



2025



OWN IT 2025 Summit
March 29, 2025



Executive Directors Welcome

Welcome to the 8th Annual OWN IT Summit at USC! We are beyond excited to have you here for this inspiring one-day event. As Co-Executive Directors, it has been an incredible journey putting this summit together, and we are thrilled to see it come to life today. A huge thank you to the entire OWN IT team who have worked tirelessly to make today possible. Your dedication and hard work have brought this event to fruition, and we are so grateful for each one of you.

Today, we have the privilege of learning from an amazing lineup of industry professionals who are leaders across various fields, from technology to entertainment, business, engineering, music, social impact, and beyond. Their diverse insights and experiences will inspire and empower you to think bigger, act bolder, and OWN your journey.

This summit is a celebration of you—the future leaders who are ready to break boundaries, drive change, and make your mark. Take full advantage of the workshops, panels, and networking opportunities, and don't forget to connect with the incredible individuals around you.

Thank you again for being part of this incredible community. We can't wait to see the amazing things you'll do, and we hope today will inspire you to continue OWNING your path.

With gratitude and excitement,

Issbah Khowaja & Heidi Arromdee
Executive Directors of OWN IT 2025 at USC

Our Mission and Values

EMPOWERMENT

Serve and uplift women and non-binary individuals.

REPRESENTATION

Maximize diversity and inclusion by celebrating all backgrounds and paths.

PREPARATION

Provide a valuable experience and equal access to all opportunities

TRANSPARENCY

Encourage dialogue within our community.

ALLYSHIP

Listen to marginalized voices and respond to societal needs.

GROWTH

Scale impact at the USC, local, and national levels.

Saturday

March 29th, 2025

- 
- 8:30am-9am
Check-in
 - 9:00am-9:10am
Executive Directors Welcome Address
 - 9:10am-9:20am
Dean's Address
 - 9:25am-10am
**MORNING KEYNOTE
FIRESIDE CHAT**
 - 10:05am-10:50am
Morning Mainstage Panel
 - 11:00am-12:00pm
**Morning Breakout Panels -
DMC Building**
 - 12:00pm-1:10pm
**LUNCHTIME NETWORKING at
ASSOCIATES PARK**
 - 1:20pm-2:10pm
Afternoon Mainstage Panel
 - 2:20pm-3:10pm
**Afternoon Breakout Workshops -
DMC Building**
 - 3:20pm-4:00pm
**AFTERNOON KEYNOTE
FIRESIDE CHAT**
 - 4:00pm
Closing Remarks

DEANS'S ADDRESS



DEAN'S ADDRESS
Elizabeth Daley, Ph.D.
USC School of Cinematic Arts

Elizabeth M. Daley has served as Dean of the USC School of Cinematic Arts since 1991, the longest tenure of a Dean at the University of Southern California. She is the inaugural holder of the Steven J. Ross/Time Warner Dean's Chair.

Daley has strengthened the School's international profile expanding its academic programs, including the addition of cutting-edge research labs; overseeing the construction of a new, state-of-the-art campus; and developing collaborations with industry partners both domestically and globally, across the spectrum of visual media, including film, television, video games, interactive and emerging media. Under Daley's leadership, SCA has added three new divisions: Animation and Digital Arts, Interactive Media and Games, and Media Arts + Practice; established the Entertainment Technology Center, a think tank focused on the impact of new technologies; built the Robert Zemeckis Center for Digital Arts; established 33 endowed faculty positions; and formed successful partnerships with a variety of entertainment and technology companies. The School currently has research partnerships focused on virtual reality and immersive technologies, mobile and location-based entertainment, world building, virtual production, interactive architecture, and other emerging areas. Daley has also established successful consulting initiatives in China, India, Japan, Malaysia, Saudi Arabia, Turkey, Jordan and the United Arab Emirates.

