



**WOMEN'S  
PANEL**

**SATURDAY, APRIL 6  
11:30 AM ET**

OPENING REMARKS

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



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



PANELISTS

**DANA EDWARDS  
MANATOS**  
Milkshake Factory,  
Founder and CEO



**SABRINA SAUNDERS  
MOSBY**  
Vibrant Pittsburgh,  
President and CEO



**KENYA BOSWELL**  
Highmark Health,  
Senior Vice President of  
Community Affairs



**LISA FLORIAN**  
Clearview Federal Credit Union,  
President and CEO



### **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.

### **Dana Edwards Manatos, Founder & CEO, Milkshake Factory**

Dana Edwards Manatos, the Founder and CEO of the MilkShake Factory, steers a legacy rooted in chocolate and ice cream that began in 1914. The MilkShake Factory proudly serves handspun shakes, craft sundaes, and gourmet chocolates, meticulously prepared using the same ice cream and chocolate recipes passed down from their great grandparents. Originating in Pittsburgh, Pennsylvania, her family established this rich heritage following their immigration from Greece through Ellis Island. As the fourth-generation upholding the family traditions, Dana continues to craft premium chocolates and milkshakes that are rapidly becoming a cherished fixture in communities across the United States.

Dana played a pivotal role in the success of her family's chocolate business, Edward Marc Chocolatier. Her business initiatives alongside her brothers resulted in an exclusive contract with the Department of Defense, making it the sole chocolate shop in the Pentagon. The company's growth extended into department stores, specialty retail, and hospitality industries, boasting partnerships with renowned brands like Saks Fifth Avenue, Dean & DeLuca, American Airlines, and Four Seasons Hotel & Resorts. Dana played a key role in co-creating and launching a product in Costco, catapulting the small regional family business onto the Inc 5000 fastest-growing companies list for six consecutive years.

Dana's journey in leadership commenced in 2003 at The White House with President George W. Bush. Initially serving as the Senior Trip Coordinator in the Office of Presidential Advance, she orchestrated the intricate logistics for Presidential travel worldwide. In 2005, Dana earned a promotion to Associate Director of Public Liaison, playing a pivotal role in amplifying the President's message and fostering coalitions through ongoing outreach.

A Pittsburgh native, Dana graduated from Hampton High School. She received a Bachelor of Science degree in Business Administration from Palm Beach Atlantic University. Currently residing in Bethesda, Maryland with her husband Tom and their three children, Andrew (13), Alexis (11), and George (9).

## **Sabrina Saunders Mosby, President & CEO, Vibrant Pittsburgh**

Sabrina Saunders Mosby, a proud native of Pittsburgh, PA, known as the “City of Bridges,” has dedicated her career to helping others bridge the gaps. As a seasoned executive, Ms. Mosby serves as President and Chief Executive Officer at Vibrant Pittsburgh, a premier economic development membership organization. She serves as the region’s central resource on workforce diversity and inclusion, bringing together communities and businesses.

A visionary thought leader in the realm of workplace inclusion, Ms. Mosby boasts a wealth of experience, having held senior roles in various nonprofit organizations and nearly a decade of service in the government sector. Her reputation as a sought-after speaker and facilitator is well-earned. She has a proven track record of partnering with business and community leaders to drive strategic change and develop impactful local programs.

Ms. Mosby’s achievements have not gone unnoticed. She has received numerous awards and honors, including recognition as an Athena Young Professional Finalist, inclusion in Ebony Magazine’s Top 30 on the Rise, the Pittsburgh Courier Fab 40, Pittsburgh Magazine’s 40 under 40, Whirl Magazine’s 50 Finest, and inclusion in the Pittsburgh Business Times’ Power 100 list and as a prestigious C-Suite leader awardee. She has also earned a place on the inaugural City and State Power 100 list.

