

# ADMINAWARDS<sup>®</sup>

SAN FRANCISCO BAY AREA<sup>®</sup>

PRESENTS

# GOOD — AS — GOLD

A CITY-WIDE CELEBRATION OF  
ADMINISTRATIVE EXCELLENCE

NOVEMBER 1, 2018  
SAN FRANCISCO MARRIOTT MARQUIS

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## PREMIER PARTNERS







## A LETTER FROM THE FOUNDER

William James, the father of American psychology once said "The deepest craving of human nature is the need to be appreciated."

People want to know that they matter, that their contributions have not gone unnoticed and that they're making a positive impact.

All these things are absolutely true when it comes to Administrative Professionals. It's our incredible honor to shine a bright light on Administrative Professionals and their invaluable contributions to their companies through The Admin Awards program. As the proud daughter of an Executive Secretary, it's my tremendous honor to recognize people like my Mother, Jeannette Castellano, who have dedicated their careers to serving as the backbone of their organizations.

As we continue our mission of bringing unbridled recognition of Administrative Professionals to cities across the U.S., we are deeply grateful to those that have taken the time to show their appreciation by participating in the nominations process. We are reminded again and again that the moment an Admin receives notification that they've been nominated for an Admin Award, is the instant that both their heart and mind fully know that the work they're doing is truly making an impact - a moment which could not happen without the support of their executives and coworkers.

While each Admin Awards program produces an incredibly impressive list of finalists and winners who stand out from their peers in each of our award categories, more importantly, the Admin Awards brings joy to thousands of people each year and that is the very best part of all of this.

With gratitude,

Sunny Nunan  
Founder of The Admin Awards &  
Daughter of an Executive Secretary

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## 2018 JUDGES

Colleen Barrett  
President Emeritus  
Southwest Airlines

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Synopsis

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Executive Assistant  
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Executive Assistant  
Sonic

Congratulations,  
Lizzie Alano!

TheRealReal

pagerduty



Congratulations,  
Cynthia Gildea!




**WINNER**


## Kathleen Earley

### SALESFORCE

THE COLLEEN BARRETT AWARD FOR  
ADMINISTRATIVE EXCELLENCE

During Kathleen's 45+ year administrative career, she has enjoyed, and has had the privilege of, working with, and being mentored by, C+ executives spanning the industries of banking, legal, real estate, technology and venture capital both in New York and San Francisco. Her responsibilities have ranged from administration, event planning, project and team management to public relations. In 2004, Kathleen was recruited by then Salesforce CFO, Steve Cakebread, to assist with Salesforce's initial IPO. As Salesforce evolved from a pre-IPO start-up to the tech giant it is today, Kathleen's roles and responsibilities grew and expanded. Today, she has the honor of working alongside current Salesforce President and CFO, Mark Hawkins. Kathleen was born in Flushing, New York and raised in the Bronx. She attended The Wood School and Hunter College. In her free time, Kathleen enjoys art, fly fishing, travel and, her passion, giving back.

#### FINALISTS



Lizzie Alano,  
The RealReal, Inc.



Kristina Conway,  
Moogsoft Inc.



Kaitlan Norrod,  
Yelp



## Colleen Barrett: Servant Leader and Superstar

When The Admin Awards was launched in 2012, we sat down with Colleen Barrett to ask her for her thoughts and experiences on the administrative profession. Her answers from that September interview, edited for brevity; are below:

#### What did you like most about being a secretary?

I like to serve so you have to start there. I loved to solve problems. And I loved to

give exemplary or positive customer service delivery on behalf of whomever I was working for. Life is all about relationships... you have an opportunity in the administrative group to form more relationships than probably any other position — even much higher up on that so-called ladder because you are very often that first point of contact with the outside world or the customer...life is just one big grassroots campaign as far as I'm concerned.

#### What did you like the least?

I didn't like anything that was routine. I loved to master projects, but, for example, filing was only interesting to me because I loved to be able to find anything that anyone was looking for ... I've never liked rote work. (But) there's some that goes in every job no matter what position you're in.

#### What was the most challenging aspect of serving Herb Kelleher?

Being a nanny for 45 years for a man who has always thought he was 17 regardless of any year that was added to his personal calendar!

Herb is 87 and soon to be 88 and he's going on 17. I'm 74 going on 90 because Herb is 87 going on 17. He's a great servant leader. He loves life and you almost can't be around him and not catch that love of life and love of people. He's constantly learning.

