



BUSINESS
ACCELERATION
Summit

23
OCT
2025

Connections &
Capital Access
for WEALTH
GROWTH
& AI INNOVATION

5:00PM
to 7:30 PM

Sponsored by

BANK OF AMERICA 



560 S. Winchester Blvd, San Jose, CA 95128



Business Acceleration *Summit*:

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The **NAWBO Silicon Valley Education Group** invites you to an inspiring evening celebrating a landmark in women's entrepreneurship, the passage of the **Women's Business Ownership Act of 1988 better known as HR 5050**. This pivotal legislation forever changed the business landscape by eliminating discriminatory lending practices and establishing essential resources for women entrepreneurs across the nation.

That same year, NAWBO Silicon Valley was founded, carrying forward the mission of advocacy, empowerment, and opportunity for women business owners. As we honor this legacy, we are proud to welcome two founding members who will share their journey and reflect on decades of progress, leadership, and innovation.

The evening will feature a keynote speaker and three dynamic sessions designed to provide actionable insights and real-world strategies for business growth.

Our upcoming panel brings together a distinguished group of leaders and entrepreneurs who have made significant contributions across diverse industries. Each panelist offers unique expertise and perspective, ensuring a thoughtful discussion on the challenges, opportunities, and future of women in business.

PANEL SESSIONS

- **Access to Capital & Connections:** Learn how to secure funding, build strong banking relationships, leverage CDFIs, and use strategic connections to unlock new opportunities for growth.
- **Wealth Growth & Financial Strategies:** Gain practical guidance on strengthening credit, understanding credit score importance, planning for long-term financial success, and building wealth with confidence.
- **AI Innovation in Action:** Discover how AI tools can transform businesses by boosting profitability, improving efficiency, and driving sustainable growth.

And don't miss a special highlight of the evening: the announcement of the **Basic Membership Grant winner**, giving one deserving business owner the opportunity to join NAWBO Silicon Valley and access valuable resources, connections, and community support to help grow their business.

Together, we celebrate the trailblazers of the past, the leaders shaping the present, and the opportunities ahead for stronger connections, greater capital access, financial empowerment, and innovation in action.

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AGENDA

- **5:00 PM**
Guest Arrival & Welcome Reception
- **5:30 PM**
Opening Remarks
- **5:45 PM**
Keynote
- **6:00 PM**
Sessions Kick Off
- **7:30 PM**
Raffle, Closing Remarks & Networking
- **8:00 PM**
Event Concludes

KEYNOTE SPEAKER

● Margaret Smith:

Margaret founded NAWBO Silicon Valley, igniting a movement that gained national reach. As NAWBO National President, she secured Wells Fargo as the first national sponsor and negotiated the Women's Entrepreneur Loan Fund, launching \$1 billion in funding for women business owners, which has since grown to \$10 billion. Her leadership included testifying before Congress, advising the White House and U.S. Treasury, and fostering global connections for women entrepreneurs, including outreach in Russia during the Soviet era. She is also the owner of Domus Los Gatos.

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ACCESS TO CAPITAL & CONNECTIONS

- *Moderator:* **Kayla M. Gonzalez**

Kayla is a seasoned financial services professional with 20+ years of industry experience, and currently serves as the West Executive for Business Banking Merchant Services at Bank of America. She leads a team of 10 managers and over 150 consultants across 10 states who work with businesses from start-up to \$50 million in annual revenues. Kayla serves as a Board Member of San Francisco LEAD and is an Ambassador for both NAWBO California and the Silicon Valley Chapter.



WEALTH GROWTH & FINANCIAL STRATEGIES

- *Moderator:* **Annelise Kettmann**

As a Financial Advisor with Merrill Lynch Wealth Management, The Kettmann Group, Annelise continues her family's legacy of helping businesses and families grow and protect their wealth in the Bay Area. A Cal Poly San Luis Obispo graduate and sixth-generation San Jose native, Annelise brings deep local roots and a global perspective to her work. She's actively involved in the Junior League of San Jose and currently serves as their Community Committee chair helping partner with Hunger at Home to eradicate food insecurity and food waste.



AI INNOVATION IN ACTION

- *Moderator:* **Gloria Maceiko**

A Silicon Valley executive, entrepreneur, and investor with 25+ years driving innovation and growth worldwide, Gloria is the Founder & CEO of Silicon Valley Advantage. She has accelerated 80+ startups, 20 led by women and minorities, creating over \$1.4B in equity value across AI, sustainability, and biotech. Her career spans leadership roles at AT&T, pioneering startups like PacketStream and F-Origin, and co-founding ventures in energy, design, and advanced manufacturing.