Before coming to USC, Daley served as Director of Taper Media Enterprises, the for-profit film and television subsidiary of the Mark Taper Forum, and was a producer for MGM/Television. She has also been an independent producer and media consultant. Daley has served on the Board of Directors of Avid Technology, Inc., the Benton Institute for Broadband and Society, and Digital Domain, and is a former chair of the World Economic Forum's Global Agenda Council on Media, Entertainment and Information. She is a member of the Directors Guild of America and the Academy of Motion Picture Arts and Sciences.

MORNING KEYNOTE FIRESIDE CHAT

Women Driving Innovation: Leading the
Autonomous Vehicle Revolution



Emily Chi,
Senior Systems Engineering
Leader at Waymo

Morning Keynote Fireside Chat Speaker

Emily Chi is a Senior Systems Engineering Leader at Waymo, an autonomous driving technology company with a mission to be the world's most trusted driver.

Hardware and software issues are inevitable in all engineering systems. In her role, Emily oversees the requirements and testing that ensures safe and responsible driving when such issues arise. Her team is also responsible for the requirements and testing of safety-critical operations functions. Prior to joining Waymo in 2016, Emily spent 12 years working on satellite systems at Google and Northrop Grumman. She started her career developing flight software for the James Webb Space Telescope and held roles in a variety of areas, ranging from controls analysis to validation testing to launch and operations.

Emily earned her B.S. in Electrical Engineering and Computer Science from MIT and her M.S. in Electrical Engineering from USC.



Trina L. Gregory,
Associate Professor of
Technology and Applied
Computing Practice at USC
Viterbi

Morning Keynote Fireside Chat Moderator

As an associate professor of technology and applied computing practice in the Viterbi School of Engineering at the University of Southern California, Dr. Trina Gregory teaches computer programming and technology-focused courses to undergraduate students. She also serves as an associate director of innovation and entrepreneurship under the Viterbi School of Engineering's Office of Technology Innovation and Entrepreneurship (TIE). Under this role, she teaches entrepreneurial skills to engineers and supports student teams with their startup ventures. After earning a Bachelor of Arts (B.A.) degree in Mathematics-Computer Science from UCSD, she worked full-time in the computer science industry for over 13 years developing, writing, and managing software for the Department of Defense. She received a Master of Science (M.S.) degree in Computer Science and a Doctor of Education (Ed.D.) degree in Organizational Change and Leadership from USC. Her research focused on the learning environments for undergraduate engineering students to improve their engineering identity and increase the rates of women graduating with engineering degrees and pursuing engineering careers.

AFTERNOON KEYNOTE FIRESIDE CHAT

Leadership in Action: Shaping the Future
with Eleni Kounalakis



Lieutenant Governor of California Eleni Kounalakis

Afternoon Fireside Chat Keynote Speaker

Ambassador Eleni Kounalakis is the 50th Lieutenant Governor of California and the first woman elected to the office. From 2010 to 2013, Kounalakis served under President Barack Obama as U.S. Ambassador to the Republic of Hungary. Prior to her service, Kounalakis spent 18 years as an executive at one of California's most respected housing development firms, AKT Development.



Issbah Khowaja

Co-Executive Director of
OWN IT 2025, Senior at USC
Marshall- Moderator

Issbah Khowaja is senior at the University of Southern California's Marshall School of Business, pursuing a Bachelor of Science in Business Administration with an emphasis in Entrepreneurship and Innovation. Demonstrating a strong commitment to leadership and campus involvement, Issbah serves as Co-Executive Director of OWN IT 2025, the annual Women's Leadership Summit at USC.

Morning Mainstage Panel

Empowering Voices in Media and Entertainment



Perry Johnson - Moderator

FOUNDER & CO-DIRECTOR, THE SOUND OF VICTORY

Perry B. Johnson, PhD, is a music scholar and cultural historian. Her primary research and practice focus on music, popular culture and American cultural histories, with an emphasis on archives, public scholarship, power, identity and belonging. Johnson is the co-founder and co-director (with Courtney M. Cox) of The Sound of Victory, an interdisciplinary, multi-platform initiative dedicated to investigating the historical relationship between music/sound and sport. She received her PhD from USC Annenberg, where she had a graduate affiliation in the Department of Gender & Sexuality Studies and was a research fellow with The Popular Music Project at USC Annenberg's Norman Lear Center.