Sabrina is deeply committed to public service, as evidenced by her extensive involvement in her community and her various professional affiliations. She serves on the boards of Allegheny Health Network, the Pittsburgh Women’s Alliance, Pittsburgh Downtown Partnership, Children’s Museum of Pittsburgh, Level Communities, NACD – Three Rivers Chapter, Federal Reserve Bank of Cleveland Community Advisory Council and Mount Ararat Community Activity Center.

Ms. Mosby is an alumnus of Leadership Pittsburgh’s LDI XVII program and holds a Master of Science degree from Carlow University, along with a Bachelor of Arts degree from Edinboro University of Pennsylvania. Sabrina, along with her husband Brandon and their son Lincoln, proudly calls the Pittsburgh region their home.

## **Kenya Boswell, Senior Vice President of Community Affairs, Highmark Health**

Kenya Boswell is the senior vice president of community affairs for Highmark Health, a national, blended health organization that includes one of America’s largest Blue Cross Blue Shield insurers and a growing regional hospital and physician network. Based in Pittsburgh, Pa., Highmark Health’s 37,000 employees serve millions of customers nationwide through the nonprofit organization’s affiliated businesses including Highmark Inc., Allegheny Health Network, HM Insurance Group, United Concordia Dental, enGen and Helion.

Ms. Boswell brings more than 20 years of leading community affairs, philanthropic and nonprofit management to the enterprise. Her role at Highmark Health involves overseeing community affairs for its markets in Pennsylvania, Delaware, West Virginia, and New York. This includes oversight of the Highmark Foundation, Highmark Inc. and its Blue-branded affiliates’ Highmark Bright Blue Futures charitable giving and community involvement program, Allegheny Health Network’s community giving and support of the Community Health Needs Assessments.

Before joining Highmark Health, Ms. Boswell served as the director of global impact citizenship at BNY Mellon, as well as the President for BNY Mellon Foundation of Southwestern PA. During her tenure at BNY Mellon, Ms. Boswell created a social innovation challenge that made a significant impact on marginalized communities known as UpPrize. Ms. Boswell's creation of UpPrize exceeded \$2.5M in investments, grants and technical assistance to social entrepreneurs and tech-startups.

Ms. Boswell also worked at Duquesne Light Company as a senior community relations representative prior to joining BNY Mellon. She developed the Power of Warmth project and incorporated changes to the employee volunteer program, which led to achievement in employee participation and engagement.

Ms. Boswell obtained her bachelor's degree in psychology from the University of Pittsburgh and her master's in nonprofit management from Robert Morris University. She also participated in the Leadership and Negotiation Academy for Women along with Leading Innovation: Creating a Dynamic Organization, both at Carnegie Mellon University. Ms. Boswell was named a Woman of Influence by the Pittsburgh Business Times in 2020 and 20 people to know in Healthcare by the Pittsburgh Business Times in 2022.

### **Lisa Florian, President & CEO, Clearview Federal Credit Union**

Lisa Florian began her career with Clearview in 2015 and became President and CEO in 2023. She has over 25 years of experience in the financial services and credit union industries.

Prior to being named President and CEO, Lisa held the positions of Senior Vice President, Member Experience, Digital Strategy, and Marketing; Vice President, Member Experience and Marketing; Vice President, Finance; and Assistant Vice President, Strategic Research and Analysis. In these roles, she advanced Clearview organizational processes and mindsets, resulting in increased brand recognition, member growth, streamlined processes, additional communication partnerships, and digital adoption.

As a committed public servant, Lisa is a board member of the West Jefferson Hills Foundation for Education and Thomas Jefferson High School Football Boosters. Additionally, she actively participates as a member of the strategic planning committee with Familylinks and has contributed her time to various committees supporting nonprofits in the greater Pittsburgh region. Throughout the year, Lisa devotes her time to volunteering for various causes.

Lisa holds a Bachelor of Arts in Accounting from Washington and Jefferson College and a Master of Business Administration from Robert Morris University.

She resides with her husband and two sons in the South Hills of Pittsburgh, PA.