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ACCESS TO CAPITAL & CONNECTIONS

- *Panelist:* **Leonardo Fernandez**

Leonardo is a Community Development Officer at TMC Community Capital, a nonprofit Community Development Financial Institution (CDFI) dedicated to providing fast, affordable online financing and fostering financial stability for women-owned, low-income, and under-resourced small businesses across California. He is passionate about expanding awareness of CDFIs as vital gateways for minority and immigrant entrepreneurs, helping them access the capital and resources needed to start and grow their businesses



- *Panelist:* **Margaret Smith**

Margaret founded NAWBO Silicon Valley, igniting a movement that gained national reach. As NAWBO National President, she secured Wells Fargo as the first national sponsor and negotiated the Women's Entrepreneur Loan Fund, launching \$1 billion in funding for women business owners, which has since grown to \$10 billion. Her leadership included testifying before Congress, advising the White House and U.S. Treasury, and fostering global connections for women entrepreneurs, including outreach in Russia during the Soviet era. She is also the owner of Domus Los Gatos.



- *Panelist:* **Martha Hernandez**

A visionary entrepreneur and systems builder, Martha is the CEO & Co-Founder of ESO Ventures, a social enterprise scaling entrepreneurial infrastructure to close the racial wealth gap. ESO Ventures provides underinvested entrepreneurs with the confidence, competence, and capital they need to not only launch, but scale businesses that transform communities. ESO has deployed over \$7 million in trust-based capital and supported more than 600 entrepreneurs, prioritizing access, equity, and long-term success.



WEALTH GROWTH & FINANCIAL STRATEGIES

- *Panelist:* **Janice Chen**

Known as “Coach J”, Janice leads Coach J Financial, empowering individuals and business leaders to build healthy money habits, strengthen credit, and achieve lasting financial wellness. Through Prospera Solutions, Janice also supports organizations with workplace financial wellness programs that lower stress and spark growth.



- *Panelist:* **Eleonora Tomasello**

Eleonora is the President & CEO of Corinthian Wealth Management and a CERTIFIED FINANCIAL PLANNER™ dedicated to helping women gain confidence and clarity in their financial lives. Her mission is to educate, elevate, and empower others toward financial confidence and purposeful planning.



- *Panelist:* **Lisa Schader**

Lisa is a CPA and founder of Money Fit Moms and a busy mom of three boys. A former tax accountant, she now focuses on teaching financial literacy, especially the basics of long-term investing to empower women to achieve financial independence. Since 2013, she has created free resources that simplify money management and inspire families to build financial freedom.



- *Panelist:* **Xiomara Vielman**

While studying Finance at Santa Clara University, Xiomara saw how few people understood major financial milestones sparking her mission to make money management simple and approachable. Since 2002, she's helped clients build financial confidence free from Wall Street intimidation. In 2017, she founded Clarity Financial Management, and is affectionately known as the “Suze Orman” of the Hispanic community.



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AI INNOVATION IN ACTION

- *Panelist:* **Otilia Barbuta**

Otilia is a Principal with HP Tech Ventures, an investor, and go-to-market operator immersed in the Generative AI ecosystem with 10+ years of experience in partnerships, corporate strategy, business development, sales, marketing, corporate development, and venture capital. She is also the creator and host of the Leadership Speaker Series "Thriving in Extraordinary Times", where she interviews exceptional leaders from various fields and industries, sharing their insights and best practices on how to navigate and thrive in a turbulent world.



- *Panelist:* **Leslie Murdock**

Leslie is the Founder & CEO of DeZigning Digital, a Silicon Valley based AI consulting and digital marketing agency and Pause-On-Positive, a leadership and coaching practice at the intersection of cognitive neuroscience and emotional intelligence. Leslie also serves as a Small Business Advisor with the U.S. SBA SBDC Network and is Co-Chair of the Procurement Process Committee for California's Department of General Services.



- *Panelist:* **Polina Tarnopolsky**

As Founder and Managing Partner of 5D Global, Polina drives product innovation and strategy across healthcare, finance, real estate, and technology. In just two years, she scaled the firm into a 7-figure global network serving commercial and government clients. With over 25 years of experience in product design and strategy, she has guided teams from concept to successful market launch.

