



Pamela Judd, President

Pamela Judd helped to found Image Impact International, a Non-profit 501(c)(3) whose vision is to powerfully impact the careers of first-generation college students by preparing them to succeed in the workplace. Her commitment to first-generation college students began with her own family – her mother immigrated but never got the chance to attend college, despite being an exceptional student and successful entrepreneur. Ms. Judd earned her undergraduate degree from the State University of New York at Stony Brook and a Master's degree in Disability Studies from the City University of New York (CUNY) School of Professional Studies. Her research on Disability and Fashion Advertising is showcased in *Disability 4 Impact's* ground breaking curriculum. As a former Disability Employment Manager at the U.S. Environmental Protection Agency, Ms. Judd spearheaded a Disability Champions pilot for regional managers and staff. Diversity initiatives under her leadership included career development for women and mature workers. She chaired an internship outreach program with City College of New York and designed inter-generational workshops for Federally Employed Women. Past board experience includes Toastmasters International, where she received a Presidential Citation. A certified Myers-Briggs® practitioner, she is a past president of the New York Myers-Briggs® chapter. She served on the board of the Association of Image Consultants International and merited an IMMIE award for philanthropy. Ms. Judd earned Image Consulting and Color Specialist certifications from the Fashion Institute of Technology. Ms. Judd is a Society for Human Resources Management (SHRM) University Relations committee member. She is part of an interfaith Refugee Committee to support refugees through a job bank and mentoring. Contact her at president@imageimpact.org.



Charnette Lewis, Treasurer

Charnette Lewis is the author of *Time Out 4 Me*, an inspirational book on how to keep yourself on track and develop yourself, spiritually, professionally, financially and mentally. She has also developed the audio CD, *Hurdling Life's Obstacles*. Ms. Lewis is employed by New York Life Insurance Company, where she has worked for 25 years as an Accounting Analyst. She attained a B.A. degree in Accounting and Finance from Rutgers University. Ms. Lewis has also served on the Board of Doors of Hope, where she provides accounting expertise. Ms. Lewis has been a member of the Minority Interchange for over 15 years. Throughout her membership, she has participated in uplifting and motivating Career Conferences to enhance personal and professional career development. As a Minority Interchange New York Chapter Representative, Charnette works diligently for the organization and continues to grow as a public speaker and mentor. Ms. Lewis is a long-standing and active member of Toastmasters International, where she has chaired district conferences and organized Youth Leadership programs to help teens to develop their speaking and leadership skills. Ms. Lewis takes time out of her schedule to be a mentor for Big Brothers Big Sisters of NY. It is a rewarding and fulfilling experience where you can help to develop and mold future leaders. Contact her at treasurer@imageimpact.org.

Anudita Kuksal, VP Operations



Anudita Kuksal is an internationally experienced leader with a successful track record of strategy development and project execution. Hailing from a corporate background, most recently as a Director in the Management Consulting practice at a multinational corporation, Ms. Kuksal seeks to channel her business knowledge towards the successful growth of Image Impact International. Ms. Kuksal graduated with Honors from the University of Technology Sydney in Australia where she earned two Bachelor Degrees in Software Engineering and Finance respectively and was internationally recognized with a Student Innovator award for her final year engineering thesis. Being a first generation immigrant herself, Ms. Kuksal understands the social and fiscal challenges being faced by this subsection of the population who are seeking to better their lives through education. Ms. Kuksal unreservedly provides her experience and skills to this cause. Passionate about serving her community, Ms. Kuksal has spent the last few years involved in a number of nonprofit organizations targeting poverty alleviation and the education of underserved communities in her adopted home of New York City. These organizations include Food Bank for New York City, New York Cares and Pet Partners. She is currently completing a Graduate Certificate in Nonprofit Management from Harvard University to complement her professional and practical experience. Contact her at operations@imageimpact.org.



Tom Haggerty, VP Governance

Tom Haggerty currently volunteers for several non-profits, including Harlem Arts Festival, Taproot, Melanoma Education Foundation, and Image Impact International. He previously served as Chief Financial Officer for NJIU, which operated Education Centers and a consulting division. Mr. Haggerty has 27 years of experience in private post-secondary education. He is experienced in creating value in schools through a focused identification of targets, planning, execution and team excellence. He understands what it takes to plan, finance, and grow from vision to reality. Mr. Haggerty brings a combination of operational experience and strategic management – including financial accountability. His proprietary education experience includes management positions with Wilfred American Education and Katharine Gibbs. He spent 17 years as President of a post-secondary education company that trained students in medical imaging and allied health with schools located in New York, Georgia, and Florida. During that time, enrollment increased from 16 students to more than 1,200 students and revenues increased 100 times. As Executive Director/CFO, the Institute trained more medical imaging technologists than any institution on the east coast. Mr. Haggerty's focus has been on building programs, partnerships, and turn-around management. He has acquired, started and sold ten schools during his career. He served as a US Army Infantry & Military Police Officer with the 1st Cavalry Division at Ft. Hood, Texas and was awarded the Army Commendation Medal. Mr. Haggerty earned his MBA from the J.L. Kellogg School of Management, Northwestern University. Contact him at governance@imageimpact.org.



