



## WOMEN'S PANEL

SUNDAY, MARCH 2  
10:00 AM

OPENING REMARKS



**AMY SMILEY**  
84 Lumber,  
Vice President of Marketing



**KAITLIN DONAHOE**  
Pittsburgh Penguins,  
Director Partnership Sales

PANELISTS



**NISHA BLACKWELL**  
Knottzland,  
CEO and Founder



**MELISSA CHRISTIAN**  
DICK'S Sporting Goods,  
VP, Global Brand and  
Category Marketing



**DANIELLE PARSON**  
Professional Women's Network,  
CEO and Founder



**STEPHANIE SCIULLO**  
MSA Safety,  
President of MSA Americas



**ROCHELLE SEIDENECK**  
Glant Eagle,  
SVP, Enterprise Marketing

### **Amy Smiley, Vice President of Marketing, 84 Lumber**

Amy Smiley is the Vice President of Marketing & PR for 84 Lumber and has been with the company since 2016. In her role, Amy is responsible for leading all aspects of marketing, including creative development, media buying, public relations, events, and digital media for the brand. As a dedicated leader, Amy also oversees the philanthropic initiatives of 84 Lumber, ensuring the company's significant contributions to causes nationwide, with millions donated each year.

Before joining 84 Lumber, Amy gained valuable experience at GNC World Headquarters in Pittsburgh, the U.S. Department of Labor, EDSA, and public television. She holds a bachelor's degree in public relations from California University of PA and a master's in integrated marketing communication from West Virginia University.

In addition to her professional commitments, Amy actively serves on the Board of Directors for the Washington Health System and the Washington Health System Foundation, showcasing her commitment to community well-being.

Amy resides in Mt. Lebanon, PA, with her husband Matthew and their two children, Sloane and Hayes.

### **Kaitlin Donahoe, Director of Corporate Sales, Pittsburgh Penguins**

Kaitlin Donahoe currently serves as Director, Partnership Sales for the Pittsburgh Penguins and assists in revenue generation for the Corporate Partnerships department. She is tasked with engaging with corporate prospects and developing and selling customized partnerships to meet her prospects' business needs and objectives. Prior to her move to partnership sales, Kaitlin was the Director of Partnership Marketing for the Penguins where she assisted in leading their partnership marketing team

of ten while also managing and developing relationships with several key corporate partners. She also spearheaded the development of the organization's first Diversity, Equity and Inclusion Council in Summer '20.

Donahoe joined the Penguins partnerships team in March '20 after a three-year stint in the Bayou as a member of the Corporate Partnerships team for the New Orleans Saints and New Orleans Pelicans. Kaitlin began her career in sports in '13 on the coaching side after growing up an athlete and continuing her collegiate academic and athletic basketball career at Bowdoin College in Brunswick, ME. Following graduation, she joined the women's basketball staff at the University of Rochester and worked her way up the ranks to the team's Associate Head Coach & Recruiting Coordinator after helping take a sub-.500 program to a NCAA Elite Eight participant and National Championship contender. While working full time as a coach, Kaitlin completed her MBA with a double concentration in Brand Management and Entrepreneurship at the University of Rochester's Simon Business School.

Kaitlin believes in the power of relationships whether in her current role or as a former athlete and coach. She loves the ability to combine the power of dynamic brands, corporations, and people in order to develop impactful programs that make a difference throughout our community at-large. She trusts in the mantra, "to whom much is given, much is expected" and looks to always leave an environment better than she found it.

### **Nisha Blackwell, Founder & CEO, Knotzland**

Nisha Blackwell is a Creative entrepreneur, artist, and the lead designer at Knotzland Bowties—an innovative sustainable accessory brand committed to environmental and social sustainability. Over the past nine years, Nisha has built frameworks for sourcing, rescuing, designing and repurposing textiles into new wares and other goods. Nisha's lifelong participation in sustainability and her commitment to circular and intentional community-building weave passion into every aspect of her work in Knotzland and beyond.

Since its inception in 2015, Nisha's intentional navigation through creative hubs, accelerators, business incubators, and programs, both locally and internationally, has resulted in a thriving community of investors, mentors, and loyal patrons whose support has enabled her to shape a business that has to date successfully diverted over 8,000 lbs. of textiles and materials away from landfills and into new products while also delivering some of the most distinctive and one-of-a-kind wearables to a global clientele.

Nisha Blackwell's dedication to her community over the years shines through her involvement on boards, community service, and consulting experiences with AmeriCorps, Pittsburgh Center for Creative Reuse, ORIGINS, The Andy Warhol Museum, New Sun Rising, Radiant Hall, The Mountain Association, and more.

Nisha's work has been shown as part of exhibitions and sold in gallery spaces with, The Heinz History Center (A Woman's Place 2024), MuseumLab (How You Wear it 2022), The Carnegie Museum (Locally Sourced 2021), The Frick Museum (Maker & Muse 2020), The Westmoreland Museum of Art, Contemporary Craft, and selected by the Smithsonian Women's Committee showcase at Craft Optimism, a virtual craft show.

## **Melissa Christian, Vice President – Global Brand & Category Marketing, DICK’S Sporting Goods**

Melissa leads the team responsible for creating innovative marketing campaigns to acquire customers and drive sales for all parts of the DICK’S business, and for building brand affinity for the DICK’S Sporting Goods, Golf Galaxy and Public Lands retail banners.

