
MNYCCPOA 55TH Anniversary Celebration

Friday, November 13, 2015
NYIT Auditorium on Broadway



Agenda

- 9:30 a.m. **Registration & Breakfast**
- 10:00 a.m. **Welcome:** Patrick Love, Vice President for Student Affairs, NYIT
- 10:15 a.m. **Media Panel “Changes to the Media Landscape”**
Moderator Neil Gouveia, Alumni Affairs, Vaughn College
- Anne Edouard, Complex Magazine
 - Tola Lawal, LVMH
 - Jimmy Marsanico, The Muse
 - Ralph Nader, Viacom
 - Tanya Valle, Cachet Public Relations
- 11:15 a.m. **Networking with Panelists**
~ Break ~
- 11:45 a.m. **Business Meeting**
- 12:00 p.m. **MNYCCPOA History Presentation**
- 1:00 p.m. **Lunch at Atlantic Grill** – 49 West 64th Street at Broadway
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Panelist Biographies

Neil Gouveia, Panel Moderator

Neil Gouveia began his career as an Assignment Desk Editor and Weekend Photographer for News12 the Bronx in 2003. He covered stories of all types of socio and political issues affecting the Bronx. He then landed a News Assistant position at FOX News in which he gained experience in the national and international news spectrum. He later joined the Dateline team at NBC as an Assistant Producer in which he worked on a variety of stories ranging from Hurricane Katrina to the Perverted Justice segments. In 2008 Neil moved into the Public Relations industry and accepted a position as the Associate Director of Media Relations. He spearheaded the social media department and contributed articles and photos to the school's website and magazine. Currently, Neil is the Director of Alumni Affairs and engages graduates around the world to connect with their alma mater.

Jimmy Marsanico, The Muse

Jimmy's immersive background in computer engineering, machine learning, and biometric software has earned him the role as the primary Data Scientist at TheMuse.com. Mr. Marsanico uses data to determine which content is most successful, so as to improve readership loyalty and other key metrics. By analyzing how the users interact with the site, he is able to provide data-driven insights to the media company's product decisions, help grow the user audience, and even improve the sales efforts. While earning his master's degree from the College of Engineering at Carnegie Mellon University, he worked in a world-leading biometric center, developing software for facial recognition systems. Additionally, he worked in the Human Computer Interaction center, which focused on bringing technology into human hands as seamlessly as possible. He even conducted research around idea-propagation using over 100GB of Twitter data. These experiences carry over to The Muse by helping to seamlessly deliver digital content to users on a daily basis.

Ralph Nader, Viacom

Ralph Nader joined Viacom/MTV Networks in 2013 to support digital recruiting across Viacom's large portfolio of brands including MTV, VH1, Comedy Central, Nickelodeon, and Spike. This includes creative, editorial and technology functions. Prior to joining Viacom, Ralph spent a number of years at NBCUniversal where he was responsible for NBC News and NBC's Digital properties; a portfolio that included Bravo, Oxygen, MSNBC, CNBC, Fandango.com, and some of NBC's flagship News properties such as The Today Show, and Dateline. Prior to transitioning into the Media and Entertainment industry, Ralph began his career in advertising working as a Project Manager at one of Omnicom's most successful advertising agencies in New York. Shortly thereafter, he joined Bench International, a boutique-retained executive search firm, as their Director of Recruitment. A position he held for 3 years before joining the NBC News Group. Having been in recruiting and human resources across many industries, gives him a well-rounded perspective of talent management, recruitment and career planning. Ralph holds a degree from the University of Arizona in Sociology with thematic minors Psychology, Communication and Public Administration. He later completed graduate coursework in organizational development and leadership coaching at NYU. His passion has always been coaching and guiding new graduates in their quest to identify their passion and career paths. In addition, Ralph advises more experienced professionals looking to advance or change their career. Helping individuals reach their personal and professional goals remains at the core of all the work he does.

