

DEEP DAY

2019 FIFTH ANNUAL
DELAWARE EXECUTIVE EXCHANGE PROGRAM

Creating the Entrepreneurial Spirit

October 22, 2019 | 8:30 a.m.-5:30 p.m.

Bank of America Building
Delaware State University



WELCOME

FROM THE DEAN



On behalf of the College of Business and the entire Delaware State University community, it is my pleasure as the Dean of the College of Business to extend a heartfelt invitation to our Fifth Annual Delaware Executive Exchange Program — DEEP Day! We welcome you to a rapidly growing network of corporate partners, business leaders, entrepreneurs and public servants.

Consistent with this year's theme, "Creating the Entrepreneurial Spirit," today we celebrate individuals with the courage to imagine things that do not exist; the creativity to apply that imagination to address the world's challenges; the innovation to apply creativity to generate unique solutions; and ultimately, the entrepreneurial spirit to apply innovations and scale ideas by inspiring others' imagination.

It is with this philosophy in mind that DEEP Day creates an impetus for the world's leading professionals from the public and private sectors to engage Delaware State's best and brightest and help them interact with the world around them. Students are encouraged to envision what might be different; experiment with creative solutions to the problems they encounter; hone their ability to reframe problems to come up with unique ideas; and then work persistently to scale their ideas by inspiring others to support their efforts.

I would like to thank our corporate sponsors for making the Fifth Annual DEEP Day possible. A special note of appreciation goes to our Office of Student Engagement, planning committee, faculty, staff and student volunteers for their leadership, support and enthusiasm in bringing this event to you today.

In closing, I would like to leave you with the words of Karen Lamb — "A year from now you will wish you started today." So, enjoy your DEEP Day; take advantage of your surroundings; engage in meaningful conversation — go DEEP; and establish lasting connections.

A handwritten signature in black ink that reads "Michael H. Casson Jr." followed by a stylized flourish.

Michael H. Casson Jr., Ph.D.

Dean

College of Business

Delaware State University



PURPOSE OF DEEP DAY

The Delaware Executive Exchange Program (DEEP) Day, sponsored by the College of Business at Delaware State University, is designed to develop students' soft skills to help them become qualified business professionals.

In the College of Business, our top priority is to ensure that students get a quality education and are empowered with academic and professional competencies to succeed in today's global workplace. Each student has an Individual Development Plan (IDP) built on the Business Education Student Transformation (BEST) model. The BEST model creates a road map for student success that includes: soft skills, mentoring, conferences, field trips, business case competitions, internships and job placement.

To this end, the DEEP Day agenda supports BEST by allowing students to gain relevant knowledge on such topics as: driving innovation, collaboration and teamwork, personal branding, and the art of the interview. DEEP Day helps lead students down a co-curricular pathway which prepares them to transition from the Delaware State University classroom to the executive boardroom. College of Business students are given an opportunity to build on their academic foundation and expand their experiences with a focus on career readiness. DEEP Day is a premier event that assists students on their journey toward becoming successful business executives with a global perspective.

AGENDA

8-9 a.m.	Check-In for Students	Bank of America Building Lobby
8:30-9 a.m.	Welcome Breakfast for Presenters (Sponsors)	Room 309
8:50-9:10 a.m.	Welcome for Students	Room 113, Longwood Auditorium
9 a.m.-3 p.m.	Company Information Fair	BOA Lobby, All Floors
9:15-11:05 a.m.	Panel Discussions	
Session I: 9:15-10:05 a.m.	Backpack to Briefcase	Room 205
Session II: 10:15-11:05 a.m.	Creating a LinkedIn Profile	Room 301
	Identifying Your Purpose	Room 208
	Just Start Creating — Entrepreneurship is for You	Room 105
	Stay Woke: Utilizing Emotional Intelligence in the Workplace	Room 111
	The Art of the Interview	Room 213
	The Challenges of Being a Minority in the Workplace	Room 201
	The How-To's of Working with a Professional Sports Team	Room 217
	Understanding Your Personal Brand	Room 104
	What I Would Tell My Freshman Self	Room 206
9:15-11 a.m.	Mock Interviews and Resume Reviews	Team Rooms
11:15 a.m.-noon	Keynote Address	Room 113, Longwood Auditorium
12:10-1:20 p.m.	Networking Luncheon Business Etiquette Luncheon for Students Boxed Lunch Distribution	Room 309 Room 308 Hall by Room 109
1:30-2:45 p.m.	Day in Review — Family Feud	Room 113, Longwood Auditorium
1:30-2:45 p.m.	Mock Interviews and Resume Reviews	Team Rooms
3-4:15 p.m.	Business Case Competition	Room 113, Longwood Auditorium
4:30-6 p.m.	Closing Event Alumni Networking Event	First Floor Room 309

All sessions will be held in the Bank of America Building.

