

SILICON VALLEY  
**ADMIN**AWARDS<sup>®</sup>

PRESENTS

*Live!*

GOOD  
AS  
GOLD

A REGIONAL CELEBRATION OF  
ADMINISTRATIVE EXCELLENCE

SATURDAY, MAY 1 | 7 PM  
VIA LIVE STREAMING

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"Quality Driven Transformation"



# 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 Boards, Sponsors and Partners – and equally important, the business community that trusts us to provide meaningful recognition to one of their most beloved employee groups.

To my surprise and delight, as the world turned inward in 2020, the executive community went the opposite direction. Business leaders began reaching out to us inquiring about our 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! 2020-2021, 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. For that, I am incredibly thankful.

2020 and 2021, with of all the 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 as we embark on this new journey with you.

We hope you have as much fun at Silicon Valley Admin Awards LIVE! as we’ve had creating it for you.

With Appreciation,

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

## Congratulations to Our Finalists!



**Kristi Fukuhara**  
**Spirit Award**



**Camille Starr**  
**Rookie of the Year**



**Ululani Pomroy**  
**Above the Call Award**

# BRAVO!

**Congratulations to all the Silicon Valley Admin Awards Finalists!**

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## 2021 JUDGES

**Colleen Barrett**  
President Emeritus  
Southwest Airlines

**Pam Gerber**  
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Great service starts with great professionals. Alliant is proud to have some of the best in the business.

Congratulations to our 2021 Silicon Valley Admin Awards finalists!

**Amber Ekstedt**  
Leadership Award

**Melinda Hernandez**  
Strategic Partnership Award

**Andrea Tullio**  
Above the Call Award



**WINNER**

# Sara Cromartie

SENIOR EXECUTIVE ASSISTANT, ARM

{ THE COLLEEN BARRETT AWARD FOR ADMINISTRATIVE EXCELLENCE }

Sara Cromartie is the Executive Assistant to the Chief Technology Officer of ARM, an organization whose technologies reach 70% of the world's global population and is in 180+ billion devices worldwide. Sara's career spans various industries from semi-conductor to medical device and financial services, which gives her a breadth and depth of knowledge unique to many Executive Assistants and the unique ability to excel in implementing processes and best practices from startups to public companies. Sara's leader says, "Sara invests the time to understand the Business and priorities at a deeper level, enabling her to focus relentlessly on the things that are important to making our desired direction a reality," and that "Sara understands strategic business objectives and has an innate ability to anticipate issues before they occur." Sara's colleagues describe her as "legendary in everything she does." And a daily example of what ARM wants its employees to aspire to be!

## FINALISTS



Catherine Clemente  
Maxim Integrated



Virginia Dominguez  
WhiteHat Security



Angelica Gonzalez  
Zoom Video  
Communications



Julie Hinge  
United Contractors



LaShondra Hodge  
Intuit



Kirsten Reich  
Intel



## 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!

He was a great servant leader. He loved life and you almost couldn't be around him and not catch that love of life and love of people.

### 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 COO—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 COO 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 }



**SHIRLEY CATAMBAY-CUETO**

**EXECUTIVE ASSISTANT I, SYNOPSISYS**

As an Executive Assistant at Synopsisys, Shirley Catambay-Cueto supports the SVP of Engineering in Synopsisys' certification group who leads more than 900 people in his organization world-wide. Shirley also supports two high-level Vice Presidents of Engineering. Every day, Shirley goes above and beyond in her role, thanks to her natural ability to carry tasks and projects – whether they are her own or not – through concept to completion. During the pandemic, Shirley has helped her Executives remain visible to employees and managers, making the shift from in-office to the virtual office as seamless as possible. Shirley has gained clients' trust, taking on even more responsibilities and working closely with the team to learn more about products and processes. Shirley recently took the Star Achievement classes offered at Synopsisys and completed the World Class Assistant Training, as well as several courses in Coursera, to strengthen her abilities. Shirley excels at coordinating calendars, travel and a multitude of tasks for people in multiple time zones, often coordinating meetings with senior executives from Fortune 100 companies across the globe. Her consistency demonstrates a “get it done” attitude, and she is always open to taking on new responsibilities. Recently, Shirley began gathering, editing, improving and sending the Zebu monthly hotline summary for high-level Vice Presidents who find it critical for their day-to-day operations. Shirley is ready to lend her expertise, creativity or even just a listening ear and smile at any moment. When someone calls for help in any way, Shirley answers, which is why she is this year's winner of the Above the Call Award.

