

PDXyz

Agenda & Event Details

WHAT'S LOVE GOT TO DO WITH IT?

SHONDA GRANT
CHIEF PEOPLE & CULTURE OFFICER

JOHN LOKEN
EVP MARKETING



BROADCASTING LIVE FROM THE PDXYZ!

1080
THE FAN



CHRIS SCHULTZ CEO



WEDNESDAY, JULY 31ST

Opening Reception

- 5:30pm Check-In at Propeller HQ
- 5:45pm Drinks, Live Music, Networking, Tours of Propeller HQ
- 6:45pm Dinner Served, Opening Comments & AI Showcase Presentation
- 9:00pm Conclude Opening Reception



THURSDAY, AUGUST 1ST

Full Day Experience

- 8:00am Check-In at The Field Office
- 9:00am **Opening Keynote Presentation:**
 - Shonda Grant, Chief People & Culture Officer, The Recording Academy
 - John Loken, EVP Marketing, The Recording Academy
- 10:15am **Main Stage:**
 - Hope Beraka, Owner, Think Real Estate
 - Orlando Williams, CEO, MOTUS
 - Heather Davis, CEO, Portland Timbers
 - Libra Ford, Executive Director, Women's Foundation of Oregon
- Breakout Room:**
 - Jack Phan, CEO, AirDeck
 - Steven Clough, President, AVO
 - Scott Carlis, Sr. Client Partner, IZEA



THURSDAY, AUGUST 1ST

Full Day Experience

(Continued)

11:30am

Main Stage:

- Marc Price, Former VP of HR, Nike
- Stephanie Richmond, SVP HR at 24 Hour Fitness
- Rhys Davies, Comms Consultant, Gallagher

Topic:

An Ad Agency Mindset: Crafting World Class Experiences for a Diverse Multi-Generational Workforce

12:15pm

Lunch Served in Field Office Courtyard

Lunch Provided by:



1:00pm

Lunch Keynote Presentation:

Chris Schultz, CEO, Voodoo Doughnut

Topic:

Crafting a Cult Brand: Fail Fast & Grow Intentionally

2:15pm

Main Stage:

- Stephanie Rogers, VP Marketing, Vegas Golden Knights
- Darlene Navarro, VP HR, Vegas Golden Knights

Topic:

Authentic Leadership that Focuses on Driving Culture & Business Together

Breakout Room:

- Paul Suchman, CMO, Audacy
- Kim Martinez, SVP & GM, Audacy
- Isaac Ropp, Radio Host, 1080 The Fan

Topic:

Sports Fandom & Brands

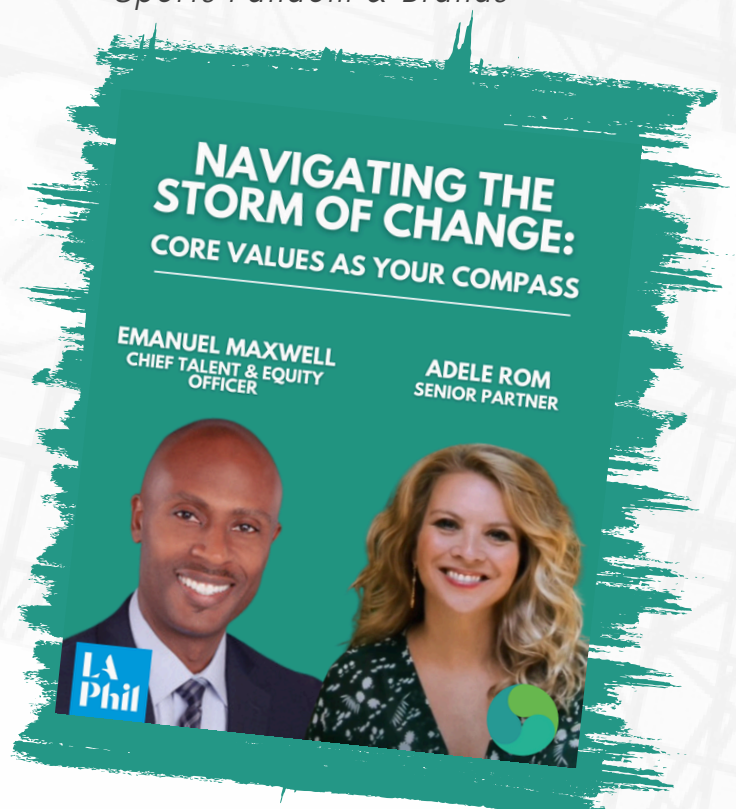
3:30pm

Closing Keynote Presentation:

