

SAN DIEGO BUSINESS JOURNAL

BUSINESS WOMEN

of the year awards 2020

Congratulations Winners



Samantha Anderson
Origin 63



Stacey Anfuso
La Jolla Logic



Elizabeth Barrie
Barrie + CO



Teresa Campbell
San Diego County Credit Union



Kim Folsom
Founders First Capital
Partners LLC



Danielle Fontanesi
Fontanesi Legal Consulting



Cheryl K. Goodman
Sony Electronics, Inc.



Rangapriya (Priya) Kannan
University of San Diego



Alessandra Lezama
TOOTRIS



Nancy Maldonado
Chicano Federation of
San Diego County



Lidia S. Martinez
Lifetime Achievement
Honoree



Catherine Rells
Gene Tox Lab Solutions, Inc.



Megan Storer
2-1-1 San Diego

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Letter from the Publisher



On behalf of the San Diego Business Journal, welcome to the 27th annual post-event section showcasing those honored at our 2020 San Diego Business Women of the Year Awards held virtually on Nov. 19. It is a privilege to honor the accomplishments and significant roles these business women have played in the success of both their organizations and in the community.

The 12 winners were chosen by a panel of judges from more than 300 nominations: **Chris Bryant**, past president and CEO of the **San Diego Employers Association**, **Iris Garcia**, president and chairwoman of the **Hispanic Chamber of Commerce**, **Debra Rosen**, president and CEO of the **North San Diego Business Chamber** and **Ronson Shamoun**, CEO and founder of **RJS Law**.

We were also honored to present **Lidia S. Martinez** with our Lifetime Achievement Award. Recently retired from **Southwest Airlines**, Lidia's community outreach work and giving spirit helped her to set her company's standard for outreach and corporate social responsibility.

In addition to the awards ceremony, this event included a discussion on "The Power of Mentorship" and how women can help women further their careers by mentoring others. Thank you to **Cheryl K. Goodman**, head of corporate communications and corporate social responsibility at **Sony Electronics** for moderating this discussion. And thank you to our panelists **Carrie Vilaplana**, vice president and private wealth advisor with **The Private Bank of Union Bank**, **Krista Goryl**, senior vice president and regional manager for **Wells Fargo Advisors**, and **Marie-Aline Zappia-Kuzmack**, RN, MSN, chief administrative officer **Kaiser Permanente San Diego**.

Special thanks also to our sponsors, **Kaiser Permanente**, **Sony Electronics**, **Union Bank**, and **Wells Fargo**.

Enjoy reading about this year's honorees. Congratulations to all.

Barb Chodos

Barb Chodos
President & Publisher

Judges



Chris Bryant
Retired President & CEO -
San Diego Employers
Association

Chris Bryant served as President and CEO of the San Diego Employers Association. Chris came to the organization after spending many years in banking, where she held leadership roles in Business Banking, Sales and Marketing, Lending, Human Resources and Administration at the local, statewide, and national level. Chris volunteers with a number of organizations and is known for her commitment to the San Diego community. She currently serves as the Treasurer for Rest Haven's Children's Health Fund, is the Past President and current board member of the Executives Association of San Diego and she is a member of the Deans Advisory Council for National University's School of Business and Management. Chris also served as the Treasurer for the Nationwide American Lung Association and she is a graduate of LEAD San Diego.



Debra Rosen
President & CEO
North San Diego
Business Chamber

Since assuming her position in 2009, Rosen has built the Chamber into a respected regional business organization, diversifying its programs, membership and Board of Directors. Lobbying for business and communities in the San Diego region has been a focus of the chamber with an emphasis on job growth, vibrant communities, business retention and expansion. Rosen has aggressively advanced a competitive agenda that includes building strong chamber membership and advocacy for business, strengthening political relationships, developing a sustainable military program, and protecting business interests on a local and state level. When not working she enjoys spending time with her children, husband of 37 years, boating and a great bottle of Champagne.



Iris Garcia
President and
Chairwoman
Hispanic Chamber of
Commerce

As current Chairwoman of the San Diego Hispanic Chamber of Commerce Iris Garcia counts with a complete spectrum of relationships stemming from business to civic leaders, allied alongside important philanthropic organizations, and a flourishing experience executing various aspects of business gatherings from workshops to galas for over 10 years. Her strengths in new collaborative work have resulted in multiple benefits for underserved communities in San Diego County and Tijuana. Additionally, mentoring and teaching have always been passions, core instilled from early on in volunteering to serve high-risk youth for more than a decade.



Ronson J. Shamoun
Founder and CEO
RJS Law

Ronson J. Shamoun is the founder and CEO of RJS LAW. RJS LAW was voted San Diego's Best Tax Law Firm by the UT's best poll 5 years in a row and also in 2020. The firm specializes in tax disputes, estate planning and trust administration. Mr. Shamoun is an adjunct professor and advisory board member at USD School of Law and School of Business. He is the recipient of the USD LAW Distinguished Alumni award; CEO of the Year, SD 50, and SD 500 by the SDBJ; and founded the nationally recognized USD LAW-RJS LAW Tax Controversy Institute. Most recently, he was awarded San Diego Business Journal's 2020 CEO of the Year in the Small Business Category.

