



*2012 DIVERSITY LEADERSHIP FORUM
and Awards Ceremony*

**LINKING THE U.S. AND ASIA:
INNOVATING DIVERSITY & INCLUSION PRACTICES
FOR THE GLOBAL TALENT MARKET**

▪ **Monday, June 11, 2012** ▪

FORUM: 7:30 AM – 5:30 PM
AWARDS CEREMONY AND RECEPTION: 5:30 PM – 7:30 PM

ONE TIME WARNER CENTER, NEW YORK CITY

The 2012 Asia Society Diversity Leadership Forum will turn the spotlight on key Diversity and Inclusion issues in both the U.S. and Asia. The U.S. Track will highlight the topics as they impact Asian Americans in the talent and consumer marketplace. The Global Asian Track will examine how the fierce competition for talent affects Asians and companies in Asia, comparing the needs and Best Practices with those in the U.S. How can multinationals leverage their existing programs and understand what must be changed in order to address the specific concerns in Asia? Both tracks will seek to link the lessons learned in the U.S. and Asia, and to explore cultural competency as a critical, foundational skill for innovation and growth.

7:30 AM – 7:00 PM: **Registration**
 Location: Lobby, 1st Floor
 Coat check located on 10th floor (reception area)

Time Warner Conference Center – 10th Floor
Wi-Fi Access Available — Twitter Lounge located in the Hudson Crossing

7:30 AM – 8:30 AM: **Registration Materials Distribution Station**
 LOCATION: Hudson Lounge

Continental Breakfast
 LOCATION: Columbus Lounge and Tower East

8:30 AM – 9:00 AM: **Key Findings of the 2012 Asian Pacific Americans Corporate Survey and Welcome Remarks**
 LOCATION: Columbus Room

Vishakha N. Desai, President, Asia Society
Lisa Garcia Quiroz, Chief Diversity Officer and Senior Vice President, Corporate Responsibility, Time Warner Inc.

9:00 AM – 10:15 AM: **Opening Plenary:
 Shattering Stereotypes: What Top Asian Women Executives Are Doing Globally**
 LOCATION: Columbus Room

No longer relegated to middle management, Asian women are starting to make their mark on influential seats inside companies globally. Senior Asian women executives will share what they are doing inside their organizations to advance their careers, succeed in business, and impact the larger global community. Hear from the “front lines” of leadership as they open up about their journey to the boardroom, unique challenges on their way to the top, and offer recommendations to organizations to prepare women for next-level leadership roles.

MODERATOR:
Vishakha N. Desai, President, Asia Society

SPEAKERS:
Gloria W. Lio, Managing Director, Securities Operations, Goldman, Sachs & Co.
Ida Liu, Managing Director, Head of North America Asian Clients Group, Citi Private Bank
Michelle Scales, Director of Diverse Segments, Wells Fargo

10:15 AM – 10:40 AM:

Coffee Break

LOCATION: Columbus Lounge and Tower East/West Lounge

10:45 AM – 12:15 PM:

Morning/Afternoon Workshops

Global Asian Track

1. Flexibility: Leveraging an Agile Workforce in the Global Marketplace

LOCATION: Hudson Room

With the growing need for developing superior global talent, workforce flexibility has evolved beyond purely a “women’s issue” and is now a “must-have” for attracting high-potential professionals. But are the “flexibility” needs for the workforces in Asia different compared with the needs in the U.S.? How can companies impact their business results through a flexible global workforce? And while flexibility presents the opportunity for increasing efficiency and productivity, what issues might arise from a virtual workforce? Presenters will discuss logistics, technology and business solutions for managing flexibility, as well as the role of flexibility in attracting, managing and retaining Asian talent here in the U.S., and in Asia.

MODERATOR:

Karol Rose, Principal, Advisory Services and Business Development, FlexPaths

SPEAKERS:

Vicky Bindra, President, Asia Pacific, ME & Africa, MasterCard Worldwide

Randall Lane, Senior Leader - Global Inclusion & Diversity, Cisco Systems, Inc.

Karyn Likerman, Senior Vice President & Director of Employee Networks, Flexible Work and Back-up Childcare, Citigroup

2. Local or Expats: Sourcing the Right Talent for Asia

LOCATION: Screening Room

The war for talent in Asia continues to be fierce for multinational companies based outside of Asia. For your business to succeed in Asia, it is critical that you have the right leadership in the right jobs to help you steer your business. What is the combination of global talent (Expat, Local) you need to have to achieve the results that you are looking for in your key local markets? Other than spoken language, what other skills should you harness in your new talent? What are transferrable skills and competencies that translate well across cultures? Hear from key leaders who have recruited talent in Asia explore ongoing recruitment and retention challenges.

MODERATOR:

Jane Hyun, Founder & President, Hyun & Associates

SPEAKERS:

Suyin Copley, Organization & Talent Development,
GE Transportation

Aynesh L. Johnson, Human Capital Management, Bangalore,
Goldman Sachs

Rosaline Koo, Senior Partner, Mercer

U.S. Track

1. Understanding “Time in the U.S.”: Understanding Asian Ethnic Identity

LOCATION: Uptown Room

While “Asians” are often referred to as one demographic, in reality there are more than 20 Asian ethnicities in the U.S. with a diverse breakout of countries of ancestry. With this diversity, there is a wide range of identifiers: 3rd Generation Asian American, Immigrant, International Student, American-born Asian, or 1.5 generation Asian. Any of these can be a valid descriptor for how Asians in America might identify themselves. How does your identity drive how you interact with others? How do stereotypes and perceptions affect career mobility and success? We will explore cultural gaps that emerge in a diverse workforce as well as discuss the impact of Asian APA identity and level of acculturation on career mobility.

