**EVENT PANELISTS: IWD 2023**

**TRISHA FARROW - VP People, Arctic Wolf – Panelist**

With 20 years in HR leadership and strategic business partner roles, I have gained extensive experience working with a wide range of companies to identify HR solutions that drive business results.

At Arctic Wolf, I serve as Global Vice President of People, Chair the company’s Pack Unity Council, and am Executive Sponsor for our Black Pack Unity Alliance. The pack is focused on cultivating a collaborative and high-performing work environment that welcomes a diversity of backgrounds, cultures, and ideas to make our teams even stronger as we continue to grow and achieve our mission to end cyber risk. We believe in fostering a work environment where each pack member feels safety & belonging, can thrive, and know that we are #strongertogether.

Areas of Specialty: Organizational effectiveness, human capital management, talent development, performance management, compensation, organizational design, employee engagement, company culture and employment experience, safety & belonging, diversity & inclusion, change management, mergers & acquisitions, and leadership development and coaching.

**SARA FERDEN - Director of Business Development Financial Services for CBIZ MHM & CBIZ Women’s Advantage Executive Board Member – Panelist**

Sara has seventeen years’ experience helping organizations uncover solutions to some of their most complex business problems. She has spent the last four years leading business development in the Midwest for CBIZ MHM, a top-ten public accounting firm with over 6,000 employees and a 2 billion dollar market cap. Sara has been a top producer within her firm for the last four years achieving diamond award status (110% or greater of target quota).

While Sara loves developing lasting relationships with her clients and leading growth for CBIZ, her passion has and always will be lifting women up to help them realize their full potential and achieve their goals. Sara was recently named to the CBIZ Women’s Advantage Executive (CWA) Board. CWA is an internal organization within CBIZ that aims to help women succeed in business, both internally and externally. CWA has developed countless programs for female employees to help create a competitive advantage through professional training, development, mentorship, recognition and career enhancement. The organization also brings these same elements to women in their business communities through a variety of educational events as well as through their charitable initiatives.

In 2019, Sara was one of six women to spear-head the Women Transforming Business Awards program powered by CWA and now serves as the national co-leader of the awards platform. The awards program honors women excelling in business and serves as a source of inspiration for the future generation of leaders.

Sara has a bachelor’s degree in English Writing with a minor in Women’s Studies from Winona State University. She and her husband, Jeremy live in Hopkins, MN with their two children - Soren(6) and Signe(4) and their chihuahua -Vinny (age unknown).

**CHAZ SANDIFER - CEO/Founder of theNEWmpls, Let Go Let Flow and Stories Behind the Menu – Panelist**

Each company focuses on affordable fitness, wellness and nutrition. Bringing her holistic approach to the community, Chaz was able to teach others how to break generational cycles, instilling that fitness is fun, quality nutrition is king, and wellness is key to a healthy future.

Chaz is a Certified Group Fitness Instructor, Certified Life and Wellness Coach specializing in trauma healing, Diabetes and Arthritis prevention. She teaches a monthly meal prep class called Meal Prep w/a Twist, Works with the CDC, Ramsey County, MN Dept.of Health on Diabetes & Arthritis Prevention Programs and operates /owns the Lakeview Terrace Farmers Market. She is humble and grateful for this journey, Chaz welcomes you to theNEWmpls.

**KELLI WILLIAMS - Kelli Williams is the Chief Executive Officer of** [**The BrandLab**](https://www.thebrandlab.org/)**, a professional speaker and co-founder of** [**40 Acres Investments**](https://40acresinvestments.org/) **– Panelist**

Kelli has taught, mentored, and motivated teams since the early 2000s. That passion for individual and group development carried through into her professional roles. Over the past 20 years, Kelli has worked inside marketing agencies, corporate environments, and as an independent consultant, always leading with a passion for driving business through people and strategic development.

In addition to her full-time work, Kelli serves as a board member with the Greater Twin Cities United Way and an Advisory Board Member for the Minority Business Growth Alliance. Her professional and board roles allow Kelli to live out one of her core values of giving back and continue working to support others to achieve and grow.

Connect with Kelli on [LinkedIn](https://www.linkedin.com/in/kelliwcmo/). Connect with Kelli on [Instagram](https://www.instagram.com/kelliw_cmo/?mc_cid=494dc66162&mc_eid=UNIQID)

**EVENT ORGANIZERS**

**WENDY WIESMAN - Founder & CEO, Ready. Set. Pivot. (RSP), Presenting Organization**

Wendy Wiesman is the founder and CEO of Ready. Set. Pivot. an organization designed to guide bold, unapologetic women to their next best thing through experiences designed to help propel them forward - faster. Prior to founding the organization she worked for various startups helping to define their brand, value proposition and core why, while often leading business development and sales activities. In the past she’s also been the lead marketer for Blue Cross & Blue Shield of Minnesota, Optum Financial Services, and Transamerica.

**JEN LINDAHL - Founder, Women Impacting Revenue who are Inspired & Driven (WIRED), Presenting Partner Organization**

Jen is Client Solutions Director and co-lead of the Human Resources division at Echo Search Group. She is a steadfast partner for both clients and candidates, connecting the best people with the best opportunities, companies, and cultures. Jen strives to never lose sight of the relationship, offering clients and candidates honesty, transparency, and open communication.

Prior to Echo, Jen held various roles in industries including golf, staffing/professional services, construction, signage, and technology consulting. She has a natural ability to drive transformational change, which has allowed her to contribute to rapid growth at multiple companies.

A year and a half ago, Jen founded an organization called WIRED {Women Impacting Revenue who are Empowered & Driven}, to bring together incredible women who empower and support each other's dreams and ambitions; and give back to the community. Her purpose is to feel connected to something bigger than herself, and to leave a positive impact in everything she does.

Jen lives in Hudson with her husband, and 3-year-old daughter Vayda.

**CHANTI MILLER - Founder & CEO, The Mosaic Event Center, Presenting Space Partner**

Chanti is an Operations Leader that was born and raised in Colorado Springs and graduated from the University of Northern Colorado. Always believing that the client experience is what makes business successful, she makes sure the extraordinary customer service is her top priority. Having worked in many different areas of retail management for more than a decade, streamlining processes to create an optimal experience is an area of pride for her. Community connection is a personal mission that has led her to be a member of Junior League of Minneapolis for the last three years.