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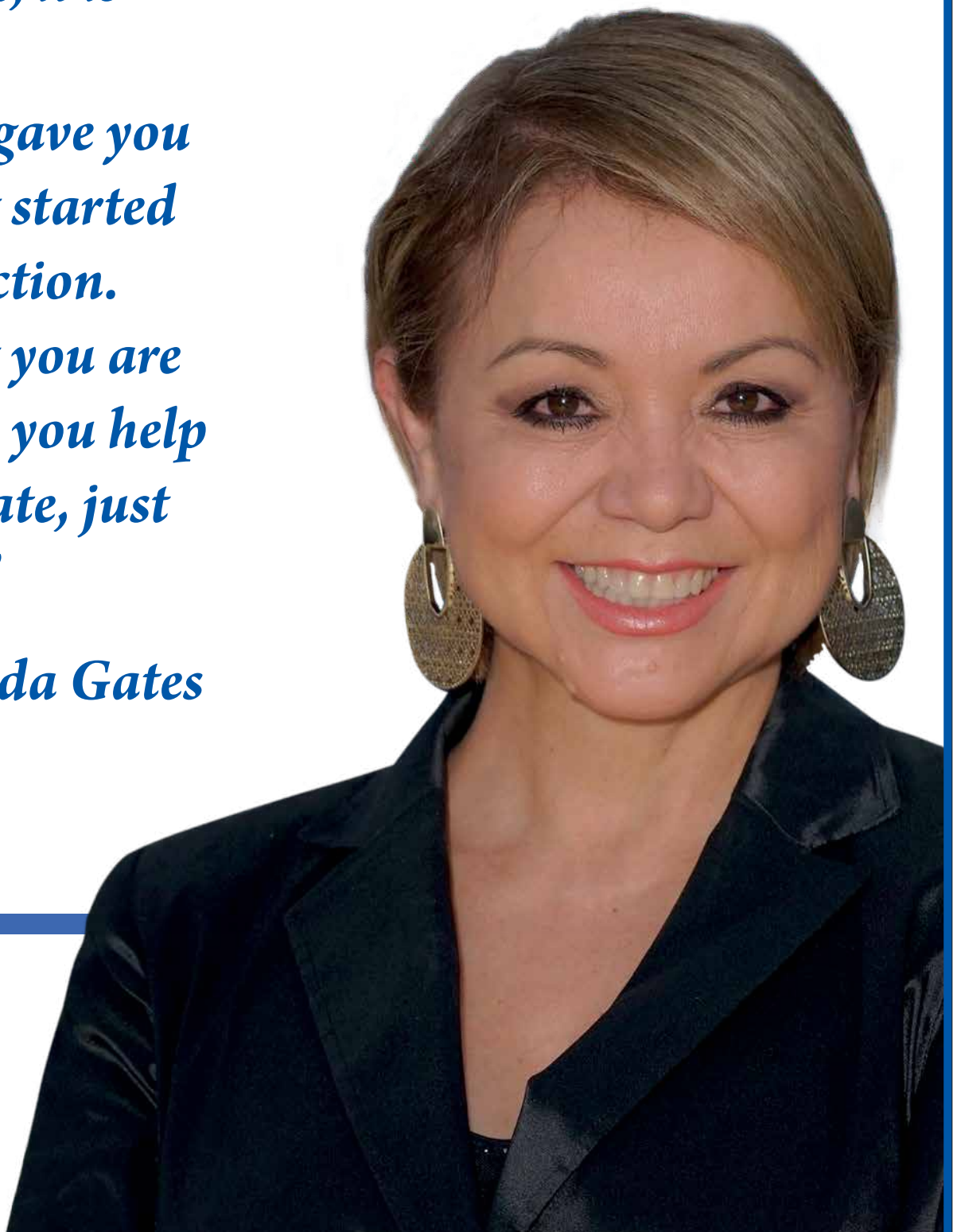
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Congratulations
Lidia S. Martinez
San Diego Business Journal's 2020
Business Women of the Year
Lifetime Achievement Award Honoree!

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-Melinda Gates



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LIFETIME ACHIEVEMENT

Lidia S. Martinez Champions Corporate Social Responsibility

AWARDS: Mentorship Plays a Big Role in Her Life Story

BY BRAD GRAVES

For 30 years, **Lidia S. Martinez** has been a visible reminder of **Southwest Airlines'** commitment to corporate social responsibility. For a long time, she has handled community outreach on behalf of the Fortune 500 company.

But she didn't get there by herself.

Martinez is very aware of the role of mentors in her life. "I benefited from people who believed in me, who took me under their wing," she said in a recent interview.

She is intent on passing all the knowledge she has gathered on to another generation.

One of her favorite quotes is from philanthropist **Melinda Gates**.

"If you are successful," Gates said, "it is because somewhere, sometime, someone gave you a life or an idea that started you in the right direction. Remember also that you are indebted to life until you help some less fortunate person, just as you were helped."

A Full Itinerary

Martinez's trajectory has been from a girl living in the border town of Ciudad Juarez, Mexico to a community outreach manager — a person whose itinerary had her crisscrossing the country on jet aircraft, frequently, interacting with top executives and doing the work of a Fortune 500 company.

She recently retired as manager for community outreach at **Southwest Airlines** after spending a little more than 30 years with the company. Much of that time has been in San Diego.

Martinez leaves quite a legacy at Southwest. She helped launch the company's National Multicultural Community Affairs Department in 2003. She was one of five individuals who successfully created the outreach platform for Southwest to invest in and engage with commu-



Lidia S. Martinez (right) with Kelly Knox, new Southwest Airlines Community Outreach Lead.



Lidia S. Martinez (second from left) accepting Southwest President's Award from co-founder Herb Kelleher, with Vice President of Marketing Joyce Rogge and current CEO Gary Kelly.



Jeff Nevin and Mariachi Champaña participated in Southwest Airlines' Cabo inaugural flight festivities. Pictured here with Lidia S. Martinez and Leah Koontz of Southwest Airlines.



Lidia S. Martinez stands with frontline Southwest Airlines employees to show appreciation for community partners.



Dr. Inez González Perezchica, executive director of MANA de San Diego (left), Lidia S. Martinez and Dr. Ted Martinez Jr.

nities of color. The team's award-winning work opened a new opportunity to help create and launch the outreach efforts for all of the communities Southwest now serves.

The effort has been felt far beyond the airline's sphere. Martinez helped Southwest set a standard for outreach and corporate social responsibility that other companies now aspire to.

Lifetime Achievement Award

Martinez was honored recently with the Lifetime Achievement Award during the San Diego Business Journal's 2020 Business Women of the Year Awards.