#### And the best aspect?

It was truly feeling his egalitarian spirit and appreciating the fact that he valued my judgment and thinking as a team member.

#### Did you ever think you would rise from Secretary to President and COO of Southwest Airlines?

Quite honestly it wasn't something I wanted, and I never wanted to be CEO—and I made that very clear to the Board—that isn't my strength.

My strength is customer service and people and everything that touches people, and, honestly, being President and CEO wasn't my favorite position at Southwest...my favorite position was Executive Vice President- Customers. Customer to us means employees, passengers, and shareholders, so I could really touch everything. I could touch every department. And as President...I had to do a lot more external things...I did them...I can't say I hated them...(but) I like to get down and dirty and really roll up my sleeves.

*"Be authentic.  
Be real.  
Remember  
who you are."*

#### What advice do you have for Admins?

Love. Everybody. Just love. It's a word that corporate America doesn't use very much...always remember where you came from — so that you know how far you've come...I don't think most of us start out thinking we're going to be the President of the United States or the CEO of a company... and I think...be humble and appreciate what you get. To me psychic satisfaction is 10 times more important than pay or title. Be authentic. Be real. Remember who you are.



**WINNER****THE ABOVE THE CALL AWARD****STACEY SPEIZER****UBER TECHNOLOGIES, INC.**

Stacey Speizer, Senior Executive Assistant to CEO, Dara Khosrowshahi, has over 15 years of experience, including 4 years at Uber. Stacey has provided support to top Executives and C-levels including Ryan Graves, Uber Board Member and SVP of Global Operations, all while spearheading EA and administrative projects across the entire Uber organization. During her time at Uber she has interfaced directly with foreign leaders and dignitaries, planned events for over 10,000 people domestically and internationally and helped champion new ways for Uber to give back to the community. As a Bay Area native, working in tech comes organically and she was previously with Accel Partners, a VC firm in Silicon Valley for 10 years.

**FINALISTS**Sandra Flores,  
DVOHCrystal Nguyen,  
VintifyJo Whittle,  
Albryx, Inc.Beana Gomez,  
Aerobex OutsourcingMelissa Serrano,  
Vip**WINNER****THE ACHIEVER AWARD****EILEEN HANSEN****OAKLAND MUSEUM OF CALIFORNIA**

Eileen Hansen is Program Manager, Administration at Oakland Museum of California (OMCA), where she excels at multitasking and overseeing numerous complex functions that support the Museum's mission to inspire all Californians to create a more vibrant future for themselves and their communities. Eileen has more than 15 years experience in administration and operations management with a reputation as an energetic team player that leads by example. She stresses organization, attention-to-detail, and innovative problem solving and is able to move deftly between the many roles she fills. Eileen has the ability to collaborate with diverse staff and manage complicated processes while streamlining procedures and cutting costs. She also has an extensive background in archives and records management. Most recently she completed a project that dealt with a nearly 50 year backlog of institutional materials and looks forward to new and exciting challenges.

**FINALISTS**Cynthia Gledes,  
PagerDutyTishene Grivet,  
Contra Costa  
Transportation AuthorityNancy Norberg,  
VisiSami Secor,  
Salesforce**WINNER****THE OFFICE MANAGER  
OF THE YEAR AWARD****SARAH BEST****GRANT THORNTON**

Sarah Best is an experienced business services administrator with more than 25 years of experience in high tech and professional services industries. She currently serves as the Director of Administration for the West region offices of Grant Thornton LLP with her home office in the San Francisco Bay Area. Throughout her career of professional accomplishments including complete office build-outs of more than 3 facilities, full-scale workplace functionality and space planning for more than 15 business groups, ground-up administrative and workplace solutions development and services implementation for large business teams of more than 300 people and the development and implementation of numerous fiscal efficiency programs, the accomplishment she's most proud of is successfully balancing her work and personal life. Outside of the office, Sarah is all about family. She enjoys spending time with her husband Al and daughter Ella, gardening, cooking and family trips to Santa Cruz every fall.

**FINALISTS**Daniel Lefevre,  
Suffel & Co.Maria Mulligan,  
Private Ocean  
Wealth ManagementBailey Thurn,  
HoneyBookEvelyn White,  
San Francisco Giants

DocuSign

**DANIELA OUR ROLE MODEL**

Leadership  
Dedication  
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Devotion  
Integrity  
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Efficiency  
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Allegiance  
Courage  
Fortitude  
Love

We are grateful for all you do. With appreciation - Your Family, Friends & Team Krach.



