SILICON VALLEY ADMIN AWARDS
PRESENTED BY JUNIPER NETWORKS

GOOD AS GOLD
A REGIONAL CELEBRATION OF ADMINISTRATIVE EXCELLENCE

SATURDAY, AUGUST 22 | 7 PM
VIA LIVE STREAMING
A LETTER FROM THE ADMIN AWARDS FOUNDER

It truly takes the effort, commitment and heart of many to make a program like the Admin Awards possible during typical times, but during times like “these,” we are deeply aware that our program would not be possible without our incredibly loyal staff, Advisory Board, Sponsors and Partners – and equally important, the business community that trusts us to provide meaningful recognition to one of their most beloved employee groups.

An amazing evolution has led us to this fifth annual 2020 Silicon Valley Admin Awards Live! An Unstoppable Celebration of Administrative Excellence.

As the world turned inward earlier this year, the executive community went the opposite direction. Business leaders began reaching out to us inquiring about our 2020 programs, eager to show their appreciation and celebrate. They also validated what my intuition was telling me: the recognition of the Administrative Professionals at the core of our program is far more important than the physical, in-person events.

Very early on, we were reminded that companies were depending on their Admins to keep everything together, to make the impossible seem effortless and to do it all with skill, enthusiasm and heart. In the can-do spirit of the Silicon Valley Admins we honor, we put our hearts and minds into creating a special experience that we hope makes you feel connected, inspired and joyful.

And since we announced our plans for Admin Awards Live! 2020, I have been overjoyed at the outpouring of enthusiasm and love for these amazing professionals. So many busy people took the time to express gratitude through their words and actions. Our collective efforts really do change lives for the better.

So here we are. Our first virtual Silicon Valley Awards Gala. I am incredibly thankful the stars have aligned to bring us all together for this celebration. The technological innovation that allows us to be together, but safe, the many Sponsors and Partners who contributed their resources to make this evening special, and most importantly, the faith, heart and determination this unique business community has demonstrated through all of today’s challenges.

The year 2020, with all its challenges, has shown us that the Administrative Community is stronger than ever and companies are united in their determination to ensure their Admins are properly appreciated and cared for. This unstoppable spirit continually inspires us and makes us better people.

So, pat yourselves on the back. This amazing evening would not be possible without each and every one of you!

Sunny Nunan,
Founder, CEO & Proud Daughter of an Executive Secretary Admin Awards

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Executive Coordinator
Juniper Networks

2020 Admin Awards Finalist

“Every day, Paula exemplifies the Uniphore culture which puts people and customers first, drives innovation and is collaborative. Thank you, Paula for your strategic partnership with me and our business.”

- Umesh Sachdev, CEO and Co-Founder

Congratulations Paula Thomas!
CC Woolfolk is no stranger to the Admin Awards; this energy amplifier has been a Finalist for two other prestigious titles in 2016 and 2017. For this, and so many other reasons, it is no surprise she takes top honors this year with The Colleen Barrett Award for Administrative Excellence. CC has served as a high-performing administrative professional in Silicon Valley for over 25 years and has poured her heart and soul into her role for the last three years at Intuit. In addition to supporting the Executive Vice President/General Manager in his various roles at Intuit, CC has also grown a global executive assistant community of over 65 EAs in 19 locations spanning nine countries. She delivers a consistent experience for U.S. team members and to those around the globe, often jumping on calls at 6 a.m. or 9 p.m. to accommodate different time zones. She has been described as having grit—the perfect blend of passion and persistence—with off-the-charts intelligence and talent. CC has raised the bar for how an administrative professional serves and makes an impact. As the leader of Intuit's Latinos Network, CC strives to create a community at Intuit that reflects the demographics of those it serves. She also recently worked with the employee-led Intuit African Ancestry Network group to host 12 black-owned small businesses from the area in honor and support of Black History Month. Because of her leadership and passion, Intuit has garnered recognition on Fortune’s 100 Best Workplaces for Diversity. She was a critical member of the 100 Day Transition Team, mapping out how Intuit would transition 9,000 team members through major leadership changes, hosts monthly global executive meetings, spearheaded Lift Off Mondays to Intuit’s 19 sites around the globe, and leads the company’s onboarding – all while remembering and executing every detail—even handwritten birthday cards. The path that CC has paved for new programs like these are seen and felt by thousands of employees. CC is intentional in every project and leads by example, setting the tone for how the team shows up to work, always challenging the staff to think more broadly—bigger—never missing a step in her meticulous execution and, as one exec describes it, “delivering awesome.” Her Prosperity Pop-Ups and employee appreciation events have contributed to an all-time-high employee engagement score. She constantly looks across the organization of 5,000 employees and proactively identifies touchpoints for senior leaders to have meaningful engagement with teams, and she is often lauded internally and externally her white-glove service. Being an employee ambassador and servant leader is core to who CC is. As one exec puts it: “Once she took over, she jumped right in, sprinkled a little extra of her CC magic, and is doing a great job.”