She said she accepted the award with great emotion, and was humbled to be in the same company as other Lifetime Achievement Award winners.

Martinez said that her work with Southwest, and her support of nonprofit organizations, has done a great deal of good. And she offered a few specifics.

Her support helped students go on college tours from coast to coast. It has helped create a world that is just and fully equal for all LGBTQ+ people. Her support helped empower Latinas, as well as fly Black and Brown students to Washington, D.C. to learn about civic engagement. That support helped elevate and advance urban leadership, and it has helped provide a place where families in need can find the means to self-sufficiency.

Martinez said she takes pride in knowing that she served as her community's voice within corporate America.

A group of Martinez's peers offered congratulations on video during the San Diego Business Journal's virtual awards ceremony. They included two of Martinez's Southwest Airlines peers, **Kelly Knox** and **Laura Nieto**, as well as **Elizabeth Fitzsimons**, vice president with the **San Diego Regional Chamber of Commerce** and **LEAD San Diego**, and **Inez González**, executive director of **MANA de San Diego**. Martinez also thanked her friend and colleague **Leah Koontz**, the airline's vice president and controller, "who from Day 1 championed all things San Diego. We had fun supporting important causes and more importantly, we became friends for life."

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Mel and Linda Katz (left), Lidia S. Martinez and Dr. Ted Martinez Jr., and Linda and Mario Sierra at Ocean Discovery Institute Gala.



New San Diego Mayor Todd Gloria and Lidia S. Martinez.



California Secretary of State Alex Padilla, Gov. Jerry Brown and Lidia S. Martinez.

Remembering Where She Started

In talking with a reporter, Lidia S. Martinez asked that the middle initial stay in her name. It stands for Saldaña. The family name is her way of honoring her parents.

Like many border towns, El Paso, Texas and Ciudad Juarez, Chihuahua collectively make one big metropolitan area. That is where Martinez has her roots. She recalled growing up as one of 11 children in Juarez.

Her mother was a housekeeper at a hospital in El Paso, commuting across the border daily. Martinez recalled that while the older siblings were at school, the younger siblings stayed home, with one sibling giving others rides on a mop.

In the early 1970s, Martinez's mother brought her children to the United States.

Sadly, the school system in the United States did not have high expectations for Martinez, as it steered her toward menial and undesirable jobs. Martinez aimed higher and ended up graduating from the **University of Texas at Arlington**. Among those helping her was her future husband, **Dr. Ted Martinez Jr.**, who would go on to several jobs as a college administrator.

She found herself traveling to the cities where he worked (a journey that included eight winters in Chicago). Southwest Airlines found a job for her whenever she changed addresses.

In her business career, Martinez was a corporate ambassador to several non-profit organizations. Many did not have offices on the West Coast, so Martinez got used to being on the road. "I spent a lot of time in D.C., New York," she said. She also served on various national boards.

There were trade-offs. She missed some family moments, but she feels the experience was well worth it.

Navigating the Halls of Power

People may not believe Martinez on one point — that she was a shy person, and in many ways still is. But she has learned so speak up.

If she kept her mouth closed, she said, she would be working on somebody else's vision, and have someone else telling her story.

Besides, the business world can be competitive. Martinez said she learned to get her ideas out on the table quickly. Once they were out in the open, others might reject them — but at least she had the advantage of broaching the subject in the first place.



Lidia S. Martinez with Southwest's Outreach team.

Martinez worked for Southwest Airlines' marketing department early in her career. In meetings, executives sought her opinion on how certain initiatives would play with the Latinx market. One minor example: her input was sought on the 1-800-VAMONOS (translation: Let's go) reservation system.

Later Martinez moved to communications, where the time horizon felt different. The focus was not on an immediate return on investment, or ROI. Martinez advocated a steady approach to building goodwill among communities that could help the business. Knowing this was no overnight process, she advocated for the process to take its time. It worked.

"Proposing goodwill over ROI has worked beautifully for Southwest," she said.

Looking Ahead

Martinez said a lot of her mentoring came from people in the nonprofit community, and CEOs in the business community. "I learn from people I respect and trust," she said.

These days she finds herself mentoring other leaders. "I make sure I make time for them," Martinez said.

Her community involvement includes MANA de San Diego, part of a national organization for Latinas. (The name is a truncated version of the Spanish word for sister, hermana). Its goal is to empower Latinas through education,



Barb Chodos, president and publisher of the San Diego Business Journal (left), SDSU President Dr. Adela de la Torre, San Diego schools Superintendent Cindy Marten, Lidia S. Martinez and Leah Koontz, both of Southwest Airlines.

leadership development, community service and advocacy. Martinez will be coaching up-and-coming leaders through her work with the group.

In retirement, Martinez plans to work with nonprofit organizations such as **HOPE** of Los Angeles. The acronym stands for **Hispanas Organized for Political Equality**. It is a nonpartisan organization committed to ensuring political and economic parity for Latinas.

She said she will continue to support organizations that focus on equity, equality, human and civil rights.

She is also focused on helping individuals. In particular, Martinez feels that she has a capacity for mentoring young women. "I can relate to their needs," she said. "Been there, done that."

"All businesses, small and big, have an opportunity to bring value to people's lives," Martinez said in accepting her Lifetime Achievement Award. "Let's help those less fortunate and give them a life of opportunities that will get them going in the right direction. Because who knows? Your next best hire may just be that little girl from Ciudad Juarez, Chihuahua."

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PANEL DISCUSSION

" The Power and Importance of Mentorship"

To view the panel discussion go to sdbj.com/BWOTY2020

MODERATOR



Cheryl K. Goodman

Head of Corporate Communications

Sony Electronics Inc.