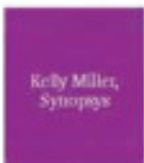
## FINALISTS

Deborah Deyea,  
Krology CenterAshley Goldsmith,  
cHaySusan Rubin,  
SalesforceTHE ADMINISTRATIVE EXCELLENCE IN  
PUBLIC SERVICE AWARD**LESLIE SALAZAR**  
SAN BRUNO POLICE DEPARTMENT

While police officers and dispatchers are striving to take care of the public they serve, who is taking care of them? In our organization, the unequivocal answer, Leslie Salazar. In a time when it is so challenging to keep us all together, Leslie is the glue. Leslie stepped into her role as our Management Analyst/Executive Assistant to the Police Chief almost three years ago, and her impact was immediate, and far reaching. It's impossible to list all of the things Leslie does on a daily basis to keep our organization afloat; she simply does anything and everything that is needed. The Chief of Police will often say that Leslie runs the police department, and this is hardly an exaggeration. Leslie is intelligent, ridiculously hardworking, and willing to take on just about anything you can throw at her. Just as importantly, she maintains an amazingly positive attitude and an undying smile. The importance of this, in a modern day policing organization, cannot be overstated. What Leslie Salazar does not only benefit all the men and women of the San Bruno Police Department, but has a positive impact on all the people that those men and women come into contact with each and every day.

**WINNER**

## FINALISTS

Cristina Ramos,  
VintifySusan Herman,  
San Francisco GiantsDeidre Lughart,  
Woodard & CurranKelly Miller,  
Synopsys

## THE LEADERSHIP AWARD

**KRISTINA CONAWAY**  
MOOGSOFT INC.

Kristina is the Head of Executive Office at Moogsoft, supporting the CEO, COO, CFO and SVP of Engineering. She has been fostering her top-notch organizational skills and passion for helping others by ensuring the backbone of the company is prepared and ready for what each day brings them. In addition, she is the US Operations Manager and leads a team of rockstar Office Admins to ensure the Moog Way is presented throughout all of the offices. Originally from Wisconsin, her desire to be in the heart of tech is what brought her to the Bay Area six years ago. Prior to Moogsoft, she worked for AppDynamics and Jawbone after obtaining a BS in Human Resource Development and Business Marketing Ed from the University of Minnesota.

**WINNER**

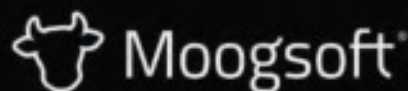
## FINALISTS

Maggie Baptist,  
Oakland AthleticsLori Licht,  
Bank of AmericaAnnie Hersh,  
Deutsche BankAna Duarte,  
The Westin St. Francis  
San Francisco on  
Union SquareMichele Moun,  
Oracle

## THE LOYALTY AWARD

**DANIELA BIN-OTEIZA**  
DOCUSIGN

For the past 18 years, Daniela has organized, coordinated, and managed the business and personal activities of Keith Krach, Chairman of the Board, DocuSign. She has worked tirelessly at Keith's side, keeping this hyper-active whirlwind of industry focused, organized, directed and protected—as he focused his time at Ariba, Sigma Chi Fraternity, Angie's List, Purdue University, and most recently (for 10 years), DocuSign, and all 49 of the companies Keith has advised and consulted with over the years. Daniela's work goes beyond the office and the boardroom to include organizing Keith's personal and family life, including finances, board obligations, and business and family travel/logistics, including management of a private aircraft, and countless trips for everybody, everywhere for every reason. According to Krach, "Daniela's capabilities literally have no bounds, and she is the personification of loyalty. The incomparable breadth and depth of her commitment makes her a role model of her profession more than worthy of emulating." A native who grew up in the Bay Area, Daniela lives in Redwood City with her husband, Michael, daughter, Juliana, son, Dominic, and Yorkie terrier, Jack.