Mai Pham - Panelist

INFLUENCER, ALCHEMAI FOUNDER

Mai Pham is a 22-year-old entrepreneur, designer, and YouTuber. As the founder of Alchemai, a sustainable fashion brand, Mai blends creativity and inclusivity, empowering others—especially young girls and the Asian community—to embrace their true selves and pursue their dreams with self-belief. Her achievements have been recognized in Fast Company, Teen Vogue, and on the cover of Harper's Bazaar, where her entrepreneurial spirit and dedication to empowering others have been celebrated. Always driven by her belief that anyone, no matter where they start, can manifest their dreams through hard work and perseverance, Mai continues to break industry molds, creating products that foster connection, growth, and authenticity.



Chelsea Jordan - Panelist

SINGER & SONGWRITER

Baltimore native, Chelsea Jordan, is singer songwriter and content creator who moved to Los Angeles in 2018 to attend the University of Southern California. After graduating, she stayed in LA to pursue her creative dreams and quickly found herself in the content creator space, focusing on music, fashion, lifestyle, and beauty. With a strong presence on TikTok and Instagram, Chelsea hopes her music and content inspires her community to be their own best friend, dress for themselves and no one else, and to feel comfortable in their own skin.



Lauren Fortner - Panelist

CO-FOUNDER OF THE EDIT

Lauren Fortner is the co-founder of The Edit, a leading social media agency recognized for its innovative and strategic approach to digital marketing. The Edit partners with household names—from Disney to the Kardashians—offering a one-stop shop for all things social, including strategy, content creation, and influencer partnerships. Under Lauren's leadership, The Edit has earned national recognition, securing a spot on the 2024 Inc. 5000 list of the fastest-growing private companies in America. The agency was also named one of Fast Company's 100 Best Workplaces for Innovators and featured on its Small & Mighty Companies (Under 100 Employees) list. Additionally, Forbes has praised The Edit as an agency "changing Los Angeles" with its fresh approach to social media.

Afternoon Mainstage Panel

Culture, Community & Change: Leveraging Entertainment for Impact



Amy Bresnahan

CORPORATE DIRECTOR OF HUMAN RESOURCES AT FABFITFUN

Amy is a seasoned People leader with over 15 years of experience across diverse industries, including e-Commerce, Fortune 500 companies, People Operations, HR, organizational development, marketing, and higher education. With a robust background in startups and scaling businesses, she excels in navigating the full breadth of the People wheelhouse and thriving in roles that touch every aspect of it. Throughout her career, she's led fabulous teams of razor-sharp and highly dedicated colleagues, sitting on the front lines of organizational improvement. Amy is known for her strategic and operational mindset, high emotional intelligence (EQ), and strong will to win. She is a polished professional, displaying grace under pressure, and a creative problem solver with a keen eye for detail. Collaboration is at the heart of her approach, and she possesses strong oral, facilitation, presentation, and written abilities.



Rachel Cooke - Panelist

VP OF IMPACT 1COMMUNITY

As the Vice President of Impact, Rachel combines diverse and unconventional tactics through culture and media to achieve social change. Over the course of her career, Rachel has led several out-of-the-box storytelling strategies for global brands and leading nonprofits. She has played a key role in product launches for McDonald's USA at a top PR agency; developed successful digital media projects like KIKI'S WITH LOUIS, AMAZE and produced theatrical production of OUT OF SILENCE to reach Millennials and GenZ interested in reproductive and sexual health with Advocates for Youth; and reinvigorated the impact narrative of Khan Academy, an edtech company in Silicon Valley.