PANEL DISCUSSIONS

Backpack to Briefcase

This workshop will help you make the transition from the classroom to the workplace. The professional workplace can be intimidating. You'll learn how to:

- Adapt to the workplace as an intern or new hire
- Match your personality with workplace expectations
- Position yourself for professional growth and career advancement

Creating a LinkedIn Profile

This workshop will introduce you to LinkedIn and help you to:

- Create a professional profile with descriptive summary
- Learn the "do's" and "don'ts" of using LinkedIn
- Learn how to use LinkedIn in your search for internships and job opportunities

Identifying Your Purpose

Your purpose can only be discovered by reflecting on your life experiences to date and bringing them alive through stories you tell. During this session, we will discuss how you can identify your purpose and live in it every day.

Just Start Creating — Entrepreneurship is for You

This is a call to action to all innovators and change makers to start creating. You'll learn:

- Pathways to entrepreneurship
- How to get your creative "juices" flowing
- How to develop skills and a plan to successfully manage a profitable business

Stay Woke: Utilizing Emotional Intelligence in the Workplace

Are you aware that what you think about yourself impacts how you interact with others? Let's dig deeper. This session will help you to:

- Recognize your own emotions and how they drive your thoughts, behaviors and reactions from others
- Understand how others perceive you
- Become self-aware and identify the emotions of others and how you respond to them
- Create a cultural awareness and competency for people, beliefs and values

The Art of the Interview

Interviews can be stressful and nerve-racking. This presentation is designed to:

- Explore the interview from both points of view: the employer's and the prospective employee's
- Develop question answering strategies
- Identify skills that will help you leave a great impression on the interview team

The Challenges of Being a Minority in the Workplace

In the 21st century, there continues to be challenges for minorities in the workplace. Students will learn from seasoned professionals from various industries how to successfully navigate their career when encountering some inevitable challenges.

The How-To's of Working with a Professional Sports Team

Overall, working with a professional sports team is comparable to working with any organization. This workshop will help you to think differently about working in the professional sports field. You'll learn how to make a meaningful contribution to the team when you're not on the court or field.

Understanding Your Personal Brand

Your personal brand is the image or impression you give others about yourself. In this session, you'll learn the criticality of creating a personal brand and ensuring that it reflects who you are, including:

- The importance of creating a signature style for career advancement
- The "do's" and "don'ts" of social media
- The long-term ramifications of inappropriate social media content and how it can affect personal brands

What I Would Tell My Freshman Self

This workshop provides an opportunity for you to hear from recent graduates about how they are adjusting to the work world after graduating from college. A panel of graduates share from their experiences how to make the most of one's time and opportunities at Delaware State University, particularly as a College of Business student. There will be representation from various industries.

KEYNOTE SPEAKER

DEEP DAY

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DELAWARE EXECUTIVE EXCHANGE PROGRAM

Terrance Bowman

Global Technology

Diversity and Inclusion Program Manager

JPMorgan Chase & Co.



Terrance Bowman is the Global Technology Diversity and Inclusion Program Manager for JPMorgan Chase & Co. He is also the Talent Acquisition Program Lead for the firm's Delaware Technology Hub.

Terrance joined JPMorgan Chase & Co. in 2005, and has advanced through a number of progressively responsible roles. He first worked for several years as a Senior Technical Operations Lead for the Corporate Internet Group and was responsible for delivering several critical database migrations, credit card and mobile applications, and a host of other infrastructure projects. He was a Campus Technology & Diversity Recruiting Manager for the Global Analyst Development Program and also managed the firm-wide campus relationships with the University of Delaware and Syracuse University. He has also served as a Lateral Recruiting Lead where he was responsible for developing and implementing strategies for experienced-hire recruiting in the Delaware and Tampa regions as well as coordinating consistent recruiting initiatives across the firm's 14 strategic technology sites across North America, APAC, and EMEA.

