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Brad D. Smith Schools of Business host third CEO panel with Silicon Valley business leaders



CEO Panel

The Lewis College of Business,
Brad D. Smith Schools of Business
presents the

Spring 2021 Dean's Distinguished
Speaker Series

Virtual Event
March 3, 2021
2:00-3:15 pm ET



MODERATED BY:

Brad D. Smith
Executive Chairman of Intuit, Chairman of Nordstrom's Board of Directors, SurveyMonkey board member, co-founder of Wing 2 Wing Foundation.



FEATURING:

Shellye Archambeau
One of tech's first Black female CEOs. Board member for Verizon, Nordstrom, Roper Technologies and Okta Inc. Author of "Unapologetically Ambitious."



Chris Gardner
Entrepreneur, philanthropist and author of the critically acclaimed book "Pursuit of Happyness," basis for the award-winning movie starring Will Smith.

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The Lewis College of Business and its Brad D. Smith Schools of Business at Marshall University hosted the third CEO Panel, via Zoom, on Wednesday, March 3, 2021. Thanks to our speakers and panel members, students, alumni, faculty, staff, community members, business leaders, government officials, university administrators, and board members for joining us for this highly engaging panel discussion. Brad D. Smith joined guest panelists Shellye Archambeau, one of tech's first Black female CEOs, and Chris Gardner, author of "Pursuit of Happyness." Their stories of overcoming insurmountable odds, shattering glass ceilings, and investing in the next generation are awe-inspiring! The event was livestreamed on NBC local affiliate WSAZ Channel 3. Close to 1,000 people attended the Zoom event and more than 6,000 people have watched the WSAZ livestream (with more than 9,000 duplicated viewership for the post-show coverage) to hear insights and advice from three of the world's top business leaders.

The Lewis College of Business, celebrating its 50th anniversary, offers contemporary, cutting edge, and applied business education and research while being rooted in the region's economic and business development. Reimagined by a transformational gift by Brad and Alys Smith in 2018, the Brad D. Smith Schools of Business have identified experiential learning as the DNA of our academic programs in business. The Dean's Distinguished Speaker Series was started in 2018 as the highest profile community event of the Brad D. Smith Schools of Business, offering a rich and vibrant experience to our students and various other stakeholders as they learn from renowned c-suite executives, entrepreneurs, intrapreneurs, and industry leaders about business successes, effective leadership and the future of work. As a part of this series, the CEO Panel, put together by Brad D. Smith and his team at Intuit, brings globally recognized top-tier business leaders to provide insightful perspectives through dynamic discussions covering a broad range of topics that influence the world of business and draw powerful lessons from the boardroom to the classroom.



You might remember our highly successful first CEO Panel in Spring 2020 held on February 19 at the historic and majestic Keith Albee Performing Arts Center in Huntington with Brad D. Smith joined by Shantanu Narayen, Chairman, President and CEO of Adobe, and Daniel Schulman, President and CEO of PayPal, and the second CEO Panel in Fall 2020 held via Zoom on October 21 with Brad D. Smith joined by Jeff Weiner, Exec Chairman & Former CEO of LinkedIn. Last week, we hosted the third CEO panel in this series, where Brad D. Smith engaged in this amazing fireside chat with Shellye Archambeau and Chris Gardner. Mr. Patrick Farrell, the Chairman of the Marshall University Board of Governors, provided welcome remarks and introduced Brad D. Smith.

The theme for this panel was *“Creating Success On Your Own Terms.”* Talent is dispersed equally, but opportunity is not. Rapid technological, environmental and societal shifts are driving the lack of economic opportunity in communities across the globe. The current health and economic crises are speeding up these shifts even more. In this fireside chat, Marshall students and local community leaders heard from three leaders in tech to discuss the skills and mindsets needed to lead and succeed in today’s landscape. The goal of this fireside chat was to provide insight and inspiration for the audience and further encourage them to apply their talent and energy to pursue their passion and create opportunities for themselves and their communities. Together, communities, corporations and academia can shape the world for future generations to thrive.



Shellye Archambeau



Shellye Archambeau is the former CEO of MetricStream, a GRC company based in Palo Alto, California. She has held executive positions for numerous companies, including a 15-year career at IBM where she became the first African American woman at the company to be sent on assignment internationally. Archambeau is a guest lecturer at her alma mater, the Wharton School of the University of Pennsylvania. She is also a writer, co-authoring the book *Marketing That Works*, and a regular contributor for Xconomy.

Archambeau currently sits on the boards of Nordstrom, Verizon, Roper Technologies and Okta. She advises the Royal Bank of Canada, Capital Markets, and Forbes Ignite as well as growing startups. She is regularly named on Who's Who lists in technology and is the protagonist of the Harvard Business School Case Study: *Becoming a CEO*. She is also the author of the book, *Unapologetically Ambitious: Take Risks, Break Barriers and Create Success on Your Own Terms*. Archambeau is a Forbes contributor, runs a gourmet dinner club, and writes a blog that provides career advice, insight and other musings from her career (<https://shellye.com>).