FINALISTS



**Ululani Pomroy**  
*Palo Alto Networks*



**Gina Rollings**  
*Robinhood*



**Jennifer Spangle**  
*Tortuga Logic*



**Sandip Thakrar**  
*Maxim Integrated*



**Deanna Tran**  
*Nutanix*



**Andrea Tullio**  
*Alliant Insurance Services*

**WINNER**

{ THE LEADERSHIP AWARD }



**KATHERINE BYRNES**

**EXECUTIVE BUSINESS PARTNER, WING**

Katherine Byrnes, Executive Business Partner for Wing, joined the company during its founding three years ago, although she has been an Administrative Professional for more than 12 years. When the CEO stepped into the role, she joined in and “managed up” so they could both make the most of their partnership. As the company has grown, Katherine has taken on the initiative to handle organization-wide needs, including finding new office space, presentations, company parties and cultural events. She has become a critical partner in thinking through strategy, and she provides valuable insight on the company's strengths and challenges. Even during the pandemic, Katherine stepped in and stepped up to tackle urgent business needs, including onboarding new hires without any physical connection! Despite any challenge, Wing has become a stronger company in large part because of Katherine's tenacity and leadership. Katherine carefully thinks about how her approach will best benefit not only her leaders but the entire company. Katherine is passionate about being Wing's internal ‘traffic control’ and helps employees and leadership navigate obstacles using her knack for identifying gaps and bridging them to pave the way for smooth operation. She is always the first one to raise her hand, step up to new responsibilities and catch any ball that is dropped – all with a calm and helpful demeanor that inspires others to follow her lead. This year's Leadership Award winner, Katherine continually places the company's success as the highest goal. People naturally want to follow this approach, a sign of a true leader.

FINALISTS



**Doreem Adams-Perdue**  
*Cisco Systems*



**Donna Capriotti**  
*Nutanix*



**Amber Ekstedt**  
*Alliant Insurance Services*



**Melanie Harms**  
*Facebook*



**Debbie Land**  
*Maxim Integrated*



**Fay Ona**  
*Intel*

We Celebrate You, Paula Thomas!



Uniphore has achieved so much this past year and Paula has been a valued Administrative Partner through it all.

“Last year, we grew our business 300%. Without Paula's support and focus on getting things done, we could not have achieved this success. Thank you, Paula for your strategic partnership with me and our business.”

- Umesh Sachdev, CEO and Co-Founder



**Paula Thomas,**  
The Achiever Award  
2021 Admin Awards Finalist



**JULIE HINGE**

2021 Admin Awards Finalist:  
Colleen Barrett Award;  
Administrative Excellence  
in Public Service Award



Congratulations to our amazing finalist!

Taking “first class service” to a new level.  
We thank you for everything you do  
for us and our members.