Before joining the JPMC, Terrance was a Technology Solutions Delivery Manager at Accenture and was head of Diversity Employee Networking Groups for the Philadelphia Office.

Terrance is a native of Chester, PA and a graduate of the University of Delaware (Bachelor of Electrical Engineering) and Widener University (MBA). He currently resides in New Castle, DE with his wife and two sons.

JPMORGAN CHASE & CO.

ETIQUETTE & NETWORKING LUNCHEONS

Business Etiquette Luncheon

Sponsored by Vanguard



This luncheon helps students understand the importance of etiquette and how good manners and social skills are essential to professional success.



Presenter | Troy Farmer

Troy Farmer, MSW, CPC is the Director of the Entrepreneurial and Career-Readiness Programs for the YWCA Delaware, LLC. She is responsible for growing the work readiness and self-employment Wo(men) Achieving New Directions (WAND) Programs. Farmer recognizes that there is support needed in cultivating business ownership through the visionaries of our community and acquiring effective tools to help create the reality of owning and operating a viable, profitable business.

Providing those essential tools for both work readiness and entrepreneurship are a part of the scope of learning, knowledge acquisition and experience that she brings to the YWCA Delaware WAND Programs.

She is also the founder and CEO of E.V.A. Management Solutions, known as Empowerment That Values All, LLC. Farmer has 28 years of combined experience in Mental Health, Learning and Development, Organizational Development, Enterprise Building and Executive Coaching. She partners with higher education institutions, companies, small businesses and nonprofits helping to create "Healthy Business Cultures," while working to exercise individual potential and increase performance. She helps her clients maneuver through diverse cultural shifts and challenges by utilizing organizational and leadership development practices, "soft skill" trainings and change management strategies. Farmer also provides executive coaching, helping individuals to develop their "X-Factor," identify blind spots and develop a road map for their career success.

Business Networking Luncheon

Sponsored by Barclays



This luncheon provides an opportunity for students to talk with, and learn from, professionals who have joined us for DEEP Day. The Networking Luncheon is also a time for students to hone their interpersonal and communication skills. Additionally, it provides an opportunity for COB faculty, staff, students and invited guests to continue to build relationships.

DEEP DAY PANELISTS



Adam Ahmad

Adam Ahmad joined Barclays in 2013 as a Partnership Control Lead. Today, he is the Community Reinvestment Act (CRA) Relationship Manager at Barclays US Digital Consumer Bank, located in Wilmington, DE. Ahmad has risen through the ranks at some of the financial industry's biggest names — utilizing his background in real estate and control as well as his passion for the surrounding community — to reach his current position with Barclays. As CRA Relationship Manager, he takes the lead on Barclays' commitment to return a share of its capital back into the community in which it operates.



Antoinette Blake

Antoinette Blake, a multi-award winning blogger, is the owner of ABlake Enterprises, Social Media Management and Consulting. She works with business owners and organizations on strategies to help them broaden their brand and expand their exposure online. Blake also hosts a weekly podcast "Social Media Sunday with the Delaware Blogger" on Sounds at 6 p.m. on BlogTalkRadio. She is the online content creator of two blogs, DelBlogger and DeDivahDeals. She was recognized and received the Entrepreneur of the Year Award by the men of Psi Iota Chapter of Omega Psi Phi Fraternity, Inc. in Dover.



Terrance Bowman

Terrance Bowman, the Head of Global Technology Diversity Attraction Strategy for JPMorgan Chase & Co., is responsible for collaborating with internal and external partners to develop strategies to attract diverse top talent into the firm's technology organization of over 50,000 employees globally. Before joining JPMorgan Chase & Co., Bowman was a Software Engineering Manager at Accenture and was Head of Diversity Employee Networking Groups for the Philadelphia Office. Bowman is a native of Chester, PA, and a graduate of the University of Delaware and Widener University.

William 'CJ' Charlton Jr.

William "CJ" Charlton Jr. received a scholarship to attend Embry-Riddle Aeronautical University and major in Aerospace Engineering. However, a fundamental shift in the needs of the Air Force led Charlton to transfer to Delaware State University in 1990. While at the University, he held various leadership positions and helped establish the aviation fraternity, Alpha Eta Rho. Upon graduation, Charlton was the first African-American without prior military experience sponsored by the North Carolina Air National Guard to become an officer and attend Undergraduate Pilot Training (UPT) for the US Air Force. Currently, Charlton serves as a C-130 Aircraft Commander in the Air Force Reserves, and he is a captain on United's Boeing 757/767 fleet based in Newark, NJ.