**WINNER**

**Kristina,**  
Thank You  
For All You Do!



*The Oakland A's congratulate  
Admin Awards finalist  
Maggie Baptist and thank her for  
her many years of service.*





**WINNER****{ THE ROOKIE OF THE YEAR AWARD }**
**DAMARIS FELIX**  
 VITUITY

Damaris has been an administrative professional with Vituity since August 2017. She supports the business and development of Vituity's various practice lines. As a recent Cal graduate, she jumped into the healthcare world with an eagerness to learn and a positive attitude. Damaris works alongside her team and department to ensure that things are happening timely and efficiently. During her free time, she enjoys nature, film photography, and ceramics.

**FINALISTS**
 Mirian Choi,  
 Kensington

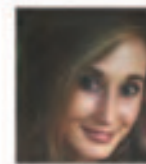
 Brooke Stenson,  
 Restoration Hardware

 Jenny Kim,  
 Guidebook Inc.
**WINNER****{ THE SPIRIT AWARD }**
**BRITTNEY GROTZ**  
 VITUITY

Brittney is one of Vituity's energetic administrative professionals who supports Business Development's leadership team; including C-suite executives, VP's and Physician leaders. She has been with Vituity for almost two years, starting as an intern then getting promoted full-time as an administrative coordinator. Not only does she assist with Business Development's sales cycle with those she supports, she collaborates and contributes to the team and each member individually. She fosters a vibrant,

professional, working environment for those around her, from planning team outings to office pranks. She brings laughter and positive energy during stressful times, which has been appreciated by her colleagues. In her free time, she works as a Communication Strategist for local city council campaigns and is a teaching assistant for interpersonal communication and public speaking at four universities in the bay area.

**FINALISTS**
 Ellen Pesaquin,  
 Salesforce

 Vanessa Pachoniz,  
 San Francisco Giants

 Nataly Prince,  
 Anamaria Skin Care

 Haja Sulaman,  
 Oakland Museum of California

# NOMINATIONS NOW OPEN

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COMING SOON: SEATTLE

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Nominate an Administrative Professional [adminawards.com](http://adminawards.com)





Spirit Award  
**BRITTNEY GROTZ**  
Vituity



Colleen Barrett Award  
for Administrative Excellence  
**KATHLEEN EARLEY**  
Salesforce



Above the Call Award  
**STACEY SPEIZER**  
Uber Technologies, Inc.



Rookie of the Year Award  
**DAMARIS FELIX**  
Vituity



Achiever Award  
**EILEEN HANSEN**  
Oakland Museum of California



Loyalty Award  
**DANIELA BIN-OTEIZA**  
Docusign



Leadership Award  
**KRISTINA CONAWAY**  
Moogsoft, Inc.

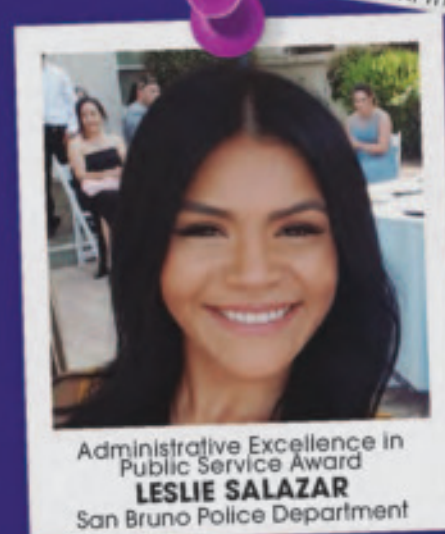
# ADMINAWARDS<sup>®</sup>

SAN FRANCISCO BAY AREA

## Proudly Congratulates The 2018 Winners



Office Manager of  
the Year Award  
**SARAH BEST**  
Grant Thornton



Administrative Excellence in  
Public Service Award  
**LESLIE SALAZAR**  
San Bruno Police Department

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In its 45th year of service, Dallas-based Southwest Airlines continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 49,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 97 destinations across the United States and seven additional countries with more than 3,900 departures a day during peak travel season. With 43 consecutive years of profitability, Southwest is one of the most honored airlines in the world with an emphasis on performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet.

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Swarovski delivers a diverse portfolio of corporate gifts featuring premium crystal products that have elevated the gift giving industry to an art form. The company takes pride in designing thoughtful, appropriate business gifts to suit every occasion, including customizable pieces that express sentiments with grace and sophistication. Founded in 1895 in Austria, the Swarovski Crystal Business is run by fifth generation of family members and remains the global leader for cut crystal, known for its cutting-edge creativity and innovation.

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