

THE SCHOOL OF BUSINESS PRESENTS

WOMEN DRIVING BUSINESS: A PROFESSIONAL EXCELLENCE FORUM



Monday, October 27, 2025 | 9:00 - 11:30 a.m.
University Center Complex Tech Flex
Stevens Institute of Technology



AGENDA

9:00 a.m.

Registration and Networking

9:30 a.m.

Opening Remarks

GJ de Vreede

9:45 a.m.

Keynote Address

Lauren Wittenberg Weiner

10:30 a.m.

Break

10:45 a.m.

Leading Through Disruption: Driving Innovation in Business, Technology and Health Panel

Julia Deister, Azadeh Soleymani '02, Kathleen A. Williams '03, Karen Holzberger '92, Malena Aldecoa Higuera '75, Jennifer Cable and Wei Zheng (Moderator)



Lauren Wittenberg Weiner, Keynote

Accidental entrepreneur, CEO and business and community leader Lauren Wittenberg Weiner, Ph.D., has upended barriers on her journey toward extraordinary achievements and will help you and your teams navigate your authentic path to personalized success by working within the rules, discovering where they bend and maneuvering in the gray areas.

Her book, *Unruly*, challenges readers to see rules not as limits but as launchpads for authentic success. Drawing on insights from psychology, law, business, and the military, Lauren Wittenberg Weiner shows how to navigate the gray areas with integrity, turn fear into strength, and use your power to open doors for others.

This event was made possible thanks to the generous support of our Silver Sponsors Mary Anne Cannon '86 and Pam Cheng '92 M.Eng '95

PANELISTS



Malena Aldecoa Higuera '75

Managing Partner
MAldecoa and Associates

Malena Higuera is an accomplished cosmetics industry executive with extensive experience across technical, sales and marketing functions. She leads a consulting firm specializing in sales and marketing for personal care clients, supporting global growth through technology sourcing, M&A due diligence and investor relations. She holds two degrees from Stevens Institute of Technology.



Karen Holzberger '92

President and CEO
SpinTech MRI

Karen Holzberger is a 20-year leader in enterprise imaging and radiology. Before becoming SpinTech MRI President and CEO, she was Senior VP and General Manager of Enterprise Imaging at Nuance Healthcare, leading product strategy, development and go-to-market initiatives. She holds an Engineering degree from Stevens Institute of Technology and business and leadership certificates from Harvard and NYU.



Jennifer Cable

CEO
ThorLabs

Jennifer Cable serves as President of Thorlabs, guiding the company's growth and innovation since 2020. A second-generation family business leader, she emphasizes building an inclusive culture, investing in advanced manufacturing and expanding into new markets. Jennifer holds a B.A. from Vassar College and an M.S. from Columbia University and maintains deep ties to Thorlabs' Newton, New Jersey roots.



Julia Deister

CEO & Co-founder
Hydrific, powered by LIXIL

Julia Deister, CEO and Co-founder of Hydrific, has over 15 years of experience in the technology and consumer products industry. She leads Hydrific's mission to transform water conservation through smart home innovation and excels in strategy and execution. Previously, she held global leadership roles at Grohe, advancing digital and eCommerce growth. Julia holds an MBA from Columbia Business School.

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