Gail Diaz

Gail Diaz is a Campus Recruiter on the Consumer and Wealth Campus Talent Acquisition team at Bank of America, where she plays an integral role in the Advisor Development Summer Program intern conversion work and supports Merrill Consumer Investments full-time hiring needs. She joined Bank of America in 2006 and has held various recruiting and program management positions throughout her career. She previously worked for MBNA and held analyst roles in Customer Service, Fraud, Compliance, and Credit. Diaz graduated from Goldey Beacom College with a BBA in Business Communications.



Dr. Francine Edwards

Dr. Francine Edwards left a vibrant television industry career in 2001, where she worked as a producer and on-air talent for Black Entertainment Television. That career transition led her to the public affairs field, where she worked for the DC Department of Health and NASA. Edwards is currently serving as the Dean of the College of Humanities, Education and Social Sciences (CHESS) at Delaware State University. She received a BA in Communications from James Madison University, a Master's Degree in Strategic Communications from Bowie State University and a PhD in Organizational Communications from Howard University.



Samantha Ellis

Samantha Ellis graduated from Delaware State University Summa Cum Laude in May 2018 with a Bachelor of Science in Accounting. While at the University, she served on the eBoard of multiple student organizations and as a student employee in the College of Business. Ellis is currently employed at JPMorgan Chase & Co. in the Global Finance and Business Management program as a Risk Reporting Business Management Analyst. While she is in the beginning stages of her career, she is also pursuing her Master of Business Administration with a concentration in Human Resources Management at Wilmington University.



Jacquelyn Gilbert

Jacquelyn Gilbert is a 2009 graduate of Delaware State University. She earned a BS degree in Business Administration with a concentration in Human Resource Management. During her years at the University, Gilbert worked in the President's Office and was a human resources intern. She has been a member of the Society for Human Resource Management since 2008, and in 2014 she became a member of Alpha Kappa Alpha Sorority. Gilbert identifies herself as a "Mompreneur." She runs her business from home.



Dr. LaVaughn M. Henry

Dr. LaVaughn M. Henry is Acting Chief of Economic Analysis in FDIC's Division of Insurance and Research. He supports key FDIC risk identification and presents findings of his analysis for specific actions or response to the senior executive committees for their deliberation and decision-making. He leads in the drafting of briefing materials that summarize economic conditions and trends, which are regularly disseminated to key FDIC executive staff. In 2017, he received the STAR Award from the FDIC for his significant contribution and service to the company. Dr. Henry earned both his Doctorate and Master's Degrees in economics from Harvard University, and a Bachelor's Degree from Rockhurst University, located in his hometown of Kansas City, MO.



Krissy Hickman

Krissy Hickman is native to Delaware and graduated from the University of Delaware with her Bachelor's Degree in 2015. Hickman majored in Hotel, Restaurant and Institutional Management, which led her into the human resources industry following graduation. Hickman started her career as a Full-Cycle Recruiter with a staffing firm, PeopleShare. She is currently on the recruiting team at Diamond State Financial Group, where she grows the team through campus, community-based and LinkedIn recruiting.



Dr. Todd Jenkins

Dr. Todd Jenkins serves as Senior Diversity, Inclusion and Innovation Leader at JB Hunt Transport, Inc., a Fortune 500 transportation, supply chain and logistics company. He is the first in this newly created role for the company and industry. Dr. Jenkins is a proud alumnus graduating with honors from the University of South Carolina, Illinois State University, and a PhD graduate from the University of Arkansas. His current roles include: Rotary International D6110 Board of Directors, North American Youth Exchange Network, President of State of Arkansas Urban League Young Professionals and Ozarks Literary Council, and Mexico and Canada Diversity Connect Liaison.