Siham Halawani, VP Marketing

Siham Halawani values hard work, responsibility and patience. She became the woman she is today because of her diverse background. Being a first generation American of Brazilian and Lebanese descent strengthened both her optimism and understanding. Being surrounded by two to three different languages at home gave Ms. Halawani the ability to be proficient in other languages. Learning about her own cultures has motivated her to explore other cities around the world. She has interned in China and traveled to several countries within Asia, the Middle East and South America. Her goal is to help those who are seeking career guidance. Advice which she received during her own difficult job search – find out what you like and don't like and from there start your job search, made a real difference. This became her mind set after she graduated from Temple University with a Bachelor of Science in Business Administration and Marketing. Ms. Halawani's diverse experience led to her current marketing support position at a leading Manhattan law firm. She is eager to share her skills with Image Impact International and first-generation college students. Contact her at marketing@imageimpact.org.

Jon Miller, Audit



Jonathan Miller is a Regulatory Reporting Analyst and Vice President at The Bank of New York Mellon Corporation located in Pittsburgh, PA. The Bank of New York Mellon Corporation is a leading global investments company. Founded by Alexander Hamilton, it holds the distinction of being the oldest banking corporation in the United States. Prior to joining BNY Mellon, NA, Mr. Miller started his career while attending college with a political appointment as auditor for Connoquenessing Borough, a small municipality within Pennsylvania. After graduation, he was employed as an operational accountant at PNC Bank, a large retail bank headquartered in Pittsburgh, PA. Following this position, he worked as a Regulatory Reporting Accountant at S&T Bank, a mid-size retail bank headquartered in Indiana, PA. Mr. Miller holds a BS with majors in Accounting, Economics, and Finance from Slippery Rock University of Pennsylvania and a MBA from Indiana University of Pennsylvania. He holds two state licenses as a Certified Public Accountant in Pennsylvania and Virginia, and is a licensed Certified Management Accountant from the Institute of Management Accountants. Mr. Miller's prior volunteer service includes various Pittsburgh area Head Start programs, The Pittsburgh Community Food Bank, Interplay Child Care Center, The Homeless Children's Education Fund, and The Greater Pittsburgh Arts Council's Business Volunteers for the Arts. Contact him at audit.jonmiller@imageimpact.org.



Cindy Ann Peterson, VP Communications

Cindy Ann Peterson, AICI CIC is a couture designer, author and award winning AICI Certified Image Consultant in the greater Washington, DC area. She combines these three skills to create a unique synthesis of fashion, image transformation, and education for a broad base of clients ranging from government to industry, and academia. Ms. Peterson received the 2014-2015 VIP Award for Excellence in Global Philanthropy in the Fashion and Image Industries and earned 2015 VIP Awards of global TOP FEMALE EXECUTIVES from the Worldwide and Cambridge Who's Who organization. Ms. Peterson began her personal journey with life-changing scoliosis; her spine collapsed at the age of 30. After learning to sew in fifth grade and wearing a Milwaukee brace for seven years, she discovered how to dress symmetrically when assisting her brother, a polio survivor. Ms. Peterson creates custom works for people with disabilities and was the tailor on call to former U.S. President Bill Clinton. She served on the AICI International Executive Board of Directors and as International Philanthropy Chair. She is a past president of the AICI Washington DC Board and served in an Advisory capacity during 2010 to 2016. Ms. Peterson was awarded Member of the Year for AICI Washington DC in 2012 and 2011. She received her Bachelor of Science from the University of Wisconsin-Stout in Apparel, Textiles and Design and Business. Ms. Peterson is certified in Image Consulting from the Fashion Institute of Technology (FIT) and Alyce Parsons' Universal Style® program, which are recognized as the gold standard for the image industry. Contact her at news@imageimpact.org.



Alison Morgan, VP Branding

Alison Morgan is a New York City resident originally from London, UK. She has over 15 years of experience in multiple facets of marketing and branding. As an international student, she earned both her bachelor's and master's degrees in the marketing discipline. For a decade, Ms. Morgan has worked in education institutions such as universities and professional learning organizations and has a unique perspective about catering to the needs of learners. She is currently the Director of Marketing for a New York real estate firm. Ms. Morgan has a long history of mentoring and empowering young people to be their best in whatever they pursue. She is also passionate about young adults finding their inner voice and having the support needed to fulfill their dreams of college. Contact her at branding@imageimpact.org.



