

# FUTURE WOMEN IN BUSINESS

## 2024 CASE COMPETITION

*Featuring UMD Alumni  
Emily Ciardiello's Start-  
up "Strapt"*

## LEADING FEMALE VOICES

*Hear from executive  
officers of UMD's  
WBA and WEI Chapters*

## KEYNOTE SPEAKER

# KAYLA MALONE

**ROBERT H. SMITH  
SCHOOL OF BUSINESS**

 @UMDSMITHSCHOOL



# Welcome!

Dear Future Business Leaders,

We are delighted that you accepted our invitation to join us for the 2024 Future Women in Business (FWIB) conference. This year's conference marks the eleventh annual gathering of 200 extraordinary young women, like you, who have an interest in business. Since the inception of the conference in 2013, we have hosted local high school women from Montgomery, Prince Georges', Howard, Anne Arundel and surrounding counties in the state of Maryland to embrace the endless possibilities available through a business education.

The Future Women in Business conference is one of the Office of Undergraduate Programs' initiatives to increase diversity in gender, ethnicity, and thought leadership within the discipline of business at the Robert H. Smith School of Business. Our goal this year is to establish the FWIB as a continued and growing opportunity for local high school women to engage in a day of academic exploration and self-empowerment.

The theme for this year's conference is "Lead Fearlessly – Standing On Business." We chose this theme to inspire you to embrace your innate potential, unique perspective on life, ideas, intelligence, and voice to boldly and unapologetically improve the world.

It is our hope that you will take this opportunity to not only explore the Robert H. Smith School of Business and the University of Maryland, but to also network with peers through the case study work you will be engaged in. Although only one team will emerge as the case completion winner, we envision that every student in attendance will be celebrated as you immerse yourself in this unique learning experience.

Again, welcome to FWIB 2024—we hope that this is just the beginning of your time here at the University of Maryland and with the Smith School of Business!

Fearlessly yours,

Melanie Ashton  
Associate Director  
Office of Undergraduate Programs  
Robert H. Smith School of Business  
University of Maryland, College Park



UNIVERSITY OF  
MARYLAND  

---

ROBERT H. SMITH  
SCHOOL OF BUSINESS

# CONFERENCE AGENDA

# FUTURE WOMEN IN BUSINESS

**9:00-9:30 AM** Registration  
Check in and Continental Breakfast in Main Atrium

**9:30-9:55AM** Welcome Ceremony in Frank Auditorium  
  
Introductory Speaker - Kayla Malone '23  
UMD Smith Media Presentation  
Introduction of Case by WBA & WEI Executives  
  
*Teams Report to assigned rooms*

**10:00-11:05AM** Case Competition Strategy and Preparation

**11:05-11:25 AM** Practice  
Submit PowerPoint Presentations

*Short Break*

**11:30AM-12:05PM** Parallel Presentations - 5 min per group

**12:10-12:30PM** Finalist Case Presentations - 5 min per group

**12:30-1:10PM** Lunch  
Discussion with current Smith Leaders  
Judge Deliberations

**1:15-1:30PM** Announcement of Winning Teams  
Closing Remarks

**1:30PM** Students Depart



## CONFERENCE GUESTS

# Kayla Malone '23

## KEYNOTE SPEAKER

Investment Banking Analyst, Goldman Sachs



Kayla Malone is an investment banker at Goldman Sachs in New York City. A graduate of the University of Maryland's Robert H. Smith School of Business, she earned her degree in Finance in Spring 2023. During her time at Smith, Kayla demonstrated a passion for leadership and community engagement. She served on the executive board of the Smith Undergraduate Student Association (SUSA). She was instrumental in revitalizing the Black Business Association, where she took on the role of Founder and President of the newly revived organization. Kayla's commitment to leadership was also recognized by her induction into the ODK Leadership National Honor Society for her exceptional contributions.

Kayla also made a significant impact as the Wall Street Intern for the Office of Career Services (OCS), where she advised students and helped them prepare for interviews with top financial institutions. Academically, she thrived as a Teaching Assistant for four business school courses and contributed to the Lemma Senbet Fund, managing investments for the school's endowment.

Outside of work, Kayla is passionate about teaching, hiking, and staying active with SoulCycle. She enjoys exploring the outdoors and fostering personal growth in her community. Kayla is driven by a desire to continue learning, mentoring, and making meaningful contributions in her professional and personal life. Now living in New York City, Kayla continues to grow her career on Wall Street, driven by her ambition to make a lasting impact in both the finance industry and beyond.



