admired speaker at Annual DSA Meetings.



**Jacki Palmer**

Director of Field Experience  
Isagenix International

Jacki Palmer serves Isagenix International as the Director of Field Experience. Palmer began her career with Isagenix in January 2010 as a Regional Sales Specialist providing sales support to Associates throughout the US and Canada. She joined the Sales Programs team where she held a steady progression of positions, including Sales and Marketing Specialist, Supervisor, Manager and Director. Palmer received a bachelor's degree in Marketing from the WP Carey School of Business at Arizona State University where she graduated cum laude.



**Colt Passey**

Strategic Alliance Manager  
Avalara

Colt Passey is a Strategic Alliance Manager at Avalara. He has been with Avalara for 3 years and has over 10 years in sales and business development experience. Passey manages the Direct Selling vertical at Avalara and has helped partners, business owners, and finance professionals in maintaining compliance and leveraging best-practices across the industry.



### **Justin Powell**

Chief Legal Officer and General Counsel  
Isagenix International

Justin advises Isagenix on a wide variety of legal and business matters and is striving to ensure that Isagenix leads the industry with its responsible business practices. In addition to managing the legal department, Powell is responsible for global compliance, human resources, and public relations. He also supports various operational aspects of the business, including international expansion. In 2013, he earned an award for Excellence in Member Services, and in 2014, he received the prestigious CEO's Award for Global Achievement. Powell holds a bachelor's degrees in communications and political science from the University of Utah, where he graduated magna cum laude in both majors. He earned his law degree with honors from Cornell Law School and served as Managing Editor of the Cornell Law Review.



### **Eric Ritter**

General Counsel  
Scentsy, Inc.

As Co-General Counsel, Eric Ritter manages the day-to-day operations of Scentsy's legal department with a focus on maintaining compliance with laws and regulations. As the company grows geographically, he especially enjoys the challenge of Scentsy's international scope of work. Eric graduated magna cum laude from Brigham Young University in 2005 before moving across the country to attend Harvard Law School, where he served as president of the Environmental Law Society, worked on the Harvard Environmental Law Journal and founded the Harvard Law Ski Club (yes, it's a real thing!). He graduated in 2009 and moved back home to Idaho.



### **Michelle Roe**

Vice President, General Counsel  
Thirty-One Gifts

Michele Roe is Vice President, General Counsel of Thirty-One Gifts. In her role, Roe oversees Legal, Loss Prevention, Security, Safety, Workers' Compensation and Data Privacy/Cyber-Security. Thirty-One Gifts is a proud member of the Direct Selling Association, where Roe serves on both the General Counsel and Government Relations Subcommittees. Roe is a 1992 cum laude graduate of the University of Rochester. She received her law degree from the University of Pittsburgh School in 1995 and served as Executive Editor of the School's Journal of Law & Commerce.



### **Joni Rogers Kante**

Chief Executive Officer and Chairwoman of  
the Board  
SeneGence International

Joni Rogers-Kante is the visionary and driving force behind SeneGence®. In her role as Chief Executive Officer and Chairwoman, Rogers-Kante oversees the development of new products — as well as the marketing of all the SeneGence products — and the creation of the training programs, as well as the overall corporate vision. She was introduced to a direct selling cosmetic company and recognized the incredible opportunity the industry offered to women. Joni is also the founder of the non-profit Make Sense Foundation, which aims to assist women and children in crisis through the regular fundraising efforts of SeneGence Distributors and the donation of portions of the sales from select products.



### **Kara Schneck**

Vice President, Global Corporate  
Communications  
Nu Skin Enterprises

Kara Schneck is the Vice President of Global Corporate Communications for Nu Skin Enterprises, a multi-billion dollar, public company that operates in nearly 50 markets. Schneck began her career in New York City more than 20 years ago, working with numerous national and international clients including Four Seasons Resorts, Singapore Airlines, and PGA National Resort and Spa. She employed a full spectrum of communications and marketing strategies that resulted in award-winning communications programs and the achievement of key business targets for her clients.



## **Senator Tim Scott**

United States Senator  
South Carolina

Tim Scott is a United States Senator representing the Great State of South Carolina. His story is one of hard work, education, success, and the American Dream.

Growing up poor in a single parent household in North Charleston, Tim watched his single mom work 16 hour days as a nurse's assistant to keep him and his brother afloat. As a freshman in high school, Tim nearly failed out, flunking four classes. That year though, he met a mentor named John Moniz who shared life-changing ideas with Tim. Through hard work, education, innovation, and with the discipline his mother already gave him, he began the process of turning his life around.

The lessons gleaned from his mentor still guide the Senator today: you can think your way out of poverty, and financial independence is a stepping stone for success. Having a job is a good thing, but creating jobs is a great thing. During his time in office, Senator Scott has supported multiple initiatives to ease the burden on small businesses, giving them the opportunity to prosper and create jobs. Notably among these was legislation to repeal the death tax, which unfairly punishes family owned small businesses.

Senator Scott has striven to honor his mentor's memory and the sacrifices of his mother by achieving in his own life. His goal is simple: to positively affect the lives of a billion people. That path has taken him from building a successful small business of his own, to Charleston County Council, to the South Carolina State House, and the U.S. House of Representatives. In January 2013, Tim was sworn in as a United States Senator from South Carolina.



## **Jay Schwartz**

Executive Director of Insights and  
Marketing Intelligence  
New Avon LLC

Jay Schwartz is the Executive Director of Insights & Marketing Intelligence at New Avon LLC and is responsible for all consumer insights and marketing analytics initiatives. Schwartz's strong business acumen and leadership skills encourage collaboration and foster indispensable partnerships across functional lines to drive the integration of fact-based insights. Schwartz holds a Bachelor's Degree in Psychology from the State University of New York at Binghamton and a Ph.D. in Applied Research and Evaluation from Hofstra University.