Cheryl K. Goodman, Head of Corporate Communications at Sony Electronics, develops and leads the corporate communications strategy for Sony North America. In this role, Goodman oversees executive communications, corporate social responsibility programs and employee communications. As Sony's spokesperson, Goodman also serves on industry associations such as the Consumer Electronics Association committee (CTA) and the Digital Entertainment Group (DEG). Cheryl is the head spokesperson from the highest communications chair as Sony North America's innovation evangelist for robotics, AI, AR, imaging sensors and sensing, and overall innovative technologies that are being produced from this global company. With a long innovative technology history behind her ranging from STEM nonprofits to chipset company Qualcomm, Goodman has led the public dialog on IoT, smart homes, smart cities, and the future of robotics. Goodman speaks on the importance of diversity and inclusion and the importance in return on investment for technology companies. Goodman's experience spans a variety of sectors, including media, technology and non-profit organizations. Prior to her executive appointment at Sony, Goodman led Athena San Diego, a professional association serving women in science and technology. Goodman's background also includes nearly a decade at Qualcomm, in various executive business development and marketing roles. Goodman began her media career as a broadcast journalist at the ABC and CBS news affiliates in San Diego, California. Goodman resides in La Jolla, Calif.

PANELISTS



Krista L. Goryl

Senior Vice President Pacific South Regional Manager

Wells Fargo

Krista Goryl is an inclusive leader who passionately champions the breadth and competitive advantages of the Wealth and Investment Management (WIM) platform, including comprehensive planning and advice, investment management, estate planning strategies, trust, business succession, family legacy, executive services, real estate management and retirement. As the Pacific South Regional Manager, Krista coaches financial advisors and recruits experienced advisors. Krista began her career as an Analyst in Fixed Income, Currencies, and Commodities with Goldman Sachs in New York City. She relocated to San Diego where she joined a Private Wealth Team at Merrill Lynch as a Financial Advisor for six years, assisting high net worth clients with investment management and financial planning. Krista joined Wells Fargo Advisors' Western Region in 2010. Krista is frequently called upon to represent Wells Fargo Advisors in media events and public speaking engagements. Krista has been featured in publications such as Investment News, WealthManagement.com, and The Glass Hammer. As an advocate for diversity and inclusion, Krista sits on national committees for hiring and developing women. Additionally, she supports active military and veterans as the firm's lead for the Camp Pendleton Marine base. Krista graduated from Wake Forest University with a Bachelor of Science in Business. She lives in Del Mar, California with her husband Scott, their son Jack and daughter Haley. Outside of the office Krista enjoys traveling, dance, and spending time at the beach. Shortly after their wedding, Krista and Scott traveled for 5 months around the world exploring 16 countries and flying over 43,000 miles.



Carrie Snyder-Vilaplana

Vice President, Private Wealth Advisor

The Private Bank

Carrie Vilaplana is a Vice President and Private Wealth Advisor for The Private Bank. In this role, she partners with a team of specialists in wealth planning, investments, risk management, trust and estate services, and banking in San Diego. Carrie works with high net worth clients to help them build, sustain, and transfer wealth based on their unique priorities. The Private Bank is an exclusive part of Union Bank® dedicated to the financial needs of high net worth individuals, non-profit organizations, business owners, corporate executives, and professional service firms. The Private Bank is built around teams of wealth management professionals who provide consultative relationships centered on the client's unique goals and dreams. Prior to joining Union Bank, Carrie worked at Lehman Brothers, Wedbush Morgan Securities, and Wells Fargo Private Bank, and has 19 years in the industry. She earned a Bachelor of Arts in Law, Jurisprudence & Social Thought from Amherst College. Additionally, Carrie holds Series 7, 63 and 65 securities licenses and her California Life Insurance license. Carrie currently is Chair of the San Diego Symphony Notables, member of the La Jolla Playhouse Board of Trustees, member of the Rady Children's Hospital Trust and Estates Council Executive Committee, and member of CREW San Diego. She is also a graduate of the San Diego Jewish Community Foundation Trusted Charitable Advisor Program and a graduate of LEAD San Diego IMPACT Class of 2015.



Marie-Aline Zappia-Kuzmack, RN, MSN

Chief Administrative Officer Southern California Permanente Medical Group San Diego

Kaiser Permanente

Marie-Aline Zappia-Kuzmack is the Chief Administrative Officer for Southern California Permanente Medical Group (SCPMG) in San Diego. SCPMG is San Diego County's largest medical group, with 1400 physicians serving more than 630,764 Kaiser Permanente Health Plan patients from 26 locations throughout the county. In her role as Chief Administrative Officer, Marie oversees all ambulatory care operations and services, while building effective partnerships and promoting collaborative relationships throughout the San Diego Service Area. She most recently, was the Assistant Medical Group Administrator for the Kaiser Permanente Orange County Medical Center. In this role, she partnered with leaders, physicians and staff to systematically examine and change practices to meet patient expectations for access, service and quality. She promoted integration and close collaboration among various disciplines to align goals and provide continuity and consistency in service and care to all members. Marie started her career at Kaiser Permanente as an RN Assistant Department Administrator at the Barranca Medical Office Building. Before joining Kaiser Permanente, Marie was the Executive Director of Ancillary Services at Saddleback Memorial Medical Center, Memorial Health Services. Marie has a Bachelor of Science in Nursing from Trenton State College and a Master of Science in Nursing from University of Maryland. Marie has also completed the Executive Leadership Program at Harvard University.

Presenters



Brian C. Lee

*Region Bank President
San Diego Region*

Wells Fargo & Company

Brian Lee is the Region Bank President for the San Diego Region in Southern California. He oversees 76 branches and more than 1,400 team members across San Diego and Imperial Counties. A 30-year financial services veteran in both Retail and Wholesale banking, Lee started his career in the Real Estate Group. Since joining Retail Banking, he has led markets across the Southern California region. Lee is passionate about the community and currently serves on the boards of the American Red Cross and the San Diego North Economic Development Council. He has served as past Board Chair for the San Diego North Economic Development Council and the Joe and Mary Mottino Family YMCA. He has served on the boards of the Carlsbad Chamber of Commerce and the Business Advisory Board at California State University San Marcos. A California native, Lee graduated from Colorado State University where he earned a bachelor's degree in business administration. He earned his MBA from the University of Southern California.