Marisol Rosero-Allen, VP Human Resources

Marisol Rosero-Allen is a highly motivated, results oriented professional with over 20 years of Human Resources (HR) experience. She is passionate about learning, leadership, traveling and service to others. She is also an Army Veteran who was responsible for a myriad of HR tasks and functions and lead countless projects to fruition in her over 25 years of military service. She spearheaded the enactment of the first Joint Reception, Staging, Onward Movement, and Integration (JRSOI) while serving in Army North in support of Homeland Security. She has also traveled to Europe, the Middle East, Africa and the Caribbean. As a first-generation immigrant with military service and a doctoral student, Ms. Rosero-Allen understands the cultural and financial challenges of pursuing a higher education, living and serving abroad, and working in a diverse environment. She has a Master's of Human Relations from Oklahoma University, a Bachelor's of Business Administration from Cameron University, and is pursuing a Doctoral degree in Management with a concentration in Global Leadership at Colorado Technical University. She is a certified Green Belt in the Army Lean Six Sigma program and serves on the Board of Directors of the Waller County Democratic Club. Contact her at team@imageimpact.org.



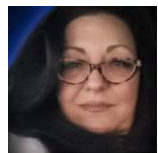
Susie Schainost, VP Education

Susie Schainost has over 30 years of experience in the art of teaching students at all levels, from pre-school to graduate school. A leader in Non-profit organizations, she oversees Image Impact International's *Training 4 Impact* and *Disability 4 Impact* programs. She is well-versed in Bloom's Taxonomy, hands-on learning, Montessori and independent education philosophies and approaches. Ms. Schainost's specialty is helping talented minds who learn differently (many through the lens of Dyslexia, Dyscalculia, Dysgraphia, Tourette's syndrome, ADDs, OCDs, and invisible impairment). Ms. Schainost has taught middle school students in urban districts. As the founding head of the Independent School, she served as a middle school principal and teacher for 18 years. As a university professor of education and literature for over 10 years, Ms. Schainost has addressed conference audiences at Kansas State University, University of Nebraska, University of Oklahoma, Wichita State University, and Pace University, as well as national and international organizations. Ms. Schainost earned post-secondary degrees from the University of Nebraska (Elementary Education and English), Wichita State University (Educational Administration and Leadership) and CUNY (Disability Studies). Visit Ms. Schainost's winning ePortfolio at <https://cunyonline.digication.com/susieschainost/Welcome/>. Contact her at education@imageimpact.org.



Hope Stephens, VP Social Media

A native New Yorker and first-generation American of Jamaican descent, Hope Stephens is an experienced talent development and learning professional. She is currently the Corporate Manager of Training and Development at Canon Business Process Services, where she oversees companywide programs and multiple large-scale projects. She supports operations in the U.S., Canada, and the Philippines by designing and implementing initiatives that improve staff performance, grow revenue, and ensure client satisfaction. Ms. Stephens has also worked at Xerox Corporation, where she held positions in major account sales, sales management, project management, and learning management. Prior to Canon and Xerox, she worked as an EFL (English as a Foreign Language) instructor for three years in Tokyo, Japan. Ms. Stephens has worked as an adjunct lecturer, teaching evening and weekend courses in Workplace Planning and Career Preparation at York College, City University of New York. As a certified professional resume writer, she coaches individuals on how to best present themselves, whether on paper or through social media. She is a member of the Association of Talent Development and served as co-leader of the Career Development Special Interest Group for the NY chapter. Ms. Stephens holds a B.A. from Wellesley College and M.A. from Teachers College, Columbia University, as well as post-graduate certificates in International Studies and Corporate Learning Management from New York University. Contact her at socialmedia@imageimpact.org.



Heidi Schwende, VP Web Development

Heidi Schwende works as a consultant at WSI World. Headquartered in Toronto, Canada, WSI has offices in 80+ countries worldwide and is the largest pure digital consultancy in the world today. As a digital consultant, Ms. Schwende delivers strategic digital solutions that are centered around four core areas: site, search, social and mobile. In any given month, her firm delivers solutions to 60,000 clients or more. Ms. Schwende was educated at the Schulich School of Business, the University of Toronto, and Seneca at York Applied Arts and Technology. She has 15 years of digital marketing expertise and 10 years of technology consulting. She has worked with Global Fortune 500 businesses like ADP, Direct Energy, Nortel Networks and Service Corporation International. Ms. Schwende is fluently bilingual. Contact her at website@imageimpact.org.



Craig Weitzel, Audit

Craig Weitzel is a bank examiner whose duties include evaluating management, internal controls and audit. He has experience managing operational risk in the wholesale mortgage sector. Mr. Weitzel spent thirteen years in active and reserve status in the United States Army and was assigned to a Federal law enforcement task force for several years. Mr. Weitzel is a Certified Fraud Examiner with a B.S. in Psychology from the University of Georgia. He has been an active volunteer for Lekotek of Georgia, a Non-profit for children with disabilities since 2003. He resides in Atlanta, Georgia, with his wife of 23 years and three children. He enjoys cooking and the outdoors. Contact him at audit.craigweitzel@imageimpact.org.