

Letter from the CEO



Dear PINK Family,

Who would have thought we would be here now? All of us have done a lot of soul searching over the last couple of years; taking a hard look at where we are, where we want to go, what we want to become. I am spending most of my time in Mexico, conducting meetings and zoominars and taking breaks during the day to walk the hills or swim in the ocean. After nearly 20 years running Pink, Atlanta Woman Magazine before that, and more than a decade in TV news, it was time to make some serious and difficult changes in my life. I can say I am happier for it. We each have the chance to create the life we want to a significant degree, to choose our target and hit the "bullseye" personally and professionally. I could not wait any longer and I hope you do not either. I challenge each of you to be clear about what you want, then shoot for it. Today we have the honor of hearing how these extraordinary women business leaders of diverse ages, races, roles and perspectives are reconfiguring their lives to accomplish this. I cannot wait to hear what each will say about her evolving journey to get what she really wants from her one beautiful and fragile life.

Love,

Cynthia Good
CEO, PINK

cgood@littlepinkbook.com

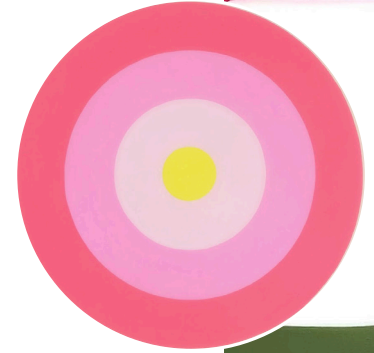
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What's your bullseye?

PINK's Signature Spring Empowerment Luncheon



May 5, 2022 12-1:30PM

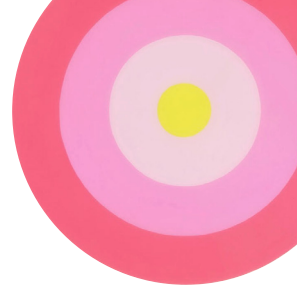
Crowne Plaza Norcross/Atlanta & via Live-Stream

Time to define what
you want—target
practice for a bright,
rich and colorful life!



Agenda

- 11:00 AM Mingle & Shop
- 12:00 PM Lunch & Program
- 1:30 PM Program Concludes



Panelists



Carla Harris
Senior Client Advisor,
Morgan Stanley

She has executed multibillion dollar transactions including the initial public offerings for UPS, Martha Stewart Living Omnimedia and the \$3.2 Billion common stock transaction for Immunex Corporation, one of the largest biotechnology common stock transactions in U.S. history. A longtime women's advocate, Carla was appointed by former President Barack Obama to chair the National Women's Business Council. She is also a singer who has sold out concerts at the Apollo Theatre, and author of three books; her latest *Lead To Win*, comes out this fall.



Saadia Madsbjerg
The President of The
Coca-Cola Foundation, VP
Global Community Affairs,
The Coca-Cola Company

Saadia joined the company last year to manage operations of the Foundation. Previously she was a managing director of The Rockefeller Foundation, senior VP for strategic planning at the New York City Economic Development Corp, and worked in the technology sector at Cisco Systems, advising Fortune 500 companies and public sector institutions on how innovative technology can address economic challenges. Prior to Cisco, Saadia was an associate principal at McKinsey & Co., where she advised multinational companies on corporate strategy.



Linda Matzigeit
Chief Administrative
Officer, **Children's
Healthcare of Atlanta**

Linda provides executive oversight, vision and support for human resources, legal, compliance, marketing and communications, strategic planning, child advocacy and wellness departments at Children's. She holds an MBA and recently became a Licensed EMT after completing the Grady EMS Academy program. Her passion is wellness. She began her career in healthcare more than 31 years ago, joining Children's in 2003. She has completed four marathons, 30 half-marathons, more than 30 triathlons. She believes in balancing work and life successfully by prioritizing work, family and self.



Emily Pachuta
Chief Marketing &
Analytics Officer,
Invesco Americas

Emily serves as an executive leader in the firm's Global Distribution Data, Global Marketing and Global Digital divisions. She joined Invesco from BlackRock, where she was a managing director and responsible for setting the US retail marketing strategy for BlackRock and iShares. Prior to that role, she served as head of Client Marketing and Investor Insights for UBS, where she oversaw client marketing and digital experience. She has also held a variety of senior marketing positions at Lincoln Financial Group and Merrill Lynch.

Introductions



Chloe Barzey
Managing Director,
Accenture Atlanta

Moderator



**Monica Kaufman
Pearson**
Veteran TV Journalist

The first woman and first minority to anchor a daily evening newscast in Atlanta, Monica worked for 37 years at the leading station, WSB-TV. Monica now hosts and produces Monica Pearson One on One, a monthly personality interview program for Gray Media Group on Peachtree TV. She has won over 33 Southern Regional and local Emmy Awards, and was honored on the floor of the U.S. House of Representatives for her years of service on the air, improving the lives of the citizens across the state.