Melissa is passionate about elevating women in sports. She played an instrumental role in forming DICK’S partnership with the WNBA and oversaw the company’s 2021 “There She Is” campaign confronting sexist stereotypes of female athletes. She was featured in a marketing campaign about the female leaders of DICK’S called “Inside Moves,” alongside seven other executives, including its CEO.

Melissa has been at DICK’S since 2014, holding various roles throughout the organization, including the Divisional Merchandise Manager - Kids’ Apparel; Head of Communications; and Chief of Staff to the CEO & Executive Chairman.

## **Danielle Parson, Founder & CEO, Professional Women’s Network**

**Danielle** is the Founder and Visionary of PWN LLC. As the visionary of the organization, Danielle designed the organization to connect, engage and inspire women. Her passion for connecting women drives her in planning and executing social and professional platforms for women to get to know each other, share opportunities, and celebrate successes.

Danielle is a Chicago native who now calls Pittsburgh home. When Danielle moved to Pittsburgh over a decade ago, she was immediately in search of space where she could find women who looked like her, were on a similar professional journey as her and women she could learn and grow with. She never found that space, so she created one. In 2016 PWN was born with the mission to nourish women to excel in their personal and professional lives while being a positive and active influence in their communities. PWN grew from hosting an annual event to now hosting over six annual events, two professional coaching cohorts and connecting over 500 women across the country.

Danielle takes great interest in her community, she currently serves on the board of the Boys Scouts of America Laurel Highlands Council, working primarily with scouts in under-served communities. She also serves as Board Chair of the Pittsburgh Women's Alliance. In 2023 she was appointed to Governor Josh Shapiro’s Advisory Commission on Women where she serves as Vice Chair. Here Danielle advocates for women across the state of Pennsylvania. In all of her community roles she works to further connect women and their families, ensuring opportunities are equitable and accessible

Danielle has been recognized for her work throughout the region including, 2015 Pittsburgh Pirates Champion Award, 2018 The People’s Office Hustle & Heart Award, 2018 Pittsburgh Courier 40 Under 40, the 2020 Whitney M. Young Jr. Service Award and in 2024 she received Pittsburgh Magazine’s Women in Business recognition.

Danielle loves traveling and hosting family and friends. She credits having time to advance PWN to its greatest potential to her husband, LaWarren, and her daughter, Clarke. “You have to have an understanding and flexible support system to do this work. I am blessed to have just that”.

### **Stephanie L. Sciullo, President, MSA Americas**

Stephanie serves as President, MSA Americas for MSA Safety Inc. (NYSE: MSA), the leading global manufacturer of safety products and solutions that protect people and facility infrastructures. She is responsible for overseeing MSA's business interests in the United States, Canada, and Latin America. She is a member of MSA's executive leadership team.

Stephanie most recently served as MSA's Senior Vice President, Chief Legal Officer, Corporate Social Responsibility & Public Affairs. As President, MSA Americas, she continues to act as executive sponsor and spokesperson for the company's corporate social responsibility programs.

Locally, Stephanie serves on the Boards of Directors for Pittsburgh Ballet Theater; Sewickley Academy Board of Trustees; Leadership Pittsburgh, Inc.; and the Greater Pittsburgh Chamber of Commerce, a division of the Allegheny Conference for Community Development.

Prior to MSA, Stephanie practiced law with Reed Smith, LLP. She has previously served as an adjunct faculty member at the University of Pittsburgh and Duquesne University schools of law, teaching a course she developed based on the unique role of in-house counsel.

Stephanie is a graduate of the University of Pittsburgh School of Law and is an alum of Harvard Business School's General Management Program. She also holds a bachelor's degree in politics, philosophy and economics from the University of Pittsburgh.

Melissa is a graduate of Dartmouth College (where she Co-Captained the Varsity Swimming & Diving team) and received an MBA from Wharton. She serves on the board of Special Olympics Pennsylvania, and is a proud mom of three.

### **Rochelle Seideneck, Senior Vice President, Enterprise Marketing, Giant Eagle**

Rochelle serves Giant Eagle as Senior Vice President, Enterprise Marketing. She is responsible for brand marketing, customer strategy, loyalty strategy, field marketing and creative services. One of the recent initiatives Rochelle is most proud of is her leadership of the organization's "my Giant Eagle" campaign, highlighting Giant Eagle's position as the local grocer across the communities it serves and reinforcing the personal connect customers and Team Members have with the brand. Her passions consist of relentlessly putting the customer first and building a personalized customer experience focusing on value, quality and service.

Rochelle joined Giant Eagle in 2001. Prior to her current role, she held positions across the organization, gaining deep experience and expertise in sales, category management, marketing and change management. Rochelle led the store development team that brought the Market District brand to life with the first Market District store opening in 2003 and with more than 20 Market District stores today. After spending 12 years in merchandising leadership, she moved on to lead the eCommerce and Digital teams, where she headed the development of Giant Eagle's Retail Media Network.

Rochelle holds a bachelor's degree in advertising from Gannon University and an MBA from Duquesne University. Rochelle has participated in the Carnegie Mellon Executive Development Program, Duquesne University's Woman's Leadership program, the Cornell Food Institute Program and was named a Top Women In Grocery. In addition to her professional work, Rochelle has been actively involved in many

organizations throughout Pittsburgh, previously serving on the board of Strong Woman, Strong Girls, St. Anthony School Programs and the Mars Planet Foundation. She resides in Mars with her husband and two teenage children where she is actively involved in supporting her community and specifically school sports including Baseball and Lacrosse boosters.