MODERATOR:

Vincent A. Eng, Founder, VENG Group

SPEAKERS:

Jazz Tobaccowalla, Senior Vice President, Worldwide Biopharmaceutical Businesses & Diversified Businesses, Business Technology, Pfizer

Rajan Vig, Managing Director, Risk, Finance and Corporate Systems IT, Credit Suisse

2. Capturing the Asian American Consumer

LOCATION: Downtown Room

Asian Americans are currently the third largest minority group, with their buying power forecasted to grow 45.9 percent in 2012. What are companies doing to capture this growing revenue source? How can you work with Asian-American employees inside your company to tap into the market opportunities and build sustainable partnerships? Discover the latest demographic data about this important market, and join us for a frank discussion with experts as well as executives from a variety of

industries as they share their best practices for capturing and growing this dynamic market.

MODERATOR:

Thomas Tseng, Principal & Co-Founder, New American Dimensions, LLC

SPEAKERS:

Vivian Chen, Marketing Director, McDonald's USA

Sonya Gong Jent, Vice President, Multicultural Business Development Group, State Farm Insurance

3. Perspectives from the Next Generation of Asian American Professionals

LOCATION: Tower West

In today's business environment, technology and globalization have created an interconnected world and have transformed the rules for engaging the new generation of talent. A recent study noted that by 2025, Millennials will comprise 75% of the world's workforce. Is your organization ready to attract, engage and leverage the innovative strengths of this high-potential demographic? Are the issues of career development improving for the next generation of Asian American professionals? An engaging panel of Asian Millennials will highlight the issues behind their work styles, communications, engagement, productivity and career development.

MODERATOR:

Audrey S. Lee, Vice President, Hyun & Associates

SPEAKERS:

Chanthyna C. Chhay, Analyst, Operations Performance Metrics, National Grid

Sarah Peacey, Management Consultant, People and Change Advisory Services, KPMG

Michael Eng, Senior Sales Executive, AT&T

4. Finding Sponsors and Building Relationship Capital: Challenges and Opportunities for Asian Professionals

LOCATION: City Room

Why aren't more Asian Americans making it to the top? Despite strong representation at elite universities and at junior and mid-management levels within a range of professions, Asians represent less than 2 percent of Fortune 500 CEO positions. What's keeping Asians from the top echelons of corporate America? This session will examine how sponsorship and advocacy are critical to success in large companies, and the implications for Asian professionals. What challenges do high-performing Asians face in building relationship capital in the

workplace? What are the unwritten rules and strategies they need to understand to realize their full potential? Learn what sponsors look for in their protégés and how the sponsor-protégé relationship plays a critical role at every career stage.

MODERATOR:

Ripa Rashid, Vice President, Global Workforce Diversity and Inclusion, Time Warner Inc.

SPEAKERS:

Subha Barry, Diversity & Inclusion Expert

Sharda Cherwoo, Partner, Ernst & Young

P. Anthony Sammi, Partner, Skadden, Arps, Slate, Meagher & Flom LLP

12:20 PM – 2:00 PM:

Networking Lunch

LOCATION: Columbus Room

2:15 PM – 3:45 PM:

Afternoon Workshops

Repeat Offering of Morning Workshops

3:45 PM – 4:00 PM:

Coffee Break

LOCATION: Columbus Lounge and Tower East/West Lounge

4:00 PM – 4:30 PM:

Leadership in a Fast-Changing World: One-on-one with Starwood President & CEO Frits van Paasschen, moderated by **Stephanie N. Mehta**, Executive Editor, Fortune Magazine

LOCATION: Columbus Room

4:30 PM – 5:30 PM:

Closing Plenary

Media, Marketing, and the Desirable Demo

LOCATION: Columbus Room

Asian Americans are a demographic to be recognized—and reckoned with—but why haven't media and marketing efforts kept pace? Our panelists will explore the potential of America's fastest-growing demographic, the way news and entertainment outlets will have to rethink their portrayals of Asian Americans (one word: Linsanity!), and the opportunities companies have to serve this niche--if they get it right.

MODERATOR:

Stephanie N. Mehta, Executive Editor, Fortune Magazine

SPEAKERS:

Saul Gitlin, Executive Vice President of Strategic Services, Kang & Lee Advertising

Pichet Ong, Author, and Corporate Pastry Chef, Sugar & Plumm
Sendhil Ramamurthy, Actor

5:30 PM – 7:30 PM:

CORPORATE DIVERSITY AWARDS CEREMONY AND COCKTAILS

LOCATION: Park Café

WELCOME:

Michael G. Kulma, Executive Director, Global Leadership Initiatives, Asia Society

EMCEE:

David Whitelaw Reid, Director of Corporate Relations, Asia Society

REMARKS:

Subha Barry, Diversity & Inclusion Expert

Announcement and Presentation of Awards for the 2012 Best Employers of Asian Pacific Americans

CLOSING REMARKS AND ACKNOWLEDGEMENTS:

Ripa Rashid, Vice President, Global Workforce Diversity and Inclusion, Time Warner Inc.