



29TH ANNUAL BUSINESS LEADERSHIP CELEBRATION

Thursday, November 5, 2020 | 5:15 pm – 9:00 pm | Seattle Convention Center

Join University of Washington Foster School of Business for a special evening as we honor inspiring leaders who've built great organizations, made outstanding contributions to their industry and shaped the future of business. The evening will feature a keynote by **Indra Nooyi**, former CEO of PepsiCo, and award presentations to **Mary Knell** of Wells Fargo, Nobel Prize-winning financial economist **William F. Sharpe**, and **Annie Young-Scrivner** of GODIVA Chocolatier. More than 500 business leaders, Foster supporters, and students attend. Event proceeds directly support Foster School of Business student scholarships and fellowships.

[More information >](#)

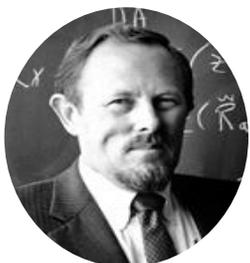


INDRA NOOYI, Former Chief Executive Officer, PepsiCo

Indra Nooyi, named the "Most Powerful Woman in Business" five times by *Fortune* magazine, currently serves as a corporate director of Amazon. Nooyi was CEO of PepsiCo from 2006 to 2018 and served as Chairman of its board of directors from 2007 to 2019. Prior to the top job at PepsiCo, she held leadership roles in finance, corporate strategy and development, and strategic planning before being elected Director and becoming President and CFO in 2001. Nooyi, perennially ranked among the world's top women corporate leaders by *Forbes* and *Fortune*, also has served on the boards of Schlumberger Limited and the International Cricket Council.



MARY KNELL (BA, 1982), Chief Executive Officer, Pacific Northwest Commercial Banking, Wells Fargo & Co. As CEO of Pacific Northwest Commercial Banking at Wells Fargo, Mary Knell leads commercial banking operations in Washington, Oregon, Alaska, Idaho and Western Canada, managing more than 400 bankers serving businesses with revenues between \$5 million and \$2 billion. A leader in the Cascadia region's Asian community, Knell previously served as executive advisor for Wells Fargo's Asian Connection Team Member Network, a group with chapters across the United States and India that promotes Asian culture and values. A lifetime Seattleite and longtime community leader, Knell also has served as Managing Director at JPMorgan and as Sales Performance Executive at Bank of America.



WILLIAM F. SHARPE, Nobel Prize-winning financial economist

William Sharpe brought enormous intellectual curiosity to the Foster School when he joined its finance faculty in 1961. His scholarly explorations ranged from microeconomics to computer science, investing to statistics, and resulted in two books and 20 papers during his busy UW tenure. Sharpe's 1964 *Journal of Finance* study—introducing the Capital Asset Pricing Model for calculating the relationship between risk and return—has proved foundational to modern investing and earned him a share of the 1990 Nobel Prize in Economics. Sharpe returned to his native California in 1969 and continues to serve as an emeritus professor of Stanford University. He has written many books and founded the retirement investing firm Financial Engines.



ANNIE YOUNG-SCRIVNER (BA, 1991), Chief Executive Officer, GODIVA Chocolatier, Inc.

Annie Young-Scrivner has led GODIVA Chocolatier, Inc., the global maker of premium, artisanal chocolate, since 2017. Prior to joining GODIVA, she served in a variety of senior executive roles in eight years with Starbucks Corporation, including Executive Vice President, Global Digital & Loyalty Development; President, Teavana & Executive Vice President of Global Tea; President of Starbucks Canada; and Global Chief Marketing Officer & President of Tazo Tea. Young-Scrivner also spent 19 years at PepsiCo, serving in senior leadership positions in sales, marketing and general management. She currently serves on the board of directors of Tiffany & Co. and Yum! Brands, and, previously, Macy's.



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PREMIER SPONSORSHIP OPPORTUNITIES

Benefits include: Priority seating in the premier section and Awardee Reception passes for up to ten guests, podium mention and logo display during recognition vignette, printed program logo listing and projected displays, Foster Corporate Partners program benefits, and other benefits as noted. A premium of \$100 per attendee will be deducted from each sponsorship gift receipt (i.e. a table of ten at \$1,000 premium). [More information >](#)

Presenting Sponsor - \$25,000

Premier Sponsorship benefits and podium time as appropriate.

Public Reception Sponsor - \$20,000

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Awardees Reception Sponsor - \$20,000

Premier Sponsorship benefits.

Leadership Award Ceremony Sponsor - \$20,000

Premier Sponsorship benefits.

Keynote Sponsor - \$20,000

Premier Sponsorship benefits, brief podium role during keynote introduction, two seats with Indra Nooyi, and one table of up to ten.

Giveaway Sponsor - \$15,000

Premier Sponsorship benefits and option to include custom giveaway.

Dean's Table Sponsor - \$15,000

Priority seating with Dean Hodge and up to eight guests, and Premier Sponsorship benefits.

AWARD SPONSOR - \$12,500

Includes up to ten seats in preferred section, up to ten Awardee Reception Passes, named scholarship or summer research award, podium mention and logo display during recognition vignette, program listing, and Foster Corporate Partners program benefits.

PRINTED PROGRAM SPONSOR - \$10,000

Includes up to ten seats in preferred section, two Awardee Reception Passes, podium mention and logo display during recognition vignette, program listing, and Foster Corporate Partners program benefits.

OPPORTUNITY SPONSOR - \$7,500

Includes recognition in printed event program listing and two named tables – up to ten seats, plus ten seats for students, faculty, or staff, and attendance to public reception. Sponsor may designate preferred groups.

TABLE SPONSOR - \$5,000

Includes recognition in program listing and seating for up to eight guests, and public reception attendance.

A portion of every sponsorship supports education at the University of Washington Foster School of Business and is tax deductible. A premium of \$100 per attendee will be deducted from each sponsorship gift receipt (i.e. a table of ten at \$1,000 premium). For questions or to support this event and business education at the UW, please contact **Eileen Bhatia, Assistant Director of Corporate Relations**, 206.616.9178, eileenhb@uw.edu. [More information >](#)