

**THURSDAY & FRIDAY  
APRIL 29-30, 2021**

THE HUMAN CAPITAL ASSOCIATION PRESENTS

# **VIRTUAL TREK**

**THE POST-  
PANDEMIC  
FUTURE OF WORK**

PARTICIPATING COMPANIES:



**Prudential**

**Deloitte.**



**COLGATE-PALMOLIVE**

**ESTÉE  
LAUDER  
COMPANIES**

**Thursday Sessions 4:30-6:30pm ET**

**Friday Sessions 10:00am-1:00pm ET**



## About HCA

**Cornell University's** Human Capital Association is a student-led organization across the S.C. Johnson Graduate School of Management and the School of Industrial and Labor Relations. HCA believes people are the most critical component to any organization and is dedicated to connecting our members with leaders who share this belief. Through educational and professional engagements, we empower our members to view the world of work through a human capital lens.

## HCA Executive Board

**Ryan Foster**, President (MBA/MILR '21)

**Ming Liu**, VP Corporate Affairs (MBA/MILR '21)

**Uma Kumar**, VP Corporate Affairs (MILR '22)

**Briana Biagas**, VP Executive Events (MILR '22)

**Jillian Rogers**, VP Learning & Engagement (MILR '22)

**Lauren Kutz**, VP Marketing & Membership (MILR '22)

**Jack Weidenkopf**, VP Finance (MILR '22)

## HCA Faculty Advisors

**Bradford Bell**, Professor of HR Studies, The ILR School

**Risa Mish**, Professor of Practice, Johnson Graduate School of Management



# About the Theme

## The Post-Pandemic Future of Work

Dear HCA Members,

Like many of you, we have endured the hardships of the past year. The global pandemic and the United States' social unrest have not only impacted us on an individual level, but they have also shaken many institutions to their foundation. Many organizations have had to reprioritize and rethink how they operate, and Human Resources has become an integral part of these decisions.

Since many of us have been out of the workforce for at least a year, the HCA Executive Board believed that this would be an opportune time to engage our members with experts who can speak to how aspects of the Human Resources landscape have changed, largely due to the physical changes that the pandemic has inflicted on all of us. We hope that these sessions provide you with a valuable learning opportunity and the ability to gain early insights into the challenges that many of us will no doubt be working to solve in our internships and post-graduate roles.

We invite you to be active participants in our discussions about return to work, mental health, remote work cultures, and other Human Capital-centered topics. Thank you for joining us.

Sincerely,  
The HCA Executive Board

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[cornellhca.strikingly.com](https://cornellhca.strikingly.com)  
[johnson.campusgroup.com/hca](https://johnson.campusgroup.com/hca)



# Trek Do's/Don'ts

## Our Suggested Guidelines for Success!

**Zoom:** Cameras on during all sessions except for certain circumstances, and please be attentive! Make sure your zoom is updated.

**Avoid:** Phones, distractions, messy backgrounds/items on-screen.

**Dress Code:** We recommend business/smart casual. Look nice for the speakers, you are representing Cornell, ILR and Johnson. Just dress appropriately!

**Preparation:** Read speaker bios/research speakers before sessions. Come with your questions, be ready to speak and engage!

**Additional:** Take note if something doesn't work (logistically, thematically)- we'll be asking for your feedback after the sessions!

# Schedule of Events

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## Thursday April 29th

**4:30PM - 4:45PM**  
**Break**

Brief introduction to our theme and expectations

**4:45PM-5:30PM**  
**Break**

Prudential- "Reimagining the Workplace and Prudential's Return to Work Strategy"

**5:45PM-6:30PM**

Estée Lauder- "Mental Health in a Post-Covid World"

## Friday April 30th

**10:00AM-10:45AM**  
**Break**

Colgate-Palmolive- "Enabling Agile Culture Transformation at Colgate (...Remotely!)"

**11:00AM-11:45AM**  
**Break**

Deloitte- "Human Capital Trends and the COVID impacted Future of Work"

**12:00PM-1:00PM**

Lunch Breakout Rooms with Cornell & HCA Alumni



## Susan Chegwidden

Vice President and Chief  
HR Business Partner,  
Corporate Functions

**Prudential Financial, Inc.**



**Prudential**

# "Reimagining the Workplace and Prudential's Return to Work Strategy"

Susan Chegwidden is the Chief HR Business Partner of the Corporate Functions at Prudential Financial, Inc. She provides advisory and organizational change management expertise to the office of the Vice Chair and Corporate Functions and is responsible for developing, implementing and leading HR initiatives to increase organizational effectiveness, revenue growth and cost reductions. She also has oversight for the Employee Relations Center of Excellence. Most recently, Susan is focused on leading the return to the workplace efforts and future workforce location strategy.

