

ROCTalent 2019

Learning & Development Conference

Panelist: Learning & Development Strategies and Best Practices that Support a Strong Organizational Culture

Lauren Dixon
CEO Dixon Schwabl
Advertising



As Chief Executive Officer of Dixon Schwabl (DS), Lauren oversees a full-service marketing communications firm with 111 employees and billings in excess of \$40 million. The agency culture and leadership have been recognized with national awards including being named one of the “Best Small Companies to Work for in America” for fifteen consecutive years, including ranking #1 twice. In addition, Dixon Schwabl was ranked No. 1 Marketing Firm to Work for in America by the consulting firm Great Place to Work® and Fortune magazine in 2016. In 2013, Lauren and her husband, Mike Schwabl, were inducted into the Rochester Business Hall of Fame. In 2001, Lauren was named Rochester’s Small Business Person of the Year.

[Conference Information Link](https://rocatd.wildapricot.org/ROC-Conference)

<https://rocatd.wildapricot.org/ROC-Conference>

**Visit our
Sponsors**



**Economic & Workforce
Development Center**

MONROE COMMUNITY COLLEGE



UPDATE

ROCTalent 2019

Learning & Development Conference

Panelist: Learning & Development Strategies and Best Practices that Support a Strong Organizational Culture



Jaime Eisenhauer is not keen on pom-poms, rah-rah, and ice cream socials. Though her high energy and obsession with serving others may fool you, she's actually an entrepreneur in HR clothing. As Vice President of People and Culture at Innovative, Jaime is responsible for securing the best talent and she sees the business value in creating and maintaining a rewarding workplace culture.

From the first interaction a candidate has with Innovative, Jaime provides an incredible user experience. She is eager to make the application simple and user-friendly. Onboarding new hires, which is typically filled with frustration and chaos, is interactive, seamless, and, yes, even fun at Innovative. Jaime is an aficionado for driving a return on investment in everything 'people' and knows that the positive impact of these seemingly minor touchpoints ensures that each new hire is set up for success and fulfillment.

Her 10+ year work experience, knowledge of the tech industry, and high emotional intelligence fuels real business results that has propelled Innovative to a leadership position in IT consulting.

Jaime earned both her bachelor's degree and MBA at St. John Fisher College.

[Conference Information Link](https://rocatd.wildapricot.org/ROC-Conference)

<https://rocatd.wildapricot.org/ROC-Conference>

Visit our
Sponsors



**Economic & Workforce
Development Center**

MONROE COMMUNITY COLLEGE



Franklin Covey
THE ULTIMATE COMPETITIVE ADVANTAGE



UPDATE

ROCTalent 2019

Learning & Development Conference

Panelist: Learning & Development Strategies and Best Practices that Support a Strong Organizational Culture



Matthew FitzGibbons has never been your average HR professional, or Learning Consultant. He believes that doing the right thing for the organization and its employees – usually the same things – is most important. Understanding the needs of his “customer” drives him to deliver excellence in his training programs.

With over 35 years experience in H R and 8 years in Learning & Development, Matt understands people and connects with learners easily. He consistently receives accolades for his training, and a consistent flow for team-based development events.

As a part of a cross HR functional team, Excellus stepped us it’s development of high potential employees. From identifying successors for key positions throughout the enterprise to developing a suite of learning and application-based development programs, Excellus focuses on excellence in talent management.

Matt is certified as a Senior Professional in Human Resources (SPHR by the Human Resources Certification institute. He received his bachelor’s degree in Industrial and Labor relations from LeMoyne College in Syracuse.

[Conference Information Link](https://rocatd.wildapricot.org/ROC-Conference)

<https://rocatd.wildapricot.org/ROC-Conference>

Visit our
Sponsors



**Economic & Workforce
Development Center**

MONROE COMMUNITY COLLEGE



Franklin Covey
THE ULTIMATE COMPETITIVE ADVANTAGE



UPDATE