Chris Gardner



Chris Gardner is a stockbroker and philanthropist whose rise to prominence provided the basis for both his memoir, *The Pursuit of Happiness*, and a successful Hollywood film of the same name. From a poor background, Gardner endured a year on the streets of San Francisco as a homeless single father and came out the other side a multimillionaire financial manager. He founded his own brokerage firm Gardner Rich & Co in 1987. In 2006, Gardner sold his minority stake in the firm and wrote his memoir. He insists the meaning of his life is no mere fulfillment of the American dream of financial success. In an interview included on the DVD release of *The Pursuit of Happiness*, he said, "My story has been portrayed in certain media outlets as a rags-to-riches story. That ain't important. The important thing is the commitment to my children, to be there."

For more on Chris Gardner visit his webpage at: <https://www.chrisgardnermedia.com/biography>



Brad D. Smith introduced the panel by saying: “They exemplify what it means to dream big, to actually overcome seemingly insurmountable obstacles. They have the ability to break glass ceilings and, most importantly, they inspire through their example the best in others. Anybody can be successful, but not everybody can be successful on their own terms. It takes hard work, and plenty of dedication.” “Through these last 12 months each of us has endured severe weather events, the pandemic, social inequity, racial injustice, some political turmoil and economic upheaval, and we’re not even out of the woods yet, but we are still standing and that is a testament to the statement that if bad times are followed by good reflections, you can create amazing opportunity, and that’s what today’s event is all about,” said Smith, who served as the panel moderator.

“Brad shared with you a lot of accomplishments I had,” Archambeau said. “But, I have to tell you I had no business achieving those. When I was little, and you think back those decades ago, you wouldn’t have seen the person you see today.” Shellye Archambeau encouraged everyone to do a stint in sales. “I learned more in sales by caring about customers than I learned in frankly any other job... All ‘no’ means is not now, which gives you the opportunity to figure out ‘okay, why not now?’ and when you find out the ‘why not now’ that’s the roadmap to how to get a ‘yes,’ and I have used that strategy throughout my entire career so when people say no I’m like yes because that gives me the chance to ask the most powerful question which is why not.”

Gardner said he sees young people wanting to make a change in the world, pointing to peaceful protests for the Black Lives Matter movement. He said that today’s college-age youth were born in turbulent times and desire positive change. Gardner said they were conceived in the uncertainty of Y2K, their worst memories were 9/11 and the wars in Iraq and Afghanistan, and they saw what the financial collapse of the mid-2000s did to their families. “What’s the one constant in that timeline,” Gardner asked. “Big, dramatic, frightening change.” Gardner realized from an early age that he needed to make his dreams come true, and that nothing would be handed to him. “I had a discussion with my mom when I was younger,” Gardner said. “She said you could do or be anything. She did not say you can have anything.” It motivated Gardner to make himself into something. He chased the American Dream, and said that young people should continue to do so today. There are, however, changes to how that is done. “The biggest change in the American Dream is that it’s gone global,” Gardner said. “When I talk to young people, I stress to them that globalization and technology means that your competition is not just in your classroom. The people you’re competing with are someplace all around the world. While you are being young and having fun, the people you’re competing with are grinding away. That’s going to make the difference between who signs the front of the check and who signs the back,” Gardner said.

Brad Smith said, “It’s a real treat to hear their messages being communicated to the next generation, knowing that it will inspire them and give belief they can do anything as well.” Smith answered one audience member’s question about having to leave West Virginia to succeed, saying, “Create the future you want. 75 percent of net new jobs are created by start-ups, and we have a real opportunity in West Virginia to create the next Amazon, the next Intuit, the next MetricStream. All these companies are coming to you through remote work, and we have an exciting set of initiatives that will be coming where people will be able to participate with the Silicon Valley or Wall Street without ever leaving the beautiful mountains of West Virginia.”



Thank you for supporting the Distinguished Speaker Series at Marshall University as we strive to create impact, innovation and engagement for business and business education in our Mountain State.

The video for the event is available at:

<https://www.youtube.com/watch?v=-bl8RPYaU4Q>

Here are some media coverage:

<https://www.wsaz.com/2021/03/04/kenova-native-former-intuit-ceo-hosts-marshall-university-panel/>

<https://www.msn.com/en-us/news/us/kenova-native-former-intuit-ceo-hosts-marshall-university-panel/ar-BB1edCWe>

https://www.wvnews.com/news/wvnews/marshall-university-presents-latest-ceo-panel-discussion-hosted-by-brad-d-smith-event-featured-chris/article_1b283234-2e1b-5d40-be07-b4fc55a71fe1.html

Here are some pre-event promotions:

<https://www.marshall.edu/news/2021/02/24/marshall-ceo-panel-to-feature-author-of-pursuit-of-happyness-and-one-of-techs-first-black-female-ceos/>

<http://www.huntingtonnews.net/174691>

<https://www.marshall.edu/wamnewsletter/2021/03/ceo-panel-to-feature-author-of-pursuit-of-happyness-and-one-of-techs-first-black-female-ceos/>

https://www.marshall.edu/wamnewsletter/files/CEOPanel_03-03-21.jpg