Jessica Herman Weitz - Panelist

ACLU'S NATIONWIDE DIRECTOR OF ARTIST & ENTERTAINMENT ENGAGEMENT

In 2018, Jessica joined the ACLU full-time as the organization's first Director of Artist Engagement. Since then, she's recruited Padma Lakshmi (Immigrants' Rights/Women's Rights), Tom Morello (Smart Justice), Ariana DeBose (Voting Rights), Busy Philipps (Reproductive Freedom), Ike Barinholtz (Voting Rights), and Alyssa Milano (Reproductive Freedom) as Artist Ambassadors; built out a roster of over 1,000 artists, content creators and entertainment professionals to assist the ACLU in various capacities and across issue-areas; secured talent for events across the country; negotiated and led partnerships with leading entertainment and fashion brands including Variety, The Hollywood Reporter, Film Independent, Sundance Film Festival, SXSW and Willy Chavarria; created meaningful conversations with strong calls to action through screenings, events and talkbacks with films (including Women Talking and Judy Blume Forever), TV (including United Shades of America with W. Kamau Bell and Padma Lakshmi's Taste The Nation), and, on Broadway (including Suffr, & Juliet); directed video campaigns; and crafted fundraising campaigns raising over 2MM for the ACLU.

2025

MORNING BREAKOUT PANELS

Shaping the Future of Beauty: Strategy, Influence & Purpose **DMC261**

- **Yazmin Razavi**, Influencer, Sephora Squad 2025 Member - Moderator
- **Mary Odusami**, Sr. Product Marketing, Development Associate & Influencer
- **Anijah Lezama**, USC Alumna, Glorya Kaufman School of Dance

The Intersection of Law, Content, and Influence **DMC260**

- **Helen Choi**, Senior Lecturer of Technical Communication at USC Viterbi, Licensed Attorney-Moderator
- **Erin Gielow Matzkin**, Head of Content Business and Legal Affairs at Calm
- **Jean Tien**, Licensed Attorney, TEDx Speaker

From Social to Stage: Exploring the Fusion of Creative Media, Influence, and Entertainment **DMC258**

- **Melanie Cherry**, Associate Professor of Professional Practice of Journalism, Associate Director of the Public Relations and Advertising (BA) program-Moderator
- **Leanna Perice**, Founder of Made by All
- **Esther Lee**, Asian Founded Agency Founder

Breaking Barriers: Overcoming Challenges in Business Innovation **DMC102**

- **Julie Clowes**, Director at US Small Business Association - Moderator
- **Vanessa Vidal**, Vice President of AlkaVida Inc
- **Michelle Vidal**, CEO of AlkaGlam and CMO of AlkaVida
- **Jourdan Mission**, Lead Product Manager at DirecTV
- **Neha Kumar**, COO Full Glass Wine

Harmonizing Creativity: The Power of Music Production and Branding **DMC201**

- **Perry Johnson**, Founder & Co-Director, the sound of victory, USC Annenberg Professor-Moderator
- **Sarah McMullen**, Music Supervisor, Brand at Apple
- **Colby Lapolla**, Producer, Vocal Producer, Engineer, and songwriter
- **Rebecca Sahim**, Head of Publishing SALXCO Management

Building Brands, Creating Impact: Entrepreneurship & Marketing in Action **DMC203**

- **Elissa Grossman**, Director of Lloyd Greif Center for Entrepreneurial Studies, Professor of Clinical Entrepreneurship-Moderator
- **Ashley Yao**, CEO & CO-Founder of KACE TEA
- **Amanda Ma**, CEO of Innovative Marketing Group
- **Hannah Harris**, Founder of Brown Girl Hands, Brand Marketing at Summer Fridays
- **Meritxell McNally**, Founder of Baby Diego

Engineering the Future: Innovating Beyond the Skies **DMC211**

- **Amy Schroeder**, Senior Lecturer of Technical Communication at USC Viterbi-Moderator
- **Rachel Glait**, Flight Operations Engineer at NASA
- **Paridhi Desai**, Director of Technical Program Management at Muon Space.