Tanya Valle, Cachet Public Relations

Cachet Public Relations founder, Tanya Valle has executed communications strategy at some of the most well known companies and contentious New York City agencies, under former Mayor Michael Bloomberg. In her more than 16-year career, Tanya handled crisis communications as Press Secretary at the Department of Homeless Services, under intense scrutiny due to the Mayor's promise to reduce homelessness by two thirds. Prior to that, Tanya was Deputy Press Secretary at the Administration for Children's Services during the City's worst child fatality case in 25 years. Tanya went on to lead media strategy for Prudential's \$323 Billion Retirement business, overseeing \$37 billion in deals in 2014. Previously, she was with Ernst & Young and OppenheimerFunds, developing senior leaders' personal branding. Her sector experience includes social services, financial services, transactions, technology, oil & gas and advertising. As a native New Yorker, covering the City's news came easy. Tanya began her journalism career as an on-air reporter with News 12 The Bronx. She was later recruited by NY1 News shortly after the 9/11 attacks to report breaking news.

Tola Lawal, LVMH

Native New Yorker and graduate of Pace University, Tola Lawal has the breadth of knowledge and depth of experience to rival professionals twice her age. Currently working at luxury goods conglomerate LVMH, Tola has worked for media giants MTV and BET, and hip-hop mogul Sean "P.Diddy" Combs' wildly successful Blue Flame Agency, having created and lead successful traditional and digital marketing and public relations campaigns that have transformed brands into national media hallmarks. In addition, Tola has led her own SixOne7Creative imprint to secure a respectable client portfolio that includes Carol's Daughter, VH1 Reality Star Tami Roman, Ryan Leslie, Super Producers The Olympicks, Columbia Pictures, Lionsgate, Ncredible Entertainment (Nick Cannon) and a bevy of other nationally-known brands. When not strategically planning branding initiatives, Tola spends her time mentoring high school and college students through affiliations Reservation For 10 and Gyrl Wonder. She serves as a community activist through initiatives with her sorority, Delta Sigma Theta Sorority, Inc., spins records when the spirit moves her, and is a serial domain and lipstick buyer!

Anne Edouard, Complex Magazine

With her passion in production, Anne began her media experience at NBC Universal in fall 2012. Shortly after, her experience led her to intern at companies such as BET, Complex Magazine, Essence Magazine, Plenty Media, and the NYC Department of Consumer Affairs. She also worked several seasons with the Council of Fashion Designers of America during Mercedes Benz fashion week. Anne currently works as a YouTube Channel Coordinator in the video/business development department at Complex Media. She hopes to reach high levels within the industry, learning and growing during every step. Anne hopes to use her experiences to educate and mentor other students who are looking to launch a career in the media field. Anne received her Bachelor's degree in Communication Arts from St. Francis College where she was an active member and leader in various clubs and activities including President of SGA. She is also a proud member of Delta Sigma Theta Sorority Inc.

Celebrating 55 Years of MNYCCPOA History

Past Presidents

1960 - 1961	Alvin Grant
1961-1963	Alva Cooper
1963 - 1965	Markham Barry
1965 - 1967	Lawrence Lasner
1967 - 1969	James O'Connell
1969 - 1971	Irene Charles
1971 - 1973	Charles Lower
1973 - 1975	James Keene
1975 - 1977	Annabelle Reitman
1977 - 1979	Judith Nysten
1979 - 1981	Lawrence Minarik, Jr.
1981 - 1983	Roger Baillargeon
1983 - 1985	Nancy Stevens
1985 - 1987	Claire Krucher
1987 - 1989	Mince Kohler
1989 - 1991	Larry Cooley
1991 - 1993	Rita Tepper
1993 - 1995	Greg Sobol
1995 - 1997	Marianne Tramelli
1997 - 1999	Connie Egelman
1999 - 2001	Jeanette Grill
2001 - 2003	Roseann Sorensen
2003 - 2005	Pat McManus
2005 - 2007	Pat Mitchell
2007 - 2009	Diane Machado
2009 - 2011	Joni O'Hagan
2011-2013	Andrea Lipack
2013-2015	Jennifer Miller

Special Thanks to the Planning Committee

Laurie Hollister, NYIT
 Zay Lafleur John, Baruch College, CUNY
 Cheretta Robson, College of Mount Saint Vincent
 Liz Sposato, NYIT

And
 NYIT Career Services for hosting us today

MNYCCPOA EXECUTIVE BOARD

2015 – 2017

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