# Emily Ciardiello '24

## CASE FOUNDER

CEO, Strapt LLC

Emily Ciardiello is a graduate of the University of Maryland's Robert H. Smith School of Business; she earned a Bachelor's of Science in Marketing in Spring 2024. During her time at Smith, Emily developed a passion for marketing design and entrepreneurship. As a student Emily refined her skills in the Strategic Design Fellows Program (SDF). As an SDF Fellow, she built her personal brand and secured a notable role with the Washington Commanders. In 2023, Emily identified the problem of phone loss in socially active individuals, which led to the launch of her startup, Strapt in 2024. Strapt offers stylish, yet protective, phone accessories.

Strapt's mission is simple: to let you "live worry-free" by providing innovative solutions that keep your phone safe and secure. At Strapt we understand the importance of your device in today's world, which is why our products are designed with both functionality and style in mind. Join us in our mission to elevate your phone experience. With Strapt, you can live worry-free and focus on what truly matters – making memories that last a lifetime.

## SMITH SCHOOL LEADERSHIP

# Brian Horick

## Senior Assistant Dean of Undergraduate Programs

Brian Horick has served full-time in an academic advising/administrative capacity for the Office of Undergraduate Studies at the Smith School of Business since 1993. In his current role as Senior Assistant Dean for Undergraduate Programs, Brian is responsible for managing and overseeing the operational aspects of the Undergraduate Program including course scheduling, new student orientations, graduation clearance and ceremony activities, website administration, and academic advising.



While at the Smith School, he has served in the following roles for the Office of Undergraduate Studies: Academic Advisor, Assistant Director, Associate Director, Director of Academic Advising, and Assistant Dean. In addition, Brian has received the Smith School's Staff Excellence Award in 2009, and he was recognized as an Academic Advisor of the Year by the Provost's Commission on Academic Advising for the 2009-2010 academic year. He has a B.S. in Finance from Pennsylvania State University and received his MBA from the Robert H. Smith School of Business.



# Melanie Ashton, M.A. '23

## Associate Director, Smith Undergraduate Programs

Melanie Ashton is an Associate Director in the Robert H. Smith School of Business Undergraduate Program, leading the Business Minor and Fellows Programs. Melanie is a Maryland native and a proud "Double Terp" she holds a Master's in Higher Education Policy and a Bachelor's degree in Psychology from the University of Maryland, College Park. Melanie has a passion for supporting students and helping them to actualize every goal within their educational journey. This is evidenced in her work supporting first-generation college students and diverse communities at the University of Maryland. Melanie's research interests center around equity, minority student experiences in higher education, student leadership development and mentorship.

During Melanie's tenure with the Smith School of Business, she has worked with the domestic and global Executive MBA and QUEST Honors Programs. In addition to academic advising, she has been an instructor for the UNIV 100 Freshman Connection, QUEST Team Management & Mentorship Practicum, and undergraduate Transfer courses. When not collaborating with students, Melanie enjoys spending time with her family and traveling.

# MEET THE FEARLESS STUDENT LEADERS AT SMITH

## UMD Women in Business Association Executive Board



## UMD Women's Empowerment Institute Executive Board



Dear future leaders,

Your participation in this Conference is a great first step in building your confidence as a women in business. Today, you will be exposed to relevant challenges in the business world and this experience will give you tools to be the leader of your future in today's society.

The Women in Business Association and Women's Empowerment Institute at the University of Maryland aim to develop strong female leaders and create a welcoming sisterhood for business oriented women. Many of our members have gone through an empowering journey similar to one you are about to start. As you transition from high school to college, we encourage you to take advantage of every opportunity around you, stay confident and inspired, and strive for the impossible. Here's to seizing your future and breaking barriers. Welcome to the Future Women in Business Conference!

-WBA and WEI Executive Teams

## Special Thanks

The Future Women in Business Conference is a community effort. Each year we enlist the support of our staff and students to help create and design the best experience for every leading lady who attends. Thank you to our team mentors and those who collaborate to make this day a success!

The Office of Smith Undergraduate Programs

Lisa Helfert - Photography

Andrew Linn - Media Specialist

Cara M. Grazado, Graphic Design

High School Business Instructors

Conference Volunteers