Driving Change: Marketing Excellence in a Dynamic Landscape **DMC101**

- **Ariela Turndorf**, CMO of Jumex Hard - Moderator
- **Pamela Zapata**, Founder and CEO of Society 18
- **Vivi Lehner**, Creative Production, Brand Creative Studio at Netflix
- **Sorelle Cohen**, PAD PROJECT Marketing Director

Leading Change: Organizational Growth, Strategy & Innovation **DMC100**

- **Clarissa Beyah**, Professor of Professional Practice of Journalism, Center for Public Relations Board Member - Moderator
- **Amy Bresnahan**, Corporate Director of Human Resources at FabFitFun - Moderator
- **Melissa K Browne**, Senior VP of Enterprise Project Management at Pacific Premier Bank
- **Fia'Apia Findley**, Transformative Growth Strategist at Salesforce
- **Jessica Sause**, Senior VP of Communications at McCourt (USC ALUM)

AFTERNOON WORKSHOPS

Multiculturalism, Female Influence & Book Signing

DMC210

Ariela Turndorf, Chief Marketing Officer
at Jumex USA, Adjunct Multicultural
Marketing Professor at USC Marshall

Redefining Success: The Self-Leadership Playbook

DMC101

Rajinder Rai, Founder and CEO of
Sunrais Health

East West Bank

DMC102

Keena Yan, SVP-Director of Private
Banking Sales Operations

Summer Jing, FVP-Private Client Advisor

Qing He, AVP-Private Client Service
Manager

AI and the Importance of Underrepresented Talent in Tech & Media

DMC100

Fia'Apia Findley, Transformative Growth
Strategist at Salesforce

Exploring Digital Art and Hand Painting

DMC260

Britney Fan, Hand Painter at Louis
Vuitton

Communicating Change: A Seminar by Sharon Wang

DMC261

Sharon Wang, President of USC Marshall
Alumni Association , CEO/ Founder of
Pragmatic Strategy

Winning Like an Underdog: Build a Career on Your Own Terms

DMC258

Jourdan Mission, Lead Product Manager
at DirecTV

Own Your Voice (Public Speaking/ Communication) & "The Power Of The Only" Book Signing

DMC203

Professor Melanie Cherry, Associate
Professor of Professional Practice of
Journalism- Moderator

Angela Chee, Media/Communication
Coach, Keynote Speaker, Author of "The
Power Of The Only", Former LA TV News
Anchor/Reporter

We HAVE swag
(Bags!)

TOWER 28 **signet**

Project Glimmer



Postmates



touchland®

Rare Beauty



PROFESSIONAL MAKEUP

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LUNCHTIME



CITY TACOS

Carnitas

slow-cooked pork carnitas topped with cilantro, onion, guacamole & crunchy chicharron (pork rind).

Pollo Asado

grilled chicken breast topped with guacamole, onion, tomato & cilantro.

Quesadillas

homemade corn tortilla quesadillas with grilled asadero cheese.

Avocado City

tempura avocado, coleslaw, tomato, onion, arugula, micro greens, and creamy blue cheese vinaigrette.

*attendees can choose one of the following options. While we strive to accommodate dietary restrictions, we cannot guarantee an allergen-free environment. Attendees are responsible for reviewing ingredient information and consuming food at their own discretion.

*First come, first serve basis.

Lunchtime Partners

KACE



Open
Water®

THANK YOU TO OUR SUPPORTING PARTNERS



WAYMO



USG

Undergraduate
Student Government



Lloyd Greif Center
for Entrepreneurial Studies

USC Marshall

*Lloyd Greif Center for
Entrepreneurial Studies*



Our OWN IT 2025 Executive Team!