Prior to her current role, Chegwidden held the position of Chief Talent Officer. In this role she was responsible for retaining top talent. She launched Prudential's talent philosophy and career principles, which guide Prudential employees as they seek to grow and maximize their experiences at Prudential. Preceding that, Chegwidden was the Lead Human Resources Business Partner for the Chief Financial Office, the Chief Investment Office, Internal Audit, Global Marketing Communications and Investor Relations, where she led the redesign and restructuring of several aspects of the business. She also focused on guiding and maintaining a diverse and inclusive culture; championing managerial excellence; and solidifying the value of training and development across all levels in the organization, including the evolution of an MBA and Finance Leadership and Development Program.

Previously, Chegwidden worked for New York Life Insurance in their Human Resources Strategy Group. She oversaw recruiting, training and new hire orientation, as well as the company's annual engagement survey and its work-life programs, including an on-site, back-up childcare center.

Chegwidden believes in taking an active approach to work-life integration and career management. In 2015, *Working Mother* magazine named her as "Working Mother of the Year" for her commitment to excellence and professional success.

Chegwidden earned her MBA with a concentration in human resources management. She also holds a bachelor's degree in management from the University of Scranton.



## **Shannon Seidel**

**Vice President of Process  
Management Global  
Enterprise Services (GES)**

**Prudential Financial, Inc.**



**Prudential**

## **"Reimagining the Workplace and Prudential's Return to Work Strategy"**

Shannon is a Vice President of Process Management in the GES Project Management Office at Prudential Financial. With 17 years of experience at Prudential, she began her career working in the Individual Life Insurance, New Business Operations division and has held several roles since then, in the Annuities New Business Operations team and her most recent position in the Project Management Office of Prudential's CFO Community, where she has led larger, Enterprise-Wide initiatives such as post-acquisition Finance Integrations and the development of a Finance Model Governance function. Shannon has also led technology-based initiatives such as the transition to a cloud-based Contract Management Platform and the international roll-out of Oracle iExpense. Most recently, she has been committed to the Company's Future of Work efforts, supporting the organizational transformations in Human Resources, Finance, Actuarial, Risk Management and the Chief Investment Office. In addition, Shannon is also supporting the Reimagine the Workplace Program, helping to navigate the Company through the global pandemic, and strategize our most efficient and safe return to the workplace.

In 2018, she was named Prudential's Finance Women's Association (FWA) Pacesetter of the Year, and she remains an active member of the FWA today. Shannon is passionate about developing talent, supporting women's opportunities, racial equity, inclusion, and diversity. She was a dedicated leader of one of Prudential's largest women's affinity groups, Women's Life Experiences (WLE), which has evolved into the business resource group, Women Empowered. She is also a member of the Black Leadership Forum at Prudential. Shannon is the Racial Equity Ambassador for the GES division. In this role, she collaborates with partners across the firm to activate and engage Prudential's employees in support of Prudential's Commitments to Advance Racial Equity.

Shannon holds a B.S. in Criminal Justice and Philosophy from Shippensburg University, a Paralegal Certification from the American Institute for Paralegal Studies, and she earned her MBA from Delaware Valley University.

Shannon lives in Pennsylvania with her husband and daughter.





## **Latricia Parker**

Vice President, Global Benefits

**Estée Lauder Companies, Inc.**

## **"Mental Health in a Post-Covid World"**

Latricia Parker is the Vice President, Global Benefits for The Estee Lauder Companies, Inc. In this role, Latricia oversees the governance of all global benefit programs.

Having nearly 30 years of benefits experience, Latricia is focused on: 1) aligning the global benefits philosophy with the strategic corporate vision 2) creating quality benefits offerings that are competitive, cost efficient and relevant in today's market while maintaining the Company's core values; 3) ensuring that Estee Lauder's programs enable employees to achieve financial, physical and emotional wellness and are affordable and flexible.

Latricia serves as Secretary to the Employee Benefits Committee, which is responsible for plan design and administration for all benefit plans, domestic and international.

Latricia has been on the Board of Directors of the North East Business Group on Health since 2016. She also serves on the Alight Solutions Health & Wealth Council and the NY Go Red Executive Leadership Team.