**WINNER** { THE LOYALTY AWARD }



**CAROL FOX**

**ADMINISTRATIVE ASSISTANT, BACCHUS CAPITAL MANAGEMENT**

These days, there are few greater definitions of loyalty than working for more than three decades for one company. Carol Fox, Administrative Assistant at Bacchus Capital Management, has spent the past 34 of her more than 50 years as an Administrative Professional at Bacchus. Today, she supports the Managing Partner of Bacchus, although she has worked with him in some capacity since 1984. One colleague describes Carol's passion for creative thinking and improvement best: "She is forever looking for a better way to accomplish tasks." Many of Carol's colleagues and

managers have worked with her for more than 30 years in some fashion and have admired how she continually becomes the company go-to person wherever she lands, whether she is representing the President of a company or helping a coworker with a daily task. Through the years, the executives she supports have come to depend on her for handling both their business and personal calendars and tasks, and she has become a trusted "right hand" when it comes to what's most important. What stands out to most people about Carol is her ability to manage multiple things at once and her confidentiality, calm demeanor, and never-ending energy to take care of her duties every day—and that often includes evenings and weekends. Carol regularly volunteers her time, and can be counted to answer "yes, of course" when asked to help. More than 30 years later, she still enjoys a good challenge, and no one sees this changing any time soon.

FINALISTS



**Kathy Cannon**  
Juniper Networks



**Esperanza Castro**  
Maxim Integrated



**Kelly Greer**  
Synopsis



**Alyssa Shamus**  
Khosla Ventures



**Theresa Stegman**  
Marvell Semiconductor

**WINNER** { THE ACHIEVER AWARD }



**TERES WYNN**

**EXECUTIVE ASSISTANT, SYNOPSISYS**

For nearly 30 years, Teres Wynn has worked as an Administrative Professional, and she has spent nearly 17 of those at Synopsisys, where she now supports the company's Director of SuperTools, as well as other key Synopsis executives. She has excelled in the company's groundbreaking, cross-company, multi-million-dollar externally partnered and sponsored research projects and is deeply involved in major research projects and organizing large events for numerous engineers. Teres leverages her expertise, knowledge, resourcefulness and

relationships to solve difficult problems effectively and efficiently and helps employees successfully navigate company policies, processes and systems. She stepped up without hesitation during the pandemic to organize meetings, seminars, events and interviews virtually. She promotes the Synopsisys "Yes, If" mindset, goes the extra mile, and is always available to accept new challenges, which is reflected in her outstanding 360 performance review feedbacks each year. Teres steps up to offer creative solutions to difficult and problematic processes for new tasks and challenges within Synopsisys. The DARPA Automatic Implementation of Secure Silicon (AISS) Program that Teres directly supports won the 2021 Innovation Award. The team spans 10 time zones, and members are citizens of over 12 countries. In addition, her team authored 35 specification documents to capture the program's scope. Thanks to Tere's efforts, the team received stellar customer praise executing a high revenue, multi-year contract to augment Synopsisys' tools and IP. In everything Teres does, she demonstrates relentless grit, perseverance and resourcefulness – always striving to achieve, thus making her the obvious choice for the Achiever Award.

FINALISTS



**Bridget Paquette**  
Maxim Integrated



**Kelly Richards**  
FormFactor, Inc.



**Christine Schoville**  
PayPal



**Justine Sink**  
Khosla Ventures



**Paula Thomas**  
Uniphore



**Melissa Wolfe**  
Granite Construction Company

Congratulations  
to our Finalists,  
Kathy Cannon and  
Megan Hardesty

We value your continued dedication  
and commitment to Be Bold, Build Trust,  
and Deliver Excellence!

We are very proud  
of you.