**Issbah
Khowaja**
Co-Executive
Director



Anna Polin
Marketing
Director



ZhiJing Liu
Internal Logistics
Director



**Heidi
Arromdee**
Co-Executive
Director



Ahmya Rivera
Creative
Assistant
Director



Heaven Stewart
Diversity, Equity
and Inclusion (DEI)
Director



**Runrad
(Honeymay)
Pathomsak**
Speakers
Director



Christina Wu
Marketing
Assistant
Director



Isha Ceesay
Speakers
Assistant
Director



Melody Song
Finance
Director

2025

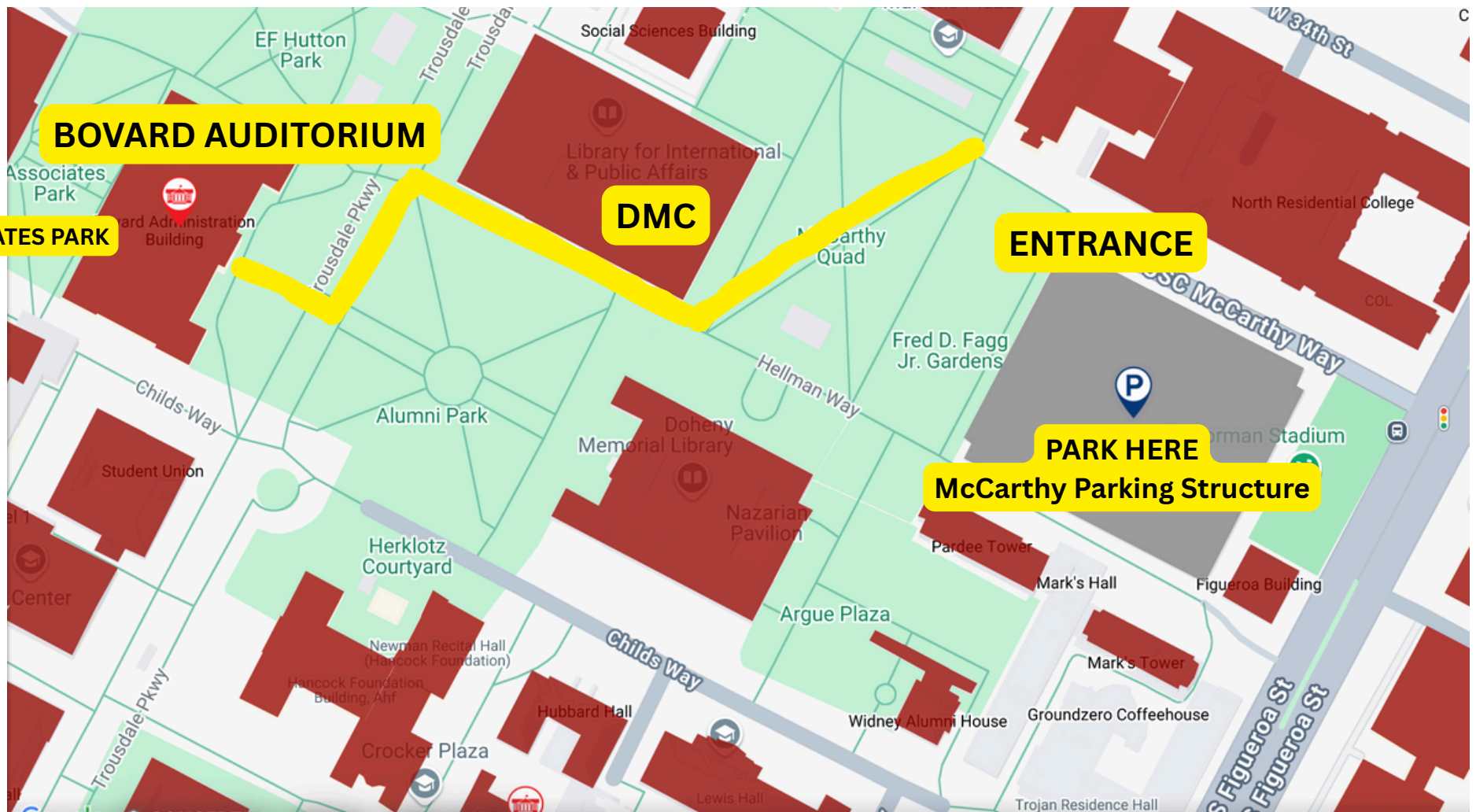
Instagram: @uscownit
Website: ownitusc.com

Thank
you

2025

www.ownitusc.com
Instagram: @uscownit





1. Parking lot: McCarthy Parking Structure
2. Enter through the security checkpoint
3. Walk over to BOVARD AUDITORIUM for main stage panels
4. DMC - breakout rooms and workshop panels
5. Associates Park - lunchtime venue

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