Keith Merritt

Keith Merritt is Vice President — Risk & Control Group Lead at Barclays. Merritt is responsible for identifying key business risks and issues and providing effective solutions that follow industry best practices. With over 20 years of audit experience in the financial industry, he has extensive bank product and regulatory knowledge. Merritt joined Barclays in 2014, where he managed business partner relationships and control teams focusing on credit operations, servicing, fraud, anti-money laundering, collections, partnership and business card businesses. He has an MBA in Organizational Leadership from Wilmington University and is a Certified Public Accountant (CPA), Certified Anti-Money Laundering Specialist (CAMS), and member of the Institute of Internal Auditors (IIA).



Zakiya Nashid

Zakiya Nashid has been a Human Resources professional for eight years across tech, nonprofit and consumer goods industries. She currently leads Employer Brand for Unilever, a Fortune 500 consumer goods organization supporting 8,000-plus employees. With a data-driven and candidate-centric mindset, Nashid has been able to help diversify and drive quality top-funnel candidates to the organization. She holds a BS in Business Management, concentration in Human Resources, from Delaware State University and a MS in Human Resources and Organizational Development from Manhattanville College.



Lindsay Pinckney

Lindsay Pinckney is currently employed as a Human Resources Coordinator with the Baltimore Ravens. Pinckney graduated from Towson University in May 2016 with a Bachelor of Science Degree in Sport Management. While attending Towson, she was a member of the Track and Field team and the Student Athlete Advisory Committee (SAAC), where she served as the SAAC representative on the university-wide Diversity Action Committee. Additionally, during her matriculation at Towson, Pinckney became a member of Alpha Kappa Alpha Sorority, Incorporated.



Trina Finley Ponce

Trina Finley Ponce is a champion for diversity and inclusion. She is passionate about building bridges between people with different narratives to promote mutual understanding, compassion and respect. As the HP Boise Diversity & Inclusion Program Manager, Ponce is responsible for operationalizing HP's global diversity and inclusion strategy to meet local needs. She has launched and managed recruiting and retention programs to increase pipeline diversity and promote workplace inclusion. During her 18-year career at HP, Ponce has also held roles in product and business management, business development and sales enablement.



Leah Williams

When Leah Williams graduated from Delaware State University in 2015, she made history as the first person to ever be awarded both the Presidential Academic Award for her cumulative 4.0 GPA, and the Presidential Leadership Award for her campus leadership. Williams completed her MBA the following year and currently works as a Supply Chain Analyst for Northrop Grumman. A lifelong learner, Williams has continued to further her education by obtaining both the PMP & CSCP Certifications and is currently pursuing her second Masters in Cybersecurity.



GRADUATE PANELISTS

This panel of recent graduates will share their experiences in preparing for their careers, negotiating salaries and adjusting to life after college.



Nyla Obey
Delaware State University
Class of 2019

Management major
with a concentration
in Finance and Banking

Job Title: Personal System
Services Quality Analyst
at HP



Deschaune Bellamy
Delaware State University
Class of 2018

Management major
with a concentration
in Finance and Banking

Job Title: Fund Financial
Associate
at Vanguard



Dwight Deloatch
Delaware State University
Class of 2013

Management major
with a concentration
in Finance and Banking and a
minor in Accounting

Job Title: CEO
of H&B Services



Nicole Castaldi
University of Delaware
Class of 2005

History major

Job Title: Assistant Vice
President, Communications
at Barclays

“DEEP Day is a key event in the life of every College of Business student. DEEP Day gave me the chance to meet professionals and learn about opportunities in the workforce. It is a great way for employers to discover great minds and talent at Delaware State University.”

— Sangorme Kum '19 | Double major in Aviation Management and Human Resource Management

MOCK INTERVIEWERS



Barbara Barrentine

For the past 40 years, Barbara Barrentine has made a career of working in hospital settings — mainly the laboratory — doing histology, hematology, urinalysis, virology and taking blood donors. Traveling with her husband in the military gave her the opportunity to work in a laboratory on base in Germany. She earned a BS in

Behavioral & Health Science from Wilmington University.



Mary Borger

Mary Borger is the Creative Services Director at WBOC-TV. In her current position, she manages all commercial production and public relations including on-air promotion of programming and news talent, external media placement, and event planning. Borger received her BS with honors in Radio-TV-Film and a double major in German from Oklahoma

State University and an Instructional Design & Technology Certification from Delaware Technical Community College. She is also earned her Master of Education: Applied Technology in Education from Wilmington University.