Rodger Dougherty

*Senior Director of Public Affairs & Brand
Communications*

Kaiser Permanente San Diego

Rodger Dougherty is the Senior Director of Public Affairs & Brand Communications for Kaiser Permanente San Diego, a 625,000-member service area consisting of 30 medical offices, two acute care hospitals with more than 650 licensed beds, 9,700 employees, and 1,400 physicians. Dougherty leads all Kaiser Permanente San Diego's marketing and public relations activities, including: development and execution of their local marketing strategy, internal and external communications, community relations, community health, government affairs, issues management, crisis communications, and brand management. Dougherty began his career as a firefighter, progressing to the rank of Fire Captain/Paramedic, and also Public Information Officer, with the Rural/Metro Fire Department in the suburbs surrounding Tucson, Arizona. After leaving the fire service, Dougherty led public relations and marketing departments for Rural/Metro Corporation, Cox Communications, and neo-IT, a dot-com startup in the San Francisco Bay Area.



Tina Robinson

*Managing Director
Region Manager*

Union Bank

Tina Robinson is a Managing Director and regional manager for Union Bank, N.A. She oversees retail branch operations for Union Bank in the San Diego Coastal Region. Ms. Robinson has more than 40 years of experience in financial institution management and an extensive knowledge of public relations, bank security and branch operational administration, including marketing, sales and personnel supervision. She completed Union Bank's Executive Leadership Development program in 2009 and is a 2012 graduate of Pacific Coast Banking School, a Premier National Graduate School for Banking at Washington University in Seattle. Prior to Union Bank, Ms. Robinson worked for California Federal Bank in Retail Branch Management and joined Jackson Federal Bank as Vice President and Head of Branch Banking, Retail Sales and served as the banks Security Officer. Ms. Robinson joined Union Bank in 2005 with the acquisition of Jackson Federal Bank. She also managed branches in the south Los Angeles area until May 2007 when she transferred to Orange County. She has managed South, North and Central O.C until 2015 when she transferred to San Diego.

Sony Electronics extends gratitude for all of the leaders honored at the San Diego Business Journal's Business Women of the Year Event.

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Rising Star

Samantha Anderson
 Co-founder and President,
 Origin 63

Samantha Anderson is the co-founder and president of **Origin 63**, a company specializing in sales, marketing, and customer service technology solutions using the **HubSpot** software platform. She was previously the co-founder and chief operations officer of **41 Orange**, a B2B events marketing and lead generation company that worked with clients like **ADP**, **Systran**, **Robots & Pencils** and others. She oversaw the company's successful pivot of services to **HubSpot** support packages (as **Origin 63**) in response to the COVID-19 pandemic.

The pivot impressed the judges of the 2020 San Diego Business Journal Business Women of the Year Awards, who named her Rising Star.

"I am absolutely humbled to be recognized among these amazing leaders," Anderson said in accepting her award. "To all the nominees and to the award winners, congratulations, because this recognition really is a testament to your strength and resilience in the face of adversity."

Looking back, Anderson said that 2020 was

probably one of the hardest years in business for her. However, the pivot and the new business both turned out to be successes.

Anderson is a graduate of **San Diego State University** where she received a B.A. in Journalism with an emphasis in Public Relations and a minor in Cognitive and Behavioral Neuroscience. She co-founded and served as COO of **41 Orange** in 2012; the relaunch as **Origin 63** came in April.

At **Origin 63**, Anderson has pioneered a distributed team and virtual working environment with flex scheduling that supports employees' work/life balance, while also contributing to the sustainability of the company. She believes a flexible work environment allows employees to pursue their professional goals while also raising a family.

In addition, Anderson has spent four years on the board of San Diego's historic ballet school, **San Diego Civic Youth Ballet**. Most recently, she has helped the nonprofit organization navigate the COVID-19 pandemic and offer classes virtually.

Medium Company

Stacey Anfuso
 CEO,
 La Jolla Logic

As a pioneer of innovation in cybersecurity technology in aerospace and defense, **Stacey Anfuso**, founder and CEO of **La Jolla Logic**, has made significant strides in improving the **U.S. Navy's** cyber posture on its enterprise networks.

She and her company have done it through the application of artificial intelligence and machine learning techniques. This now-patented technology is recognized as a critical component for the military and **U.S. Navy**.

These and other new technologies make her work exciting, Anfuso said. Such forward thinking has also spurred the company. **La Jolla Logic** has been recognized nationally for its fast growth.

Recently, Anfuso took home honors in the Medium Company Category in San Diego Business Journal's 2020 Business Women of the Year Awards.

"I'm very honored to be receiving this award," Anfuso said. "I thank the San Diego Business Journal for this opportunity as well as the excel-

lent team we have here at **La Jolla Logic**. Without each and every one of our team members, it just wouldn't have been possible to have come this far."

La Jolla Logic was nationally recognized as one of the fastest-growing private companies in America by **Inc. Magazine** in its 2020 survey.

Stacey Anfuso's entrepreneurial insights and perseverance have also been recognized by the **U.S. Small Business Administration**, which honored **La Jolla Logic** with the District Director's Growth in the Technology Sector Award in 2018, and as San Diego's Woman-Owned Small Business of the Year in 2019.

La Jolla Logic is no longer strictly a Navy contractor. It works for other branches of the military as well as commercial customers.

The company will soon celebrate its 10th anniversary.

"It's been really a great time and a great ride, and a lot of fun working with the capabilities and such a competent staff," Anfuso said.

Congratulations Meg Storer



Over her 17-year tenure, Meg has helped build 2-1-1 San Diego through her love of people, community, and service. We are grateful for her leadership, which has ensured our success and cemented our organization as a trusted and valued example of social entrepreneurship.

We are honored to have you on our team!