Colleen Barrett: Servant Leader and Superstar

The Colleen Barrett Award for Administrative Excellence, our most prestigious and only award coined with a namesake, elevates the professional who embodies the “spirit” and proficiency of nationally renowned former Secretary, Colleen Barrett. Colleen started out as the Legal Secretary to Herb Kelleher, Southwest Airlines’ Founder, and rose to become the first female President and COO of an award-winning airline. The Award Winner in this category mirrors Colleen’s professional and personal philosophy during her five-decade career alongside Herb: Passion, high proficiency, values that reflect those of the organization, deeply committed to legendary customer service, both internally and externally and, most importantly, heart. When we asked Colleen what she liked most about being an Admin, she said, “I liked to serve…I loved to solve problems. And I loved to give exemplary or positive customer service delivery on behalf of whomever I was working for.” And when we asked her what is most important, her answer was one word, “Love.”
WINNER

MARY COLUCCIO
EXECUTIVE ASSISTANT, JUNIPER NETWORKS

At Juniper Networks, whenever you hear the words ‘exceptional service,’ you think of Mary Coluccio. From coordinating customer visits from around the world and organizing executive briefings to managing executive travel logistics and everything in between, she handles it all with a friendly demeanor and a customer-first approach. Mary is continually recognized by her team and the Vice President of Sales for going above and beyond when coordinating customer visits, executing customer visits, staff meetings, and events. Recently, when key customers and team members traveled from all over the country to Juniper Networks, Mary was tasked with setting and keeping the day’s lengthy agenda—in addition to her daily responsibilities of assisting the VP of Sales—even traveling to the restaurant in San Jose where the evening dinner would be held to ensure it had the seating and menu coordinated as requested. This behind-the-scenes work allowed her boss to work worry-free, knowing every detail was handled. As always, he knew he could count on Mary. She “mams the fort” whenever he travels, ensuring things run smoothly in his absence while simultaneously coordinating his travel needs while he is on the road. Her thoughtful coordination efforts are an important ingredient in each event’s success. Travel logistics, attendance, invitations, transportation, lodging, coordination of agendas—Mary does it all, even for various time zones. She makes herself available whenever needed, including outside of working hours to accommodate everyone’s various schedules. Her relentless dedication to the overall success of the team goes above the call every day.

WINNER

NITA ACOSTA
SENIOR EXECUTIVE ASSISTANT, INTUIT

Nita Acosta exemplifies what The Spirit Award stands for; she brings to life a spirit of her best self every day, embodied by her personal motto, KIP4MOE, a common phrase heard throughout the Intuit office. KIP stands for Keep it Positive, and Moe is the name of Nita’s sister who passed away more than 10 years ago. Every day, Nita wakes up and stares down a two-hours-each-way commute to and from work, but you would never know about this challenge or any others she personally faces, as she is at Intuit each morning with a genuine smile on her face. As she says, “The world returns the energy you send out.” It’s no wonder her positivity is magnetic. It’s Positive—‘for Moe and for everyone else—is just who Nita is. She brings a spark to the admin bull pen, facilitating partnership and uniting a community of professionals who are devoted to helping the organization run smoothly. Her primary responsibility is to assist Intuit’s Vice President, but you will find her handling a variety of jobs, including sending flowers and meal cards to team members who are sick, making dinner reservations for team get-togethers, and anticipating others’ needs so they can be the best at their jobs. She is fully present and engaged in everything she takes on and is an anchor member of Intuit’s LGBTQ community and support network. She has been involved in this work throughout her 15 years at Intuit, helping bring awareness to diversity and inclusion issues that have ultimately strengthened the Intuit community. There isn’t a single event at Intuit that doesn’t have Nita’s fingerprints on it. She doesn’t see her career as a Senior Executive Assistant as a stepping-stone but as a job where she strives to do the best possible work every day. In other words, she is all spirit.

WINNER

DIANE FULGAR
OFFICE MANAGER AND EXECUTIVE ADMINISTRATOR, ALLIANT INSURANCE SERVICES, INC.