Richard J. Busillo

Richard J. Busillo, Chairman and CEO of RTD Financial Advisors, Inc., provides financial planning and investment advisory services to business owners, professionals and retirement plan sponsors. Prior to joining RTD, he was a Regional Manager with CPI Pension Services, Inc., a national pension consulting firm. A Certified Financial Planner™

practitioner, Busillo is a graduate of Thomas Edison State University and completed the CFP® professional Education program with the College for Financial Planning.



Roxsanne Cannon

Roxsanne Cannon is a member of the Client Operations Maintenance team in the Asset Management division at JPMorgan Chase & Co. With over 30 years invested in the firm, she currently leads a governance team that provides process oversight and training supporting over 300 members servicing Wealth Management clients. Cannon holds a FINRA

series 99 license. With a passion for employee recruiting and training initiatives, she leads training for all new hires in W.M Operations & Global Trust Support.



Genea Delaware

Genea Delaware is a passionate and creative thinker who helps lead social media strategy at Barclays. As Assistant Vice President of Social Media, Delaware is responsible for planning, implementing, managing and monitoring social content for the company's various online communities for card members. Delaware previously worked as a marketing

and community relations team leader at Whole Foods. She holds a bachelor's degree in strategic communications, with an emphasis in public relations, from Temple University.



Kahlilah Dowe

Kahlilah Dowe, a Senior Financial Advisor in the Retail Investor Group at Vanguard, began her financial services career when she joined the company in 2005. She has provided investment support and personalized service to Vanguard clients and financial planning and advice. She is a Certified Financial Planner™ professional with a bachelor's

degree in Business Administration from York College.



Chloe Ford

Chloe Ford is currently the Program Manager of the Advancing Black Pathways Apprenticeship Program and joined JPMorgan Chase & Co. in April 2017. In this role, she takes responsibility for managing the recruitment and program execution of the newly launched ABP Apprenticeship Program, focusing on enhancing early professional development

for African-American students. Ford's career has included time in the campus and academia space, giving her cross-border experience. She is a North Carolina native and relocated to New York in 2017.

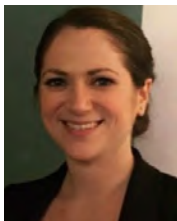


Darrien Gaines

Darrien Gaines began his career at Vanguard in August 2016 in the Personal Investor Group. Gaines quickly transitioned to Select Services, where he trained new hires. He currently serves as a Voyager Advisor in Personal Adviser Services within its Retail Investment Group. He was also a part of the Internal Advisor Development Program (IADP). Gaines

attained his bachelor's degree in Business Management with a concentration in Finance and Banking from Delaware State University.

MOCK INTERVIEWERS



Samantha Kooman

Samantha Kooman is a Campus Recruiter for JPMorgan Chase & Co.'s Software Engineer Program, with a focus on Diversity & Inclusion Attraction. She is the lead recruiter for HBCUs and Tech Connect — a full-time opportunity aimed to train students in Java who did not formally study Computer Science in order to prepare them for a career as a software engineer. Kooman also supports recruitment at major technology diversity conferences and fosters partner relationships.



Megan Ley

Megan Ley has worked at Republic Airways as a College Relations Consultant for a little over a year. In this role, she primarily recruits and hires pilots for their RJet Cadet program, First Officer roles, as well as spring, summer and fall interns who support aviation operations. Her background is in aviation management, as well as career development.



Ayana Pilgrim-Brown

Ayana Pilgrim-Brown is an experienced Talent Acquisition Leader and Certified Coach committed to advancing diversity and inclusion. She holds an MBA in Human Resource Management and four professional coaching designations. As the founder of formerly operated Purpose Rising Inc., she has provided resources to the overworked and unfulfilled and career education for businesses, nonprofits and universities. She is an Adjunct Professor for diverse students at Temple University's Fox School of Business. Today, Pilgrim-Brown is honored to serve as Diversity Lead for University & Recruiting Partnerships at Vanguard.

Paul Rementer

An Associate Owner at Wawa for over 36 years, Paul Rementer has spent his time primarily in operations, training and recruiting. Taking advantage of the benefits Wawa offers to its employees, he received a PHR (Professional in Human Resources) from Villanova and earned his BA in American Studies from Penn State University, where he focused on law and diversity studies. Rementer will be retiring at the end of this year.