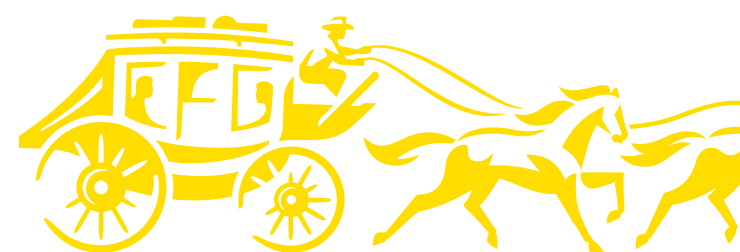
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Small Company



Elizabeth Barrie
 President,
 Barrie + CO

Elizabeth Barrie is an architect, a builder, an educator and the owner of a successful business in San Diego. Nearly six years ago she followed her passion and fearlessly made a career move that involved significant personal and financial risks. The success of **Barrie + CO** has shown the design and construction industry that Elizabeth Barrie has the technical and business acumen to be a major player in San Diego's competitive construction management market.

She is a winner in the Small Company Category in the San Diego Business Journal's Business Women of the Year Awards.

Barrie said she felt honored to receive her award, and she addressed all of the other women recognized by the program. "I feel very fortunate to be among all of you," she said, "and I think without your leadership and your mentorship and your challenge to set the bar just a little bit higher, I wouldn't be where I am today for sure."

On the metrics alone, Barrie has shown herself to be a successful businesswoman, achieving an increase in sales volume of 142% and a more than 300% increase in professional staff. She attributes her company's success to a very talented group of employees and to the business plan she created with her business partner **Shawn Lantz** six years ago.

The wider community has benefited from Barrie's leadership. Earlier this year, when COVID-19 nearly shut down the city, she immediately came up with a plan to help two sectors of our local economy that had been particularly hard hit by the pandemic – hospitals and restaurants. Launching a **GoFundMe** drive called Local Food for Local Medical Heroes-San Diego, she was able to raise \$18,000 over a 10-week period that was used to buy 2,100 meals from local restaurants that were distributed to frontline workers at several local hospitals.

Large Company



Teresa Campbell
 President and CEO,
 San Diego County Credit Union

For 10 years, **Teresa Campbell** has brought business acumen and insight to **San Diego County Credit Union**.

Numbers tell part of the story. SDCCU has grown to \$9.3 billion in assets and reached over 425,000 members. Membership has more than doubled (from 204,000 in August 2010) in the 10 years Campbell has served as president and CEO.

Campbell is a highly strategic and effective leader. When faced with a crisis, she does what is right for employees and the community. The credit union's principle that People Come First and Profits Second guided SDCCU's response to the COVID-19 pandemic.

Communication to employees began in early March with clear practices detailing safe operations. Employees were protected with continuous information, distribution of personal protective equipment and the installation of Plexiglas. Approximately 16% of the workforce was designated for remote work. Some branches were closed and others had hours adjusted, and marketing drove

customers to online and mobile platforms.

Non-management branch staff on the front line received temporary 25% base pay increases. Operations staff received 20% during the initial months of the pandemic, along with the ability to wear comfortable clothing to work.

Recognizing her leadership in the near term as well as success in the long term, judges voted to present Teresa Campbell with one of the San Diego Business Journal's 2020 Business Women of the Year Awards.

"I am honored to be recognized as a 2020 Business Woman of the Year, especially among so many dynamic leaders who are making remarkable contributions to San Diego workplaces and communities," Campbell said. "This acknowledgement is especially rewarding given the challenges that all business leaders have faced this year. I'm incredibly proud and thankful for my leadership team and staff at SDCCU for their commitment to providing exceptional service even in the most challenging of times."



Congratulations Andrea Salazar

Chief Operations Officer of Biosero
 Business Women of the Year Award
 2020 Finalist

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SAN DIEGO BUSINESS JOURNAL

BUSINESS WOMEN

of the year awards 2020

Small Company



Kim Folsom

Founder and CEO, Founders First Capital Partners LLC
Founder and CEO, Founders First Community Development Corp.

During her career, **Kim Folsom** has raised more than \$30 million in institutional venture financing, created over 500 premium wage jobs and has founded or served as a key executive for six successful ventures.

Today she is CEO of **Founders First Capital Partners LLC**, as well as the CEO of the nonprofit **Founders First Community Development Corp.** The latter helps underserved and underrepresented small business owners overcome the challenges they face due to lack of access to financial and human capital.

Her accomplishments caught the eye of judges in the San Diego Business Journal's 2020 Business Women of the Year Awards, who named Folsom an honoree in the Small Company category.

"This is such an amazing experience to receive this recognition for the great work that we do at Founders First," Folsom said.

Founders First Capital Partners is the largest private provider of growth funding for service-based businesses and the only minority and

women-led, revenue-based venture platform with \$100 million in committed capital. Its focus is partnering with employer-based, contract revenue generating small businesses.

"I started this company five years ago to leverage a handful of successes and a mountain of lessons learned overcoming challenges with the six prior venture backed companies that I ran," she recalled. "Along the way, I learned how to create value, solve big market problems, deliver solutions for my customers as well as convince VCs to think outside the box to help me innovate and create solutions."

In accepting her award, Folsom thanked her friends, teammates and stakeholders. She fondly recalled how her mother, father and brother showed her how to succeed — each in a unique way.

She also reassured businesses owners stressed by the COVID-19 pandemic. "You're not alone," she said. "Be open to ask for help, and know that there are folks that are out here that want to support your success."

Rising Star



Danielle Fontanesi

Founder, Fontanesi Legal Consulting
General Counsel, Covid Act Now

When the COVID-19 pandemic hit, **Danielle Fontanesi** responded. She joined forces with a team of tech experts, epidemiologists, public health experts and public policy leaders to provide government officials and the general public with a tool to gather and analyze the best-available local-level data on COVID-19 in the United States. Her organization is called **Covid Act Now**.