2021 SILICON VALLEY ADMIN AWARDS: **CONGRATULATIONS SYNOPSISYS FINALISTS!**

Shirley Catambay-Cueto

Finalist for the  
Above the Call Award

Kelly Greer

Finalist for the  
Loyalty Award

Lupe Hernandez

Finalist for the  
Strategic Partnership Award

Teres Wynn

Finalist for the  
Achiever Award

Dana Raines

Finalist for the  
Strategic Partnership Award

Silicon to Software

**WINNER**

{ ADMINISTRATIVE EXCELLENCE  
IN PUBLIC SERVICE AWARD }



**JULIE HINGE**

**EA TO EXECUTIVE VICE PRESIDENT, UNITED CONTRACTORS**

Julie Hinge holds a significant role at United Contractors as the Executive Assistant to the Executive Vice President. It's a big job, to be sure, and one that she seems to accomplish with ease – although everyone at United Contractors knows her job is anything but easy. It's no secret that Administrative Professionals are not always fully appreciated for the backbone roles they play, yet their hands touch most everything in a company. They shape outcomes in ways that others never even see – and this is Julie. She magnetically connects with everyone she meets. Most recently, her full launch into supporting the EVP with a digital pivot resulted in her successfully managing thousands of people collectively on complex, unreliable, and stressful platforms for the company's brand and advocacy. As a nonprofit trade association, United Contractors strives to give 100% to support its members, and Julie embraces this by going out of her way to support her coworkers in any way possible. During the pandemic, Julie became the “glue” and pulse of the company in isolating times – even sending funny and thoughtful text messages to offer her support, and she made sure everyone was taking care of themselves emotionally and physically. Her optimism, enthusiasm and positivity pick up the mood in any situation. Problem solver. Solution master. Reliable. Helpful. These are only a few of the ways Julie's colleagues describe her in every situation, and only scratch the surface as reasons for winning the Administrative Excellence in Public Service Award.

— FINALISTS —



**Margaret Anderson**  
Abbott Diabetes Care



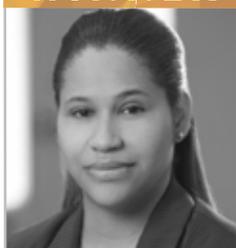
**Catherine Randle**  
Stanford University



**Susan Stephens**  
First United Methodist  
Church of Palo Alto

**WINNER**

{ STRATEGIC PARTNERSHIP AWARD }



**YULANIE TÜRKEKÖL**

**CHIEF OF STAFF & EXECUTIVE ASSISTANT TO CEO, UNITE GENOMICS, INC.**

Yulanie Türkeköl, Chief of Staff and Executive Assistant at Unite Genomics, has put her two decades of administrative experience to work every day in serving as a leader and strategic partner to her CEO. As one of the companies first employees, Yulanie has taken on the organization's recruiting process to better identify 'a players', to designing a process that created the organization's corporate values, to re-defining the onboarding process during COVID so new hires felt connected and inspired, to creating performance review procedures and helping train corporate sales representatives. Yulanie has been instrumental in Unite Genomics' success in unimaginable ways. Yulanie's CEO says “Yulanie has the amazing ability to take on new challenges that are brand new to her, immediately and creatively identify resources and opportunities and then innovate, execute and in very-short-order make the task, project or initiative look easy.” Her team loves Yulanie's “let's get this going” attitude, as she not only strives to meet the organization's goals but also elevate them. The beneficiary in all of Yulanie's outstanding efforts? The rare disease patients that Unite Genomics serves.

— FINALISTS —



**Paulina Andrews**  
Xilinx, Inc



**Tricia Casey**  
Intuit



**Lupe Hernandez**  
Synopsis



**Melinda Hernandez**  
Alliant Insurance  
Services



**Dana Raines**  
Synopsis



**Rebecca Tijerina**  
Intuit

CONGRATULATIONS TO ALL OUR FINALISTS



**Bridget Paquette**  
Achiever Award

**Catherine Clemente**  
Colleen Barrett Award for  
Administrative Excellence

**Esperanza Castro**  
Loyalty Award

**Lisa Milanes**  
Spirit Award

**Bharti Kalia**  
Rookie of the Year Award

**Sandip Thakrar**  
Above the Call Award

**Debbie Land**  
Leadership Award

THANK YOU FOR YOUR OUTSTANDING WORK AND DEDICATION TO MAXIM.



**Congratulations  
Nutanix Finalist**

Nutanix thanks you and our wonderful team of admins for being the behind the scenes heroes!



