



**HUDSON COUNTY
OFFICE OF BUSINESS
OPPORTUNITY**

Symposium on Women Owned Business Resources A Women Entrepreneurship Week Event

October 21, 2019

Agenda

- 9:00 a.m. Breakfast and Networking**
 - 10:00 a.m. Introductions & Ice Breaker**
 - 10:20 a.m. Panel Discussion and Q & A**
 - 11:30 a.m. Networking and Resource Provider Engagement**
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Kimberlee Norsworthy is a strategic communications professional with a proven track record of developing public relations initiatives that maximize brand potential and help companies grow. Kimberlee is a specialist in internal/external communication, media relations, crisis management, project management and writing for varied audiences. Throughout her career, she has worked with clients in the music, publishing, non-profit and technology industries at companies including Interscope Records, Sony Music and award-winning PR agency Rogers & Cowan. Kimberlee has two decades of national experience promoting and protecting brand images through the media and providing strategies and communications that invigorate market influence. She currently is principal of Worth Ink Public Relations + Media Strategies and is an adjunct professor of communication, public relations and business writing at Saint Peter's University in Jersey City, N.J.



Bertha C. Robinson is the founder of Star One Professional Services, a business coaching and consulting firm that helps clients get beyond goal setting and get to goal achievement. Goal achievement is where life fulfillment soars. She is uniquely qualified to help enhance and develop people and business potential that already exist within organizations—a potential frequently underutilized. Once untapped potential is revealed with a structured process; clarity and focus lead to goal attainment. Bertha is a member of the New Jersey Association of Women Business Owners (NJAWBO), the longest-standing statewide organization of women business owners in New Jersey. Its primary objective is to support and encourage business ownership by women. Since 1978, NJAWBO has helped women achieve their business visions by providing them with the tools to develop and grow their enterprises. Bertha serves on the board as vice president of membership.



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Claribel Cortes is an entrepreneur and community leader with more than 18 years of experience in the digital media and broadcast space, where she has established a track record of accelerating market expansion and bolstering profitability. A visionary, forward-thinking leader, Claribel has a career history of growing new and existing business and executing strategic plans to achieve business goals. Early in her career, Claribel established herself as an innovative media specialist while working for FOX News, where she developed long-term industry relationships. She carried her newly acquired knowledge and experience into her next position with ABC News and achieved recognition as the first account executive in company history to exceed sales goals within the first year. In 2017, Claribel co-founded The Setroc Group, where she currently serves as president and co-founder. Claribel's commitment to serving her community also led her to the Statewide Hispanic Chamber of Commerce of NJ, where she currently serves as vice-chair of the largest Chamber in the State.



Vicky Llerena is the CEO of Social Vibes Media, a digital marketing agency focused on helping small businesses increase their brand presence in an online and offline experience. She brings with her over 12 years of experience having worked at Univision WXTV-41 and PRNewswire. In September 2017, Llerena was named Top 25 Brand Builder by Leading Women Entrepreneur, a prestigious award recognizing women brand builders in New Jersey. Her team was recognized by *NJBIZ* (2017) as a leading Latino-millennial media owned agency in New Jersey. In 2017, she was inducted into the "Lead Hudson County" program - a county initiative focused on building leaders in the community. Her articles have been featured in *NJBIZ*, *Huffington Post*, *CEO Blog Nation* and others, and she has been a featured speaker, panelist and adjunct professor at several colleges and universities, including Saint Peter's.



Ashlee Sullivan is the community development manager and leasing associate of Kearny Point, a business and innovation hub with modern, customizable offices & flexible floorplans designed for growing businesses, easily accessible from anywhere within the New York metropolitan area. Ashlee began her career in commercial real estate upon graduating from REAP NY, an industry-backed, market-driven program that serves as a bridge between talented minority professionals and commercial real estate companies looking for talent. Successful completion of the program aided her tenure with Simon Property Group, a global REIT & leader in retail real estate development. She worked for Simon for six years in several different managerial capacities, including mall management, and later transitioned to work for Newmark Grubb Knight Frank as a property manager, and in 2015 moved to Hugo Neu Corporation, owner and operator of Kearny Point, in her current role. Ashlee earned a Master's in Public Administration at Farleigh Dickinson University.



Keisha Blake Harp is the executive director of WPEO-NY, overseeing all outreach, programs and events, as well as the WBENC Certification Program. Prior to WPEO, Keisha managed the Screen Actors Guild's Commercials & Industrials Contracts Division in New York City. She also handled constituency issues for The Office of Senator Joseph Lieberman in Washington, D.C. As an entrepreneur, she managed the European market planning, trend forecasting, budgeting and sourcing for a woman-owned fashion company, and she has worked as an independent e-commerce and digital marketing strategist. Keisha graduated from Tufts University with a Bachelor of Arts in International Relations and Spanish. She conducted research at Oxford University in Refugee Law, has a Master's in Latin American Studies from Cambridge University and holds a law degree from the University of London.

Saint Peter's University gratefully acknowledges the support of its sponsor