In addition, Fontanesi continues to run and manage her own law practice, where she acts as external general counsel to startups and rapid growth companies. She has extensive experience in all areas of business and corporate law from initial company formation to highly complex cross-border mergers and acquisitions.

During her husband's battle with leukemia, she left her job as Associate General Counsel of a multinational renewable energy company and became her husband's full-time caregiver as he recovered from a bone marrow transplant. After a year of living in hospitals and isolation, Fontanesi

returned to work. She needed maximum flexibility during her husband's recovery, so she started her own law practice.

"It was not an easy path to get to where I am today," she said of her roughly four years in private practice. "I have had an incredible set of teachers along the way, not the least of which have been my clients."

In recognition of her achievements, Fontanesi received a Rising Star Award in the 2020 San Diego Business Journal Business Women of the Year Awards.

"I'm so honored to be the recipient of this award," Fontanesi said, offering her congratulations to all of this year's other nominees. "It is such an honor to be part of such an incredible, successful and inspirational group of women."

In addition to the above, she is actively involved in the **Leukemia & Lymphoma Society** (San Diego & Hawaii Chapter), **UCSD Moores Cancer Center**, and **Padres Pedal the Cause**.

On behalf of MWM Retirement Solutions, our partners and clients; we would like to congratulate Melissa Marin, Director of Retirement Plan Services on being selected as a finalist for the San Diego Business Journal's 2020 Business Women of the Year Award.

MWM Retirement Solutions is an independent corporate retirement plan specialist focused on guiding employees, employers, and businesses through the complexities of retirement planning.



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CA Insurance License 0D04754
 Director of Retirement Plan Services, MWM Retirement Solutions
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 San Diego, CA 92101
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SAN DIEGO BUSINESS JOURNAL
BUSINESS WOMEN
 of the year awards **2020**

Large Company

**Cheryl K. Goodman**

Head of Corporate Communications and Corporate Social Responsibility,
 Sony Electronics Inc.

Cheryl Goodman leads by example in every aspect of her career and constantly advocates for women in the tech field in her executive position at **Sony Electronics Inc.** She has made it her personal mission to increase awareness around cognitive diversity, gender equity and the unique role each individual can play. Goodman is a fierce proponent of lifting other women up in technology, as is witnessed by her pivot to lead the San Diego nonprofit group **Athena**, which is centered on helping women in the STEM industry.

Seeing her efforts and the strength of her advocacy, judges in the San Diego Business Journal's 2020 Business Women of the Year Awards named her an honoree in the Large Company Category.

Goodman is widely regarded as an expert in strategic public relations, marketing, media networks and social media. She also builds, grows, attracts and motivates diverse and highly capable teams. She dedicates much of her time to furthering women's education by contributing to mentoring in the community and networking with women at

all career levels.

Goodman received her award with joy. "I really appreciate the honor," she said.

"Thank you, San Diego Business Journal, for convening leaders and for acknowledging contributions to our society on an annual basis for so many categories. If the future can't see it, they can't be it. So thank you for bringing some really wonderful leaders that just happen to be women to the forefront and acknowledging their contributions."

She thanked her family as well as her boss, **Mike Fasulo**, COO and president of Sony Electronics North America.

In addition, she noted that Sony's global CEO, **Kenichiro Yoshida**, has core values that are firmly rooted in diversity.

"We know that crowdsourcing thought is cognitive diversity and cognitive diversity means profits — profits with purpose," Goodman said. "The proof is in the profits when you run a diverse organization."

Large Company

**Rangapriya (Priya) Kannan, Ph.D.**

Department Chair, Innovation & Entrepreneurship Department
 University of San Diego School of Business

Professor **Priya Kannan's** vision is to transform every student on the **University of San Diego** campus into an ethical, entrepreneurial leader by providing each student with the values, skills, and mindset to create and grow socially responsible businesses.

Her vision goes even further. The entrepreneurial mindset, she wrote, is one of the most effective ways of enabling future business leaders to think outside the box and challenge their existing circumstances. She sees the entrepreneurial mindset as a tool that marginalized communities — minorities, underserved populations and immigrants — can use to create better life conditions.

Kannan is founding director of the Entrepreneurship & Innovation Catalyzer at the **University of San Diego School of Business**. She is also chair of the Innovation & Entrepreneurship Department.

Kannan's vision, accomplishments and personal story impressed the judges in the San Diego Business Journal's 2020 Business Women of the

Year Awards. They named Kannan a winner in the Large Company category.

Kannan said she was excited and honored to receive the award. She thanked her immediate and extended family as well as supporters.

"Two decades ago, when I came to the United States, I could not have imagined that I would be receiving this prestigious award," she said in her acceptance speech. "Those of you that know me know that I come from a conservative family. Breaking traditional gender role expectations and walking the path from being a traditional wife and mother to being a professor and nominated as a finalist for Business Woman of the Year was not easy and I thank every single person who helped me get here today on my journey."

"I am accepting this award on behalf of all of us, on behalf of every single woman out there who is facing gender stereotypes, not only at home but also at work, and still doing her best to be successful no matter what."

SONY

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 May we raise them."*

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Congratulations to Cheryl K. Goodman
 on being named SDBJ's Business Woman
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SAN DIEGO BUSINESS JOURNAL
BUSINESS WOMEN
of the year awards **2020**

Small Company



Alessandra Lezama
CEO,
TOOTRIS

Alessandra Lezama started at the bottom both professionally and personally. She has not only taken the storied path from the sales floor to the board room during her 24-year career. The founder and CEO of TOOTRIS was also a minority immigrant in a new country and a single mom striving for a better future for her family.

In making her way through a career in a male-dominated industry (technology) and winning no less than four CEO jobs, Lezama has faced multiple obstacles and shattered glass ceilings. Along the way, she has created over 2,000 jobs.

She is the winner of the San Diego Business Journal's Business Women of the Year Award in the Small Company Category.