**DEANNA TRAN**  
Above the Call Award



**DONNA CAPRIOTTI**  
Leadership Award



**PATRICE ROBINSON**  
Rookie of the Year Award

**WINNER**

{ THE SPIRIT AWARD }



**ROCIO HOERZ**  
SR. EXECUTIVE ASSISTANT, WORKDAY

During the four years that Rocio Hoerz, Executive Assistant to the Chief Information Officer, has been at Workday, she has turned things around – in a fun way! In everything this Spirit Award winner does, it is evident that she spends countless hours coming up with ways to make her team feel engaged, supported and motivated. From planning special events and friendly competitions to bestowing small gifts to let team members know they are appreciated, Rocio’s spirit has become essential. Rocio understands the value Executive Assistants can bring to the

leaders they support, but also to the organization. Rocio is responsible for transforming the company’s Administrative Community and is their fiercest advocate to ensure they have the tools and resources they need to become even better. Rocio’s legendary Pictionary and Pop-a-shot basketball tournaments and desk decorating kits are among the many reasons the team cannot wait to get back into the office! Even so, virtual work has not slowed Rocio’s creativity. Just after the pandemic shutdown, she organized a series of engagement activities to keep everyone connected – virtual salsa making, family yoga and children’s story time among them. Rocio’s commitment to her company and to her community through the Workday philanthropy projects she coordinates, plus her knack for nurturing connections, are admirable. Workday’s purpose is to "Inspire brighter Workdays for All," and this essentially defines Rocio. As one fellow Executive Assistant says, "I try every day to have the spirit and enthusiasm that Rocio demonstrates on a daily basis."

FINALISTS



**Kristi Fukuhara**  
Palo Alto Networks



**Megan Hardesty**  
Juniper Networks



**Kimber McCoy**  
LinkedIn



**Lisa Milanes**  
Maxim Integrated



**Mavel Guitron**  
Intuit



**Yvette Sausedo**  
Cadence

**WINNER**

{ ROOKIE OF THE YEAR AWARD }



**BHARTI KALIA**  
SR ASSISTANT, MAXIM INTEGRATED

Bharti Kalia, Senior Assistant at Maxim Integrated, has spent just over one year supporting the company’s Executive Director. In this short time, Bharti has played an integral role in helping keep things running smoothly for her Executive and the company. Bharti has developed a fantastic rapport with team members in a short time, and she is known for always being approachable, no matter the request! When Maxim experienced a reduction in staff, Bharti

extended her support to other business groups in the company’s center in India, taking on responsibilities outside of her regular duties. Therefore, it’s no surprise that Bharti has become the most sought-after company resource among several departments. Last year, the company conducted an India engineering day, where top executives from headquarters showcased their departments’ creative work. Bharti was a significant team player on the event’s organizing committee and went above the call of duty, taking a keen interest in the event while showing initiative, enthusiasm and commitment. Colleagues appreciate her friendly nature and innate desire to help. Without prompting, Bharti has jumped into budget management, scheduling for multiple events and executives, negotiating and conflict management so she can learn more about the company. Bharti assists the HR team with interviewing candidates, keeps the employees’ meal cards updated, works well with vendors and has been essential in the company’s COVID-19 safety efforts. All of this in just over a year? Yes, and among the many reasons Bharti has been named Rookie of the Year.

FINALISTS



**Kacey Den Uijl**  
Intuit



**Briana Gomez**  
LinkedIn



**Jackie Ou**  
GlobalLogic



**Patrice Robinson**  
Nutanix



**April Smith**  
Zoom Video Communications



**Camille Starr**  
Palo Alto Networks

**Because of YOU, Intuit is better.**

Congratulations to our 5 amazing finalists!



**Kacey Den Uijl**  
Rookie of the Year



**LaShondra Hodge**  
Colleen Barrett Award for Administrative Excellence



**Mavel Guitron**  
Spirit Award



**Rebecca Tijerina**  
Strategic Partnership Award



**Tricia Casey**  
Strategic Partnership Award



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**“NEXT TO EXCELLENCE IS THE APPRECIATION OF IT.”**

– William Thackeray