



“Currency: The Social Impact of Dollars vs. Deeds” Panelist Bios

Kevin Mark Lodie | Moderator



Kevin Mark Lodie advises on brand development and positioning, strategic partnerships, and client/donor engagement. He most recently served as Chief Marketing Officer of an Entertainment Industry nonprofit.

As a strategist, Lodie has brought the for-profit and non-profit worlds together in several original platforms, campaigns and mission-driven ventures, including work with American Express, James Beard Foundation, Giorgio Armani, LA Opera, Northern Trust and St. Vincent Meals on Wheels for which he conceived the HUNGRY series.

Always passionate about ideas and inquiry, he launched his first talk series straight out of college. The, then, *Yale Culture & Technology Series* explored topics ranging from antiquities at the J. Paul Getty Museum to space travel at Jet Propulsion Labs to a prescient “Future of Television” talk at the Academy of Television Arts and Sciences, among others.

A recipient of the Marshall-Allison Fellowship, Lodie wrote his thesis in Rome and received a B.A. *summa cum laude* in Literature and Art History from Yale University.

Sarah Adolphson | Panelist



Sarah Adolphson heads the WME Foundation, whose mission is to improve arts and education for underserved youth in Los Angeles, New York, Nashville and London.

At WME, Adolphson has consulted on the charitable initiatives of several clients including Christian Bale, Charlize Theron, Usher, Diane Lane, Jack Black, Hank Azaria, Janelle Monae and Giada De Laurentiis, among others. Adolphson applies her expertise in the overlapping fields of philanthropy and entertainment to help clients maximize their impact on the community, and has created a series of programs to support capacity-building within WME client foundations.

Under Adolphson’s oversight, WME partnered with Foster Elementary and Whaley Middle Schools in Compton, CA with the goal of applying private sector resources to make a tangible difference in the area of public education. By creating alliances with local non-profits and businesses, and through

WME's direct support, Adolphson has helped create an improved environment and infrastructure at both schools in an effort to support and enhance student achievement. Since WME's initial partnership with Foster Elementary in 2009, API test scores have improved by 70 points and the arts have returned to the school.

Adolphson received her BA in Broadcast Journalism from the University of Southern California. After working in television production for a year, she went on to serve as a Peace Corps Volunteer in the former Soviet Republic of Georgia. Following her service, Adolphson returned to Los Angeles to work in the commercials and marketing department at The Gersh Agency. She joined Endeavor in 2007 to help run the agency's foundation.

Adolphson serves on the Board of Directors of The Art of Elysium and the Imagination Foundation. She also serves on the Advisory Board of the Artists & Athletes Alliance.

Adolphson is currently a Master of Public Administration candidate at USC and resides in Los Angeles with her husband and three rescue dogs.

Joanne Kozberg | Panelist



Joanne Corday Kozberg has held senior positions in state government and some of the state's most prominent educational and arts institutions during a career of more than 35 years, earning a reputation as an effective manager and insightful counselor in the areas of organizational transformation, resource development, regulatory reform and governance.

Kozberg recently completed a 12-year term as a Regent of the University of California and is now Regent Emeritus. She is a Trustee of the J. Paul Getty Trust, a Director of the California Community Foundation and a member of the Leadership Council of California Forward.

In Governor Pete Wilson's Cabinet, Kozberg served as Secretary of State and Consumer Services and managed an agency with 14,000 employees, a budget of \$1.4 billion, and 12 departments, including Consumer Affairs, General Services, the Public Employees' Retirement System, the Franchise Tax Board, the Building Standards Commission, State Teachers' Retirement System, and Office of the Insurance Advisor.

Previously, she served as President and Chief Operating Officer of the Music Center of Los Angeles County. She has served in various other leadership and professional posts, including the California Arts Council, serving on the Board of Directors for five years and its Executive Director for three; Executive Director of the Coro Foundation in Southern California; and

Southern California Director of the NAACP Legal Defense & Education Fund.

Kozberg joined California Strategies in January 2003 and opened the firm's Los Angeles office. In this work, she has helped corporations develop philanthropic public affairs plans, managed high profile development projects, worked with major foundations and helped non-profits secure funding from both the private and public sector.

Kozberg earned a Bachelor of Arts degree in history from University of California, Berkeley and a Master of Arts degree in public policy from Occidental College. She is also a graduate of the Coro Fellowship program.

Haylen van Koppen | Panelist



Haylen van Koppen is Executive Vice President of Human Resources at Lionsgate, a \$3 billion diversified global entertainment company that produces and distributes films including THE HUNGER GAMES and TWILIGHT SAGA young adult franchises and TV series including the multiple Emmy Award winning MAD MEN.

She oversees a staff of more than 550 headquarters employees as well as hundreds of other employees and contractors within the Lionsgate family. She has played a key role in launching several new management development, training and corporate social responsibility initiatives at Lionsgate.

Ms. Van Koppen became head of Human Resources at Lionsgate shortly after its January 2012 acquisition of Summit Entertainment, a worldwide motion picture studio, where she served as EVP of Human Resources from April 2007 through March 2012. She also headed the transition team spearheading the integration of Lionsgate and Summit.

Ms. van Koppen joined Summit in May 2007, and the company grew from 54 to 180 employees during the next four and a half years with offices in Santa Monica, CA, New York and London. Ms. van Koppen was responsible for overseeing all aspects of human resources, internal communications, compliance, administration and facilities. Prior to joining the entertainment industry, Ms. van Koppen was Senior Consultant in the HR Transformation group at Deloitte.

She currently serves on the Advisory Board for Angels in Waiting, a California 501c3 non-profit. She also served as President on the Board of Directors for Namasté, a non-profit in Long Beach from 2008 - 2011.

Ms. van Koppen has a Masters in HR Management from Chapman University and a B.S. degree in Business Management from University of Redlands. She has earned SPHR certification from the HR Certification Institute.