"Thank you for this great honor," Lezama said in accepting her award. "I'm always grateful to the San Diego Business Journal for their important role bringing our community together but more importantly for the recognition of all the extraordinary women

here today." She said she is sharing her award with her team, all of her supporters and "my extremely talented and hardworking mom, my best friend and partner."

Lezama recently concluded work as CEO of AbacusNext. She took what was once a niche software company with less than 29 employees and, in less than four years, transformed it into a disruptive global technology organization with over 500 employees.

In 2019 she founded TOOTRIS, a tech-enabled service focused on child care. Its app gives parents, providers, and employers tools to find and deliver real time access to child care.

Lezama is passionate about supporting women in the workforce. While women are advancing in leadership positions and as entrepreneurs, Lezama does not want to lose any momentum. "We need to continue to stand together," she said in her acceptance speech, "and push forward to have more women reach greater heights."

Medium Company



Nancy Maldonado
CEO and President,
Chicano Federation of San Diego County

Nancy Maldonado is more than the CEO and president of the Chicano Federation. She is a multifaceted nonprofit thought leader who puts her community first. Throughout her career and volunteer work, she has remained committed to making an equitable impact on under-resourced communities within education, health, and social services.

Meeting the onset of the coronavirus pandemic head-on, Maldonado shifted the Chicano Federation's focus to better meet families' emerging needs. She initiated distribution campaigns for food and personal protective equipment, challenged elected officials to be better allies for the Latinx community, and launched a nonprofit task force dedicated to help the community heal and recover from the virus.

Taking this work into consideration, judges named Maldonado an honoree in the Medium Company Category in the San Diego Business Journal's 2020 Business Women of the Year Awards.

"I am honored to have the incredible work of the Chicano Federation recognized, particularly during such a challenging and critical time for our community," Maldonado said. "I also want to recognize, acknowledge and appreciate our funders, sponsors and supporters. None of the work that we or my team do would be possible without the support of our generous San Diego community, and all of our corporate and individual donors who have really rallied around us during this time."

"It's important for me to recognize the community of loving and supportive people that we're so fortunate to work with, including the working families that we serve every day who really exemplify resilience and perseverance," she added.

Maldonado, who has a background in small business and nonprofit work, joined the Chicano Federation in 2017 and rose to CEO in 2019. She is credited with improving her nonprofit's financial portfolio, letting the organization positively impact more than 10,000 people each year.



Congratulations April Holman!

San Diego Business Journal
2020 Business Women of the Year Finalist

Thank you, April, for all of your wonderful work and stellar contributions to our company, customers, and your community.



April Holman
Chief Solutions Officer
and ERP Practice Director

SuiteCentric provides NetSuite sales and service with transparency.

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BUSINESS WOMEN of the year awards 2020

Rising Star



Catherine Rells
CEO,
Gene Tox Lab Solutions Inc.

Catherine Rells works in the worlds of medicine and music.

She is one of the co-founding members and managing partners of **Gene Tox Lab Solutions**, which helps large and small healthcare organizations manage their patient populations through specialized lab testing, informatics, and education. Since becoming CEO, she has been able to lead the company's vision with instilled values, faith, and a warrior spirit.

Rells is also co-founder and executive director of **The House of Music**, which brings musical programming and access to musical instruments to underprivileged youth.

Those are just some of the efforts that led judges to name her a Rising Star in the San Diego Business Journal's 2020 Business Women of the Year Awards.

"As a woman of Filipino and Hispanic descent, I am honored and grateful to receive this award ...," Rells said. "This award is being received on behalf of many: my team, my mentors, my board, my friends and my family, but

most importantly for women who continue to build companies despite politics and the current pandemic." She offered her congratulations to all of the nominees.

Rells became CEO of Gene Tox in July 2018. She has guided the company's strategic plan since its inception. Her servant leadership style, industry expertise, and market knowledge have helped to build the business. Recent accomplishments include recruiting a board of experienced, successful, highly respected business leaders, as well as hiring key team members. Rells is also co-inventor of a patent pending algorithm and technology platform.

At The House of Music, she continues her efforts with board recruitment and fundraising with a focused tenacity.

Catherine Rells was born and raised in San Diego. She has three children and lives in Rancho Bernardo. As a woman of faith, she commits her time to being an ongoing student, leading Bible studies and encouraging others by sharing her own story.

Medium Company



Megan Storer
Chief of Staff,
2-1-1 San Diego

Megan Storer's leadership has shone as San Diego and Imperial counties have mobilized in response to COVID-19.

Storer is chief of staff for **2-1-1 San Diego**, the social-service equivalent of a deluxe concierge service. The organization employs more than 200 people who connect clients to community services.

When COVID hit, the county activated 2-1-1 to respond, and calls increased by 400%. Eager to lead in the face of adversity, Meg Storer has maintained daily contact with the county to deploy its T3 initiative (an abbreviation for test, trace and treat) to 2-1-1 clientele, overseeing the delivery of messages to more than 50,000 families about testing facilities.

Also during 2020, she helped the 2-1-1 San Diego staff transition to remote work environments.

Through it all, Storer has worked tirelessly to ensure that 2-1-1 San Diego connects in-

dividuals with the right community services.

William York, the CEO of 2-1-1 San Diego, said his executive team agrees that Storer is the "glue that holds 2-1-1 together."

Recognizing her role, judges named Storer an honoree in the Medium Company Category in the San Diego Business Journal's 2020 Business Women of the Year Awards.

"I am incredibly honored and proud to be here with all of you today to accept this recognition," Storer said. "I am so proud and honored to be a part of an amazing mosaic of trailblazers and leaders and colleagues and co-workers. You all have given me the honor to get up every morning and serve you as you serve our region."

She thanked her mother, brother, family and closest friends. She also thanked the Business Journal "for allowing all of us to get together and carry on such a great tradition of recognizing strong women leaders and mentors in the San Diego region."

Congratulations to
Kim Folsom
San Diego Business Journal
Women of the Year



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