## **Julia Simon**

Chief Legal Officer and Corporate Secretary  
Mary Kay Inc.

Julia Simon is Chief Legal Counsel and Corporate Secretary for Mary Kay Inc. and in this role is responsible for the team of lawyers, paralegals and support staff handling legal issues for the company's operations in more than 35 markets around the globe. In addition, Simon is the head of the Mary Kay Inc. Global Privacy Team and in this role Simon is responsible for the development and execution of a global privacy compliance initiative. Simon is a proud graduate of Texas A&M University and The University of Texas School of Law.



## **Edwin A. Smith, Jr.**

Virginia Territory Manager of SBSE Exam,  
Internal Revenue Service

Edwin Smith began his career with the Internal Revenue Service in 1988 as a Revenue Agent in the former Albany New York District. He examined a variety of returns until he entered management in 1999. Mr. Smith is currently a Territory Manager in Examination, Small Business/Self Employed Division (SB/SE) of the IRS. Prior to becoming Territory Manager, Smith was detailed to SBSE HQ Operation Support as a senior analyst with primary program responsibility for hiring and budget. His previous assignment was as an analyst on the South Atlantic Area's Directors Staff as a Technical Analyst and Training/Hiring Coordinator. Smith also served as a Front-Line Group Manager in General Program as well as being a manager of an Abusive Tax Avoidance Transactions Group.



## **Berin Szoka**

President  
TechFreedom

Berin Szoka is the President of TechFreedom. Previously, he was a Senior Fellow and the Director of the Center for Internet Freedom at The Progress & Freedom Foundation. Before joining PFF, he was an Associate in the Communications Practice Group at Latham & Watkins LLP, where he advised clients on regulations affecting the Internet and telecommunications industries. Szoka received his Bachelor's degree in economics from Duke University and his juris doctor from the University of Virginia School of Law, where he served as Submissions Editor of the Virginia Journal of Law and Technology.



**Britney Vickery**

Chief Executive Officer and Founder  
Initials, Inc.

Britney Vickery is the Chief Executive Officer and Founder of Initials, Inc. She brings more than 18 years of professional and executive management experience. A serial entrepreneur, Initials, Inc. represents her strongest accomplishment to date. Ranked four years in a row to the prestigious Inc. Magazine 500/5000 list of America's fastest growing, privately held companies for four consecutive years, beginning in 2012. A graduate of Valdosta State University, a Georgia University school, with a B.F.A. in Organizational Communications.



**John Villafranco**

Partner  
Kelley Drye

A member of the firm's Executive Committee, John Villafranco provides litigation and counseling services, with a focus on advertising law matters and consumer protection. Villafranco is highly respected for consistently delivering comprehensive legal counsel that emphasizes risk analysis and sound business practices for corporations involved in advertising and marketing. In addition, Villafranco represents clients in advertising substantiation proceedings and investigations conducted by the Federal Trade Commission (FTC) and state attorneys general. John also represents challengers and advertisers before the National Advertising Division (NAD) of the Council of Better Business Bureaus and the National Advertising Review Board (NARB).



**Kate Washburn**

North America Public Relations  
Amway

Kate Washburn brings 20 years of industry experience to her role as Public Relations Lead for Amway North America. She focuses on telling the Amway story through external communications, reputation management and integrated public relations and social media programs for brand marketing, distributor engagement and sponsorship activation. Prior to joining Amway, Washburn spent the majority of her career with a public relations firm serving industries ranging from health care and hospitality to education and economic development. Kate received a bachelor's in communication from Grand Valley State University and a master's in organizational communication from Western Michigan University.



**Crayton Webb**

Owner and Chief Executive Officer  
Sunwest Communications

Crayton Webb is the owner and CEO of Sunwest Communications, a Dallas, Texas based public relations and public affairs firm. Previously, Webb was the Vice President of Corporate Communications and Corporate Social Responsibility for Mary Kay Inc. In his 12 years with Mary Kay, Crayton launched the company's CSR strategy, Pink Changing Lives, evolving its philanthropic efforts into a strategic, multi-platform program with a global reach. In addition to his CSR and sustainability work, Webb also led the company's global media relations, reputation management, public relations and crisis communications efforts across nearly 40 markets around the world.



**John Webb**

Senior Legal Counsel for Policy, Advocacy  
and Compliance  
Direct Selling Association

John Webb, Senior Legal Counsel for Policy, Advocacy and Compliance for the Direct Selling Association, works on a variety of legal issues, business ethics, and state and federal legislative and regulatory matters. Prior to joining DSA, he served on the leadership team of a successful congressional campaign and then served as a professional staffer for a congressman in Washington, DC as an advisor, identifying and coordinating legislative initiatives and managing committee activities. Webb is a graduate of the University of North Alabama with a degree in Business Management. After college, he served on active duty with the 101st Airborne Division and then spent more than 10 years in the reserves, including as a member of the 11th Special Forces Group (Airborne). Webb holds a Juris Doctor degree from the Regent University School of Law and is a member of the District of Columbia and U.S. Supreme Court Bars.



**Todd Woodward**

Vice President, Corporate Communications  
Amway

Todd Woodward is a member of Amway's global senior management team overseeing the corporate brand positioning and reputation for Amway, a \$9+ billion company operating in more than 120 markets and territories world-wide. Prior to joining Amway in 2011, Woodward was the Assistant Vice President for Marketing Communications at the University of Notre Dame. In this role he was responsible for brand stewardship and integrated communications designed to share consistent messages about the University across all channels. Before his work at Notre Dame, Woodward was Executive Vice President for Weber Shandwick, one of the world's largest public relations agencies. Woodward earned a Bachelor of Arts degree in English from the University of Notre Dame.