

SIMON BUSINESS SCHOOL
DIVERSITY
CONFERENCE

Diversity Alumni Leadership Panelists

Richard Bailey '15S (MBA)



Rich is a senior product manager for SiriusXM + Pandora focusing on all social and profile capabilities across both platforms. He is also the co-founder of GrpFit, which is a digital health and fitness platform aimed at improving the health of the Black community through social engagement, resonating fitness content, and self-guided workouts. Rich's previous experiences include product management in the cybersecurity industry, business operations and corporate finance at Intel, and UI development and technology research at Vanguard.

While his hometown is New York City, Rich is currently based in Atlanta, GA. Prior to landing in Atlanta, he also spent some time living in Pennsylvania and California. Rich holds a BS in computer engineering technology from the Rochester Institute of Technology, and he received his MBA from Simon as a member of the Class of 2015. In his spare time, Rich enjoys playing the piano, traveling, mentoring, and all things health and fitness.

Roshiana Bell '16S (MBA)



Roshiana recently joined VMware from JPMorgan Chase & Co. Roshiana owns topline/revenue finance for the Hyper-Converged Infrastructure Division. Prior to VMware, Roshiana worked in corporate finance at JPMorgan Chase & Co. and Intel Corporation.

Roshiana graduated from Simon Business School in 2016 with her MBA in corporate finance and competitive strategy and received the Chesonis Scholarship. During her time at Simon, Roshiana was the president of the former Simon National Black and is a Consortium alumna.

Jasmine Khan '11S (MBA)



Jasmine Khan is a marketing and branding professional, storyteller, visionary mobilizer, and influencer. She is a proven leader in building global brands, developing new products and programs, and bringing value to businesses. She's currently chief-of-staff at the One Planet Group, a hybrid technology and media company that operates, funds, and incubates a broad spectrum of businesses. She has over a decade of experience spanning retail, beauty, consulting, startups, and entrepreneurial ventures. Her work has enabled her to drive revenue growth, lead cross-functional teams and processes, develop strategic alliances, and enable others to embrace and initiate change. She has an MBA from the University of Rochester Simon Business School and a BA from Syracuse University.

Jasmine Mitchell '19S (MBA)



Jasmine is a passionate beauty enthusiast working at L'Oréal USA in New York City. Jasmine graduated from the University of Pittsburgh with a BS in business administration focusing in marketing and economics. After graduation, she moved to Washington D.C. and began a career at Macy's. During this time, she led sales initiatives, merchandise execution, inventory management, and reverse logistics for several business areas.

After five years of frontline retail management experience, Jasmine decided to pursue a corporate marketing path by obtaining her MBA at Simon Business School, University of Rochester. During her MBA, Jasmine supplemented her in-class learnings with international immersions and several industry conferences. At L'Oréal USA, Jasmine primarily works alongside the US Armani brand president on both short-term and long-term

brand strategy as the Giorgio Armani Beauty Chief of Staff. Jasmine also leads the marketing strategy for Giorgio Armani Beauty's haute couture fragrance portfolio—Armani Privé.

Neftali Morales '16S (MBA), '13S (MS), '12 BA



Neftali is a senior manager for MorganFranklin Consulting Company at its headquarters based in the greater Washington, DC, area. Neftali specializes in strategy and transformation initiatives, primarily in the areas of FinTech, traditional financial services, business process improvement, and M&A. Currently, Neftali supports top-10 US banks as they navigate large and complex transformations to their business. Before entering consulting, he began his business career in predictive analytics, predictive modeling, and big data working for Allstate Corporation, where he leveraged analytics to provide executives with solutions to their most significant business challenges.

Neftali holds an MBA and an MS degree from Simon Business School, as well as a BA degree from the University of Rochester. During his graduate studies, Neftali served as an analyst for the Simon Vision Partnership and a consultant for the Simon Consulting Partnership. He was a member of the Financial Management Association and the Market Timer Club and served as a Simon

mentor in the middle school mentorship program. Driven by his commitment to the Rochester community, Neftali founded the Rochester Graduate Professional Chapter of Lambda Alpha Upsilon Fraternity and created an annual University of Rochester event, Backpacks for Kids, in partnership with East High School. The event kicks off the high school academic year, equipping underserved students in the community with critical school supplies.

Howard Reid '08S (MBA)



During Howard's 12 years at Johnson & Johnson, he has held a variety of strategy, sales, and marketing roles where he has developed and led diverse teams to innovate and grow Janssen brands.

In his current role as director of marketing for rheumatology, Howard is responsible for delivering the marketing strategy and P&L for one of J&J's largest portfolios responsible for over \$2BN in revenue. Most recently Howard and his team launched TREMFYA as the first IL-23 therapy for patients suffering from psoriatic arthritis.

Prior to his role leading the US rheumatology portfolio, Howard led immunology marketing for Janssen in Australia and was responsible for Simponi, Remicade and Stelara. During his time in Sydney, Howard led the immunology business through a period of record growth, including four product launches and record improvements in organizational health and effectiveness.

Since joining J&J in 2008, Howard has held several cross-functional roles and demonstrated numerous cycles of success. His experience spans across functions including marketing, sales management, access and reimbursement, strategic planning and portfolio valuation in global strategic marketing and market access. He has successfully led cross-functional teams on many high-profile projects and initiatives across both Janssen and MD&D.

Howard received his MBA from Simon Business School at the University of Rochester and his B.S. in biology from Penn State University. He and his wife Nianda, daughter Emery, and son Hudson, live in Ambler, PA.