



CCWOMEN PRESENTS

THE LEADERSHIP FORUM

AUSTIN, TEXAS | JULY 22, 2025

AGENDA

Empowering Women at the Forefront of
Customer Contact.

JULY 22, 2025

DOWNRIGHT AUSTIN

12:30 – 5:00

12:30 Check In

1:00 Welcome to the CCWomen
Leadership Forum
Opening Remarks & Welcome

1:15 Roundtable Benchmarking: The
CCWomen Performance Exchange

Customer contact leaders must make bold decisions to have a competitive edge—but few have visibility into how their strategies compare. Without access to alternate perspectives and insights, it's difficult to gauge whether you're ahead of the curve or falling behind.

Featuring women leaders from various industries, this peer-led roundtable kickstarts transparent conversations that help leaders benchmark performance and leadership practices. Uncover effective solutions, identify growth areas, and leave with a pulse on key trends, realistic performance targets, and fresh ideas to shape top customer contact priorities.

Entrepreneurship & Independent Consulting
Catie Hydeman, Founder, CMH Leadership Group

Retail, Brand, and Consumer Experience
Leigh Roach, Director, Store & Customer Support, Johnston & Murphy

Growth & Strategic Partnerships
Megan Merrick, Founder, Baseball Run Club

1:45

Workshop | Own the Room: Build Your Executive Presence with Purpose and Power

You've done the work, earned the accolades, and built an impressive track record—yet visibility, voice, and validation can still feel out of reach. In environments not always built for women leaders to thrive, confidence can be shaken and self-doubt amplified.

This workshop offers a personal transformation roadmap that blends leadership development, brand clarity, and mindset work. Through a guided assessment, practical framework, and targeted action planning, you'll learn to harness your strengths, own your story, and amplify your executive presence.

Walk into any room—whether it's a boardroom, client pitch, or strategic planning session—with purpose, clarity, and conviction.

Lydia James, Founder & Chief Transformation Officer, The Pivot Solutions Group

2:45

Wellness Break

3:00

Executive Panel: Leading the Future of Customer Contact - Lead with Data: How to Use Metrics to Future-Proof Your Customer Contact Leadership

In customer contact, data is king. But how can leaders use it to transform their teams and drive powerful business outcomes? From dashboards to reports to various KPIs, it can be easy to miss the mark without clear alignment between numbers and strategy.

This session will equip executives to identify the metrics that matter and commit to sustainable action steps that improve customer retention, reduce churn, and optimize agent performance. Every number tells a story, and leaders must know how to read it to shape their futures.

Gina Williams, Director of Customer Experience, Midland Radio Corporation

Deana Perrin, Global Customer Experience Executive

Richa Jain, Vice President/Enterprise Data Analytics and Business Intelligence, Prudential Financial

Moderator: Shiwon Oh, Editor in Chief, CCWomen

3:30 Workshop | Developing Leaders Who Deliver: A Practical Guide to Building Talent and Trust

Great leaders don't just drive results—they grow people. Yet too often, leadership development is pushed aside in the rush of day-to-day operations. In this session, you'll learn a practical, scalable approach to building a strong leadership bench, grounded in trust, clarity, and intentional development.

Drawing from real-world experience, Kara will share how she built a simple framework for quarterly development conversations, established a culture of regular coaching, and helped her direct reports chart meaningful career paths. You'll leave with tools you can apply immediately to strengthen your team, boost engagement, and build future-ready leaders—without overwhelming your existing workload.

Kara Conley, Vice President, Contact Center, Bright Horizons

4:15 Wellness Break

4:30 Amplify Your Leadership Story: How to Land High-Impact Speaking Opportunities

For women leaders, visibility is a strategic advantage. But without the right storytelling tools, translating expertise into a resonant message is challenging. Even with a strong background and voice meant for a greater stage, moving forward without a roadmap poses considerable risks to one's image, growth, and credibility.

Our speaker will explore the steps she took to craft a compelling pitch for her thought leadership. Walk away with tangible strategies to elevate your presence, articulate your impact, and pursue speaking opportunities that align with your values. Whether seeking to share a personal breakthrough or a professional insight, this session will help leaders step into the spotlight with purpose.

Jessica Lovell, SVP, Director of Customer Experience, First National Bank Texas

5:00 Leadership Forum Concludes



JOIN
US
FOR

HAPPY HOUR

TIKI TATSU-YA | 6-8 PM