To most of the 30 professionals Diane Fulgar assists every day, it’s difficult to imagine the amount of time and energy required to keep things running smoothly. But somehow, she does it all, and seemingly with great ease. Diane has been an administrative professional for more than two decades—five years with Alliance Insurance Services. Recently, Diane was instrumental in pulling off a big office move and was the lead in everything involved, including ensuring each employee had the necessary equipment to conduct business, overseeing and managing all aspects of the new space build out, onboarding of new employees, and the actual move—all while handling her day-to-day responsibilities. Thanks to Diane’s help, the move resulted in a growth of new clients, which correlates to revenue close to $12.5 million—an accomplishment that could not have happened without Diane’s attention to detail. After the move, she immediately transitioned into the role of executive administrator, where she does everything from handling phone calls, dealing with clients, prospects, and insurance markets to ensuring all executive travel details are taken care of. Every day, she exhibits professionalism, responsibility, accountability, and a general sense of pride and ownership that is admired by colleagues, clients, and market partners. Nicknamed “The General” in her office, she is always looking 10 steps forward, pinpointing potential roadblocks and coming up with solutions before there are even problems! She has been described as a lifeline, an addition to her daily responsibilities of assisting the VP of Sales—even traveling to the restaurant in San Jose where the evening dinner would be held to ensure it had the seating and menu coordinated as requested. This behind-the-scenes work allowed her boss to work worry-free, knowing every detail was handled. As always, he knew he could count on Mary. She “mams the fort” whenever he travels, ensuring things run smoothly in his absence while simultaneously coordinating his travel needs while he is on the road. Her thoughtful coordination efforts are an important ingredient in each event’s success. Travel logistics, attendance, invitations, transportation, lodging, coordination of agendas—Mary does it all, even for various time zones. She makes herself available whenever needed, including outside of working hours to accommodate everyone’s various schedules. Her relentless dedication to the overall success of the team goes above the call every day.

Congratulations to our
2020 Above The Call Award Finalist
Murielle Duboust!

We value your tenacity, creativity, and overall dedication and commitment to delivering excellence. Thank you from Team Marvell!
JANAKI HARIKUMAR MENON  
ADMINISTRATIVE ASSISTANT, SYNOPSYS

There are many paths to becoming an Administrative Assistant, and Janaki Harikumar Menon took an interesting one. She joined Synopsys in 2019 after working as an engineer—a career she planned for in college where she earned a bachelor's degree in electrical and electronics engineering. She worked with a multinational company, providing information technology services and business process outsourcing and analyzing, developing, and evaluating large-scale complex systems. When the opportunity to become an Administrative Assistant at Synopsys became available, it was one she immediately wanted to embrace. She now supports the Senior Vice President and seven product learners and their team. Janaki orchestrates a variety of projects: maintaining executive calendars, arranging meetings, and travel coordination among them. She is a quick learner and produces high-quality results, fast. Everyone at Synopsys quickly assumes Janaki has worked as an Administrative Assistant for many years because of her knowledge and expertise. Strong communication skills, efficiency, and a self-starter—these are just a few of the ways team members describe Janaki. Her energy and positive attitude are contagious, and she has become an integral part of Synopsys because of her approachable demeanor, methodical attention to detail and excellent follow-through. As one executive puts it, “Janaki is always ready to jump in and help, whatever the task or challenge may be or whatever the hour may be. She does this with a smile on her face and a positive attitude and ensure the job gets done right.” It's clear Janaki may be a rookie in years served, but works like a seasoned pro when it comes to delivery.

THE ROOKIE OF THE YEAR AWARD  
WINNER

THE STRATEGIC BUSINESS PARTNERSHIP AWARD  
WINNER

Because of you, Intuit is better. 
Congratulations to our 3 amazing finalists!

Saama Technologies Congratulates Erlyn Labra
2020 Silicon Valley Admin Awards Finalist for 
The Colleen Barrett Award for Administrative Excellence & The Achiever Award

Thanks, E!
Your dedication and unwavering commitment to excellence are greatly appreciated by your Saama family.
ERLYN LABRA  
EXECUTIVE ASSISTANT MANAGER TO THE FOUNDER & CEO,  
SAAMA TECHNOLOGIES, INC.