Latricia earned a Bachelor's of Business Administration from Hofstra University and holds the following professional certifications from the International Foundation of Employee Benefit Plans and the Wharton School of the University of Pennsylvania:

CEBS- Certified Employee Benefits Specialist

RPA- Retirement Plans Associate

GBA- Group Plans Associate

In her spare time, Latricia enjoys reading, working out and watching movies.

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## Karyn Devoti

Executive Director, North  
America, Benefits

**Estée Lauder Companies, Inc.**

## "Mental Health in a Post-Covid World"

Karyn DeVoti is Executive Director, North America, Benefits for The Estée Lauder Companies, Inc. In this role, Karyn is responsible for the administration and strategy of benefit programs in the U.S. and Canada. Additionally, she is the PMO Lead for Parental Leave Optimization and oversees the disability and leave management teams.

With over 20 years of benefits experience, Karyn is focused on: 1) creating a positive employee experience, enabling connectivity and transparency across all benefit programs; 2) balancing a truly diverse workforce and culture by examining current benefit programs and implementing new ones for equity and conscious inclusion; and 3) collaborating with other functional areas within The Estée Lauder Companies to remain agile and focus on process improvement.

Karyn is a participant of the Employee Benefits Committee, which meets quarterly and is responsible for plan design for all domestic and international benefit plans, with a goal of creating quality benefits offerings that are competitive and cost efficient.

Karyn is a member of the Alight Solutions Health Advisory Board. She earned a Bachelor's in Applied Psychology from Ithaca College, and a Master's in Community Psychology from New York University.

In her spare time, Karyn enjoys reading, cooking and biking/hiking with her husband and kids.

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## "Enabling Agile Culture Transformation at Colgate (...Remotely!)"

Michaela is leading the HR Center of Expertise on people, organization and leadership development. Currently, her team's most exciting initiatives are supporting Colgate transformation growth strategy through capability building and culture change, implementing agile ways of working enterprise-wide and building OD capability in the HR function globally.

Michaela joined Colgate in 2002, through the HR Leadership development program. Over her career she held a combination of business HR and expert roles at local, division and global level, working with business leaders in various functional areas.

Michaela holds a Bachelor's degree in Management and Psychology from Comenius University in Slovakia, an MS degree in Human Resources from the School of Industrial Labor Relations at Cornell University, and a Master of Applied Positive Psychology from the University of Pennsylvania.

Michaela lives in Brooklyn, NY with her 2-year old daughter Adele. She is passionate about increasing the amount of positive energy in the world.

**Michaela Schoberova**

Worldwide Director,  
People, Organization and  
Leadership Development

**Colgate-Palmolive**



## **Ben Shirley**

Future of Work Lead in the  
Consumer Industry

**Deloitte**

## **"Human Capital Trends and the COVID impacted Future of Work"**

Ben is the Future of Work Lead within the Consumer industry, where he leads organizations through workforce transformations to capitalize on disruption to fuel growth and productivity. Ben has led programs focused on profitable growth and cost reduction with global Consumer organizations that have collectively delivered >\$1B in value. Ben brings deep understanding of service delivery model design and workforce transformation, including identifying the differentiating capabilities and specialized skills required for his clients to win with their customers and consumers.

Ben received his MBA from Cornell University's Johnson School (Semester in Strategic Operations Immersion) and a BA from Colgate University. He is based out of Boston where he lives with his wife and 3 children.



**Di An**

Human Capital Senior  
Consultant focussed on  
Change Management

**Deloitte**

## "Human Capital Trends and the COVID impacted Future of Work"

Di is a Human Capital Senior Consultant primarily focused on Change Management for large-scale business transformations. Di supports clients, primarily in the Consumer industry, through understanding their unique challenges, and partnering to develop and implement change management strategies enabled by data-driven solutions to support leaders and stakeholders through the transformation and build sustainable change.

Di received her MBA/MILR from Cornell University's Johnson School and Industrial Labor Relations School and a BA from University of North Carolina at Chapel Hill. She lived in Raleigh with her boyfriend and dog (Nes).



# The HCA Executive Board thanks you for your interest in our Virtual Spring Trek!

Don't forget to register through Campus Groups for the Thursday and Friday sessions. We look forward to seeing you there!



Ryan Foster  
HCA President



Briana Biagas  
VP of Executive Events



Jack Weidenkopf  
VP of Finance



Uma Kumar  
VP of Corporate Affairs



Ming Liu  
VP of Corporate Affairs



Jillian Rogers  
VP of Learning &  
Engagement



Lauren Kutz  
VP of Marketing &  
Membership