Kendall Walsh

Kendall Walsh started her career at Vanguard in August 2016 as a Client Relationship Associate in Vanguard's Retail Investor Group. She then followed her passion to HR, becoming a University & Recruitment Partnerships Lead responsible for branding Vanguard as a best place to work and attracting top talent to the organization. This experience led to her current role as a Senior Recruiter responsible for identifying top talent for Vanguard's Retail Investor Group. Walsh earned her Bachelor of Science degree from West Chester University, where she studied Marketing and Communications.



Robert Wilkinson

Robert Wilkinson is a Creative Services Producer at WBOC-TV in Salisbury, MD, which owns a total of five radio and six television stations with affiliations including CBS, FOX, NBC, and Telemundo. Wilkinson has seven years experience producing commercials and promotional announcements for a variety of clients as well as the TV and radio stations. He is skilled in shooting, video editing, and graphic animation. He earned his Bachelor of Arts in Communication Arts with a minor in Marketing from Salisbury University.



Diana Yanez

Diana Yanez is an Associate Financial Planner with RTD Financial Advisors, Inc. Yanez's passion for personal finances led her to change careers into Financial Planning from Business Analysis. She successfully passed the CERTIFIED FINANCIAL PLANNER™ exam in July 2018 and is now working on the experience requirement to earn the CFP® Certification. She completed both her BA in Economics and International Studies and her MA in Demographics and Social Analysis at the University of California, Irvine.

BUSINESS CASE COMPETITION

The Business Problem:

At M&T Bank and Wilmington Trust, our competitive advantage lies in our ability to build enduring relationships with customers. As the communities we serve rapidly become more diverse, M&T has a unique opportunity to leverage this key strength to serve the banking needs of multicultural customer segments. How can M&T innovate to deliver a great customer experience to individuals with diverse backgrounds? Pick one of the focus areas below to help us on our path to redefine community banking.

Focus Areas:

- Identify community partnerships that will allow M&T Bank to further build trust and meet the needs of the multicultural communities it serves.
- Develop a financial and business education plan that builds community knowledge while also building brand awareness and promoting M&T as a place of multicultural respect.
- Design a new M&T product that applies gamification techniques to specifically meet the financial service needs of a diverse customer audience.



Final Product:

- Create a PowerPoint presentation of no more than 10 slides to communicate your ideas. Be sure to state the focus area you've chosen and the geographic/business area to which it applies. Also include specific, feasible recommendations that will help M&T Bank launch this important initiative.

Visiting Judges from M&T Bank/Wilmington Trust:

- David Femi – Delaware State / Vice President, Regional Sales
- Karina Malysheva – MIRBIS / Banking Officer, New Jersey Middle Market Healthcare
- Favio Osorio – Mount St. Mary's / Banking Officer, Retirement and Institutional Custody Services
- Evan Taylor – Southern Methodist University / Banking Officer, Baltimore Middle Market
- Charles Wang – Princeton University / Banking Officer, Financial Planning & Analysis

Special Thanks to our Sponsor!



THANK YOU

To Our Sponsors and Company Information Fair Participants

The College of Business would like to sincerely thank you for your continued support of our students! Your contributions made DEEP Day possible.

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Inclusion. Inspiration. Influence.

JPMorgan Chase is proud to support the Delaware Executive Exchange Program and its work towards empowering students to become accomplished business professionals.

JPMORGAN CHASE & CO.

Be confident in being you in the workplace.



At Barclays, we believe every one of our employees, clients and stakeholders brings a set of unique talents and perspectives to the table. We welcome and serve customers and colleagues from all societies, cultures and communities. We harness the power of diversity to drive innovation, improve the performance of our business and deliver a sustainable and successful future.

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**Two great names.
One company.
Your opportunity.**

Now that you have experience
and your Bachelor's degree, you
can't wait to lead and grow.

Future leaders like you can
make an immediate
impact in our

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Corporate Track

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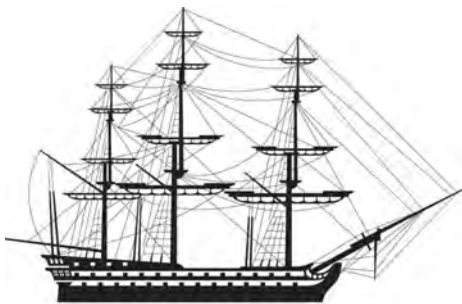
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Julia Paulk
Management Development Program



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