

Women's Conference

SIMON BUSINESS SCHOOL

Women's Alumni Leadership Panelists

Nicole (O'Rourke) Huang '11S (MBA)



Nicole is currently a senior product manager on the International Product Management Team for Amazon Web Services overseeing Asia Pacific (Tokyo), Asia Pacific (Osaka-Local), and Asia Pacific (Seoul).

Prior to moving to Amazon, Nicole worked in the non-profit sector as the founding director of operations for Rainier Prep, director of operations for Success Academy Charter Schools, and assistant director of Catholic Charities of Southern Nevada. She received her MBA from Simon in 2011, and her BA from Gonzaga University.

At Simon, she served as co-president of Simon Ambassadors, worked in the school's Writing Center, and concentrated in competitive and organizational strategy, marketing, and operations.

Crystal Park '06S (MBA)



Crystal is the vice president of industry and experiential marketing at Pandora Media (owned by SiriusXM). A marketing leader with over 15 years of experience in digital media and adtech, Crystal's expertise spans across a multitude of specialties, including brand marketing and positioning, consumer and B2B marketing strategy, content and events, and thought leadership. In her current role, she is responsible for driving industry leadership for Pandora in the B2B space. She oversees industry marketing, content and event strategy, and design.

Before joining Pandora, Crystal was the senior director of brand partnerships at Verizon Media. There, she built B2B2C brand awareness and audience growth programs as well as held leadership positions in marketing throughout her tenure at AOL/Oath/Verizon. Prior to Verizon Media, Crystal led consumer marketing for ESPN, launching its first mobile app and mobile video products, and also worked at HBO, focusing on HBO On-Demand.

Crystal received her BS in marketing from James Madison University and an MBA from the University of Rochester. She lives in Brooklyn, NY, with her husband and two children.

Lydia Perez Poole '06S (MBA)



Lydia is a passionate brand-builder and advocate for consumer-centered design. She integrates consumer, shopper, and market understanding to drive growth for small and big brands and helps shape the direction of businesses from global strategy through local market execution. Most recently Lydia has been leading Innovation Strategy and Insight Development at McCormick & Company for its consumer and foodservice businesses, in particular, for popular brands such as Frank's Red Hot Sauce and French's Mustard. Prior to McCormick, Lydia spent 12 years at Procter & Gamble, where she served as the analytics and insights leader for Procter & Gamble's Rite Aid Customer Team. She also worked in P&G's Beauty & Grooming Business and in their Corporate Group overseeing research quality in North and Latin America.

Lydia graduated with a Bachelor of Science in Environmental Engineering from Rensselaer Polytechnic Institute and holds an MBA from the University of Rochester's Simon Business School with concentrations in marketing and organizational strategy.

Prachi Soni '13S (MBA)



Prachi is currently a manager with Deloitte's US Innovation team with diverse experiences across program, project, and product management. She has a proven track record of driving multiple projects—defining growth drivers and implementing strategies to transform pain points into executable plans and products. She has extensive experience in driving digital adoption and transformation across multiple service lines. She is currently focused on driving digital transformation across one of Deloitte's core businesses.

Prior to joining Deloitte's Innovation practice, Prachi worked in Deloitte's Consulting practice focused on health and human services. She led teams to successfully deliver complex projects to transition from legacy systems and to integrate multiple large-scale systems to work seamlessly together. She has helped clients define current and future state processes by conducting process definition sessions with diverse groups of stakeholders. Prachi is known in her team to be a driver and an integrator. She pushes toward alignment on vision and priorities, ensuring all prioritized items are acted upon while continuously thinking through what is required next to reach the end goal and beyond. She is adept at cultivating relationships and connecting the dots amongst multiple teams and stakeholders working on a project.

Shelli Ulrich '07S (MBA)



Shelli is senior vice president and global head of customer experience for Wells Fargo Commercial Distribution Finance (CDF). In her role, Shelli and her team are responsible for driving a best-in-class and continually improving customer experience, differentiating CDF in the marketplace, and maintaining operational excellence for more than 30,000 dealer, distributor, and manufacturer customers across 20 industries and 60 countries.

Shelli is responsible for: CDF's industry leading Voice of Customer (VoC) survey and complaints program; risk management and business execution for customer facing systems and processes; customer communication development, strategy, and execution; customer-facing systems, UI, and overall technology strategy; and employee recognition and value enhancement (Business Intelligence and CDFconnect®). CDFconnect® is a customer commitment program that provides training, insights, experts, and tools to build deeper and more personal relationships with customers and deliver value beyond financing, helping customers be more efficient and drive both top- and bottom-line growth.

Shelli has 14 years of cross-functional experience, including executive leadership roles in strategy, sales, risk management, and project management. Prior to her current role, she was senior vice president and global sales director in Hong Kong, where she launched and scaled a new cross-border lending and leasing business connecting multi-national companies with financing needs outside of their home market, and also led Joint Venture Sales in Korea and China. Shelli regularly presents to small and large audiences on customer experience, surveys, and succession planning topics, has been a keynote speaker at several national customer experience conferences, and has facilitated over 20 board-of-director meetings, strategic planning sessions, and Six Sigma workouts. Shelli is certified as a Project Management Professional (PMP)® by the Project Management Institute (PMI) and is Six Sigma Black Belt certified.

Shelli recently relocated from Chicago, IL, to Hilton Head, SC, with her husband, Shane, and two-year-old daughter, Lea. She holds a bachelor's degree in business administration from SUNY Brockport and an MBA with a finance concentration from the University of Rochester's Simon Business School in Rochester, NY.