- Adele Rom, Sr. Partner, Organizational & Leadership Development at Evolution
- Emanuel Maxwell, Chief Talent & Equity Officer at LA Philharmonic

4:15pm - 6:00pm

Reception, Live Music, Games, Drinks & Apps





FRIDAY, AUGUST 2ND

Half Day Experience

8:30am

Check-In at Wieden+Kennedy HQ

9:00am

Fireside Chat - *Walk Away to Win*

- Megan Carle, Author, *Walk Away to Win* & Former VP/GM at Nike
- Neil Everett, Emmy Winning Sportscaster at SportsCenter

10:15am

Interactive Workshop - *Lead. Always.*

- Alex Molden, Speaker, Coach, Author, Founder of Molden Enterprises, LLC
- Megan Carle, Author, *Walk Away to Win* & Former VP/GM at Nike

11:00am

Fireside Chat - *Championship Culture: Building Teams and Companies*

- Nico Harrison, General Manager, The Dallas Mavericks
- Paul Suchman, CMO, Audacy

11:45am

Closing Comments and Conclude PDXYZ West!



Venues & Addresses

The Field Office/Propeller HQ

1895-2035 NW Front Ave,
Portland, OR 97209

Wieden + Kennedy HQ

224 NW 13th Ave,
Portland, OR 97209

**Residence Inn - Portland
Downtown/Pearl District**

1150 NW 9th Ave, Portland, OR
97209



Contact Us

If you need assistance at any point in the conference, please don't hesitate to reach out to our team!

Ryan Gabel - 503-453-5564

Brad Coen - 503-758-9224

Cam Keizur - 503-708-4485



Parking Information

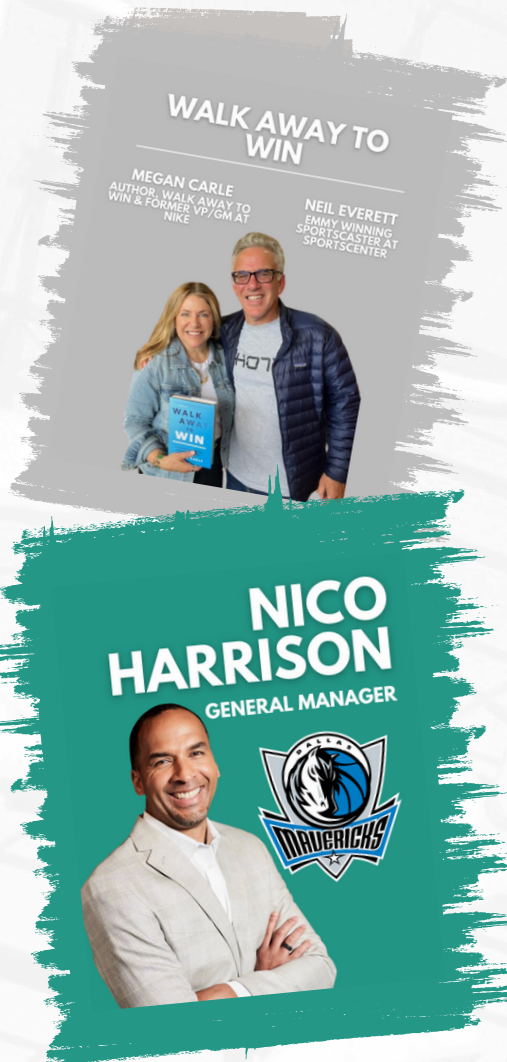
Paid Parking will be available at The Field Office's underground parking plaza at:

1875 NW Front Ave, Portland, OR 97209

The Field Office is also a short walk (~12 Minutes) or a quick ride-share (~3 minutes) from The Residence Inn, our host hotel for The PDXYZ.



The PEER 150





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A huge thank you goes to all of our sponsors, partners, and community experiences that help bring The PDXYZ to life! We couldn't host this incredible event with out their hard work and support. If you would like to get in touch with any of the organizations below, just let us know and we'll connect you directly!

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