The Achiever Award is a perfect one for Erlyn Labra. In addition to all her duties as an Executive Assistant Manager, she is also a developer of sorts. She owns her craft and makes certain that she delivers the only the best, every time. For instance, Erlyn developed and implemented an internal meeting code system to help executives quickly identify types of meetings to plan their days. She also helped developed an internal automated timesheet management system to ensure timesheets are done accurately, consistently, and on time. She was recently asked to manage stock certificates—something she knew nothing about, but quickly mastered the task! She took it upon herself to learn about the CAP table to manage the stock certificate registry and issuance process for more than 1,000 stock option holders. She single-handedly managed all processes without error, including developing new security protocols and development of a master registry. She possesses a unique ability to work with a variety of hierarchy levels within cross-functional departments. She often interacts and meets with notable professionals, including Nobel Laureates, presidential cabinet staff members, The Joint Chiefs of Staff, state senators, dignitaries, and senior executives of Fortune 500 companies. The daughter of immigrants to the U.S., she put off college to help pay the bills at home and then completed her degree all while putting her younger brother through technical school. Once she earned enough money, she sponsored full tuition for four family members from elementary through college so they, too, can contribute positively to their communities. It is in her nature, at home and at the office, to work hard behind the scenes so she can help others have a better experience.

ANN SEID  
SENIOR EXECUTIVE ASSISTANT, TESLA

When Zachary Kirkhorn became CFO of Tesla just over a year ago, Ann Seid was already there, putting her two decades of administrative experience to work, managing several of Tesla executives’ numerous activities around the world and around the clock. In addition to her role as an Executive Assistant for the CFO, she also supports the VP of Sales Finance, Business Development, and Marketing and works closely with the board of directors, investors, and executives from Tesla’s partnering companies. She has been quick to volunteer to help streamline investor relations processes and orchestrates investor visits. In addition to coordinating the annual shareholder meeting, Ann was lead coordinator of Tesla’s Autonomy Investor Day, which was flawlessly executed and webcast to the world. She has taken the lead on two large facilities moves and seamlessly coordinates mega events for hundreds of people on short notice. Her keen sense of intuition into the nuances of each executive’s personality is an asset to the company; their days are streamlined and organized before they ever reach the office. Ann has earned the respect of her co-workers and executives inside and outside of the company. In all situations, Ann’s get-it-done-right commitment to excellence and efficiency, and her dedication and persistence keep her steps ahead. Her upbeat attitude, humility, and compassion are among her biggest strengths and are noticeable assets when supporting this mission-driven company. From arranging test drives of Tesla’s for investors and private factory tours to personally delivering cars to customers when needed—and everything in between—Ann has yet to meet a challenge she cannot handle.
Jessica Krassilnikoff’s boss says their working relationship came together somewhat like a blind date. As the new head of Human Resources for a major company, Jessica’s boss interviewed her over the phone for an open Executive Assistant position, not expecting to fill such an important role without an in-person interview. Their chemistry was immediate, Jessica was hired on the spot and they both started their new jobs on the same day. Since then, they have moved on to another company together – Workday! It’s now their 10-year anniversary! Jessica excels in her position, always remaining steps ahead, identifying new opportunities, making onboarding of new employees seamless, and a natural connector of people. It doesn’t take long for Jessica to know everyone in a company of thousands. She recognizes that she is the “face” of her boss, and that employees will feel more comfortable approaching an executive if she, too, is warm and welcoming. Executive accessibility is critical, and Jessica has propelled her boss to success because she understands this. She is widely trusted for her thoughts on company morale and started an HR social committee to help build connections and deepen relationships. And, by the way, she does this on top of her daily responsibilities as Senior Executive Assistant. She recently developed a program for other Executive Assistants within the company, giving them a roundtable opportunity where they can share best practices and pursue professional development. Selfless. Kind. Hardworking. Loyal. These are the qualities that Jess exhibits every day. When asked if there is another position in the company she may want to take on, Jess always says she loves her role as a Senior Executive Assistant and works to get better and better at it while sharing her expertise and experience with others – one of the true qualities of loyalty!
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Juniper Networks challenges the status quo with innovative products, solutions and services critical to businesses by transforming the economics of networking in the connected world. We are pushing the limits of silicon, systems and software for unified environments and open architectures in our routing, switching and security solutions. We are a leader in network automation, performance and creation. We create highly scalable, secure and cost-effective networks for unprecedented choice, agility, efficiency and value. We empower customers to unlock new business models and capitalize on new growth opportunities. We do so by challenging conventions to define what’s possible, not simply what’s next. Every product, solution and person who works at Juniper is driving business transformation that underpins the connected world.

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OH SNAP! VISUALS

CONGRATULATIONS TO ALL OUR FINALISTS!

Sandra Brunelli

Achiever Award

Janaki Harikumar Menon

Rookie of the Year Award

Rebecca Fields

Strategic Business Partnership Award

Jessie Britton

Loyalty Award

Manon Roy

Leadership Award

Thank you for your agility, efficiency and impact.