

**Media Contact:**

Cynthia Corzo  
305-348-1664  
ccorzo@fiu.edu  
business.fiu.edu/news  
@FIUBusiness

## **FIU presents Power Up Women’s Leadership Conference Sept. 30**

**MIAMI (September 19, 2022)** – Amidst an ever-changing business landscape for women entrepreneurs and other professionals, Florida International University (FIU) will present the [Power Up Women’s Leadership Conference](#).

Themed “Shifting Gears,” the one-day conference will focus on professional and personal development, learning and networking to navigate new roads ahead.

“It’s a celebration of women in business,” said William Hardin, dean of FIU’s [College of Business](#). “Seeing women in great leadership positions today is normal. It’s a recognition of hard work, success and decision-making.”

Hosted by FIU’s College of Business and [Chaplin School of Hospitality & Tourism Management](#), the conference will be held Friday, Sept. 30 from 9 a.m. to 5 p.m. at the Kovens Conference Center at FIU’s Biscayne Bay Campus, 3000 NE 151st Street, Miami, FL 33181.

Keynote speaker Rita Ferro, president of advertising sales at Disney Media & Entertainment Distribution, will share her insights on her path to success, why she has been at Disney for 25 years, and how her role continues to evolve. She will discuss the importance of agility and flexibility for women leaders, how to embrace change and the power of individuality.

Throughout the day, experts and panelists will discuss topics including millennials and Gen Z, a critical employee group; the new landscape of working in hybrid teams; and diversity in the workplace. A special session offers a professional wine tasting. [The full schedule can be found here](#).

Now in its seventh year, the conference has sought to empower women at every stage of their careers through expert insight and community building, making an impact on women’s lives globally and locally.

Media interested in registering for the conference can do so by contacting [Cynthia Corzo](#).

**About FIU Business:**

*Florida International University's [College of Business](#) plays a pivotal role in the development of global business leaders. With nearly 10,000 undergraduate and graduate students, FIU Business is widely recognized for its expertise in international business, real estate, data analytics, entrepreneurship, healthcare management, and a broad range of financial services. For more information about FIU Business, visit [www.business.fiu.edu](http://www.business.fiu.edu).*

**About FIU:**

*[Florida International University](#) is a top [public university](#) that drives real talent and innovation in Miami and globally. Very high research (R1) activity and high social mobility come together at FIU to uplift and accelerate learner success in a global city by focusing in the areas of environment, health, innovation, and justice. Today, FIU has two campuses and multiple centers. FIU serves a diverse student body of more than 58,000 and 290,000 Panther alumni. U.S. News and World Report places dozens of FIU programs among the best in the nation, including international business at No. 2. Washington Monthly Magazine ranks FIU among the top 20 public universities contributing to the public good.*