

**Santa Monica College** Business Department

# SMC ACCOUNTING DIVERSITY CONFERENCE



**FRIDAY, APRIL 28, 2023**

# Accounting Diversity Conference

Friday, April 28, 2023

START	FINISH	EVENT	ROOM
7:30 a.m.	8:00 a.m.	Registration and Breakfast	BUS 111
8:15 a.m.	8:45 a.m.	<b>INTRODUCTION</b> Prof Ming Lu <b>KEYNOTE SPEAKER</b> Michael Paranal	SSC 183
9:00 a.m.	9:45 a.m.	Young Accounting Professionals Panel	SSC 183
10:00 a.m.	10:15 a.m.	Group Picture	SSC 183
10:30 a.m.	11:15 a.m.	<b>WORKSHOP #1</b> Skills for Success presented by Baker Tilly	SSC 183
11:30 a.m.	12:15 p.m.	Accounting Professionals Panel	SSC 183
12:30 p.m.	1:30 p.m.	Networking Lunch Headshot Photo Booth	BUS 111 BUS 144
1:45 p.m.	2:30 p.m.	<b>WORKSHOP #2</b> How to Network Successfully presented by PwC	SSC 183
2:30 p.m.	2:40 p.m.	Closing session and drawing for prizes	SSC 183

# Keynote Speaker



## Michael Paranal

*Unibail-Rodamco-Westfield Director of Advisory  
& USC Accounting Professor*

Professor Michael Paranal, CPA is a lawyer admitted to practice in New York and California. He is also admitted to the Roll of Solicitors in England and Wales. He worked as a capital markets attorney for Latham & Watkins in London, UK, and In 2015 was awarded the Robert Bosch Fellowship in Accounting and Securities Regulation. He joined the European Central Bank as the only non-EU citizen working in the Financial Law Division during the time of the European Debt Crisis. Professor Paranal is an alumnus of the USC MBT Program. He also earned his JD MBA at the University of Pennsylvania and the Wharton School of Business, as well as a Post-Graduate Diploma in Law at the University of Oxford. He is currently the Director of Transactions and Advisory for the entire US operations of Unibail-Rodamco-Westfield.

# Accounting Professionals Panel



## Alejandra Alanis

*RSM, Manager, CEO Action for Racial Equity fellow*

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Alejandra Alanis is a technology risk consulting manager at RSM US LLP. Based in Los Angeles, Alejandra was selected to serve a one-year term in the firm's CEO Action for

Racial Equity Fellowship program, beginning in September 2022. In this role, she works with fellows from other firms to identify, develop and promote scalable and sustainable public policies and corporate engagement strategies to advance racial equity and improve societal wellbeing.

Alejandra has more than nine years of experience working with both internal and external audit clients. She specializes in internal audit Sarbanes-Oxley (SOX) readiness projects within the life sciences and technology industries. Alejandra has extensive experience with Dynamics D365 and NetSuite ERP systems.

Alejandra thrives in settings where she is challenged and she excels at helping clients solve complex problems. Her strong foundation in SOX methodology and Security and Exchange Commission (SEC) regulations allows her to build trust and provide the best guidance to the firm's clients.

In addition to her consulting work, Alejandra serves as a national steering committee leader for iHOLA!, the firm's employee network group (ENG) which focuses on attracting, retaining and empowering RSM's Hispanic and Latino employees with the resources, relationships and skills they need to grow their careers and deliver exceptional client service. She is also the vice president of strategy and operations for the Los Angeles Association of Latino Professionals for America (ALPFA) professional chapter.



## **Kamille Dickey**

*PwC, Senior Manager*

kamille.p.dickey@pwc.com

Kamille is a Senior Manager in the Licensing Management and Contract Compliance (LMCC) practice of the Cyber Risk and Regulation Group in Consulting, based in Southern California. She has undertaken

license compliance investigations in various sectors including entertainment and media, technology licensing, telecommunications and biotech sectors as well as completing contract compliance reviews of large public sector contracts.

Prior to joining the LMCC practice, Kamille spent 2 years with PwC's Trust Solutions practice. Kamille earned her Bachelor's degree in Business Administration from the University of California, Berkeley.



## **David Flores**

*RSM, Tax Manager*

david.flores@rsmus.com

David serves as a Tax Manager for the Private Equity Group and State and Local Tax team in the RSM US LLP Los Angeles Office. He Joined RSM in October in 2019. Prior to

joining RSM, David specialized in the State and Local Tax practice for other Big 4 firms. His work is focused on Partnership taxation in private equity and middle market clients.

Prior to beginning his career in public accounting, David served over four years of active duty with the United States Army as paratrooper with the 82nd Airborne Division. Additionally, David served over 3 years with the California National Guard as a Human Intelligence Collector for a Military Intelligence unit.

David graduated from the University of Southern California in 2014 with a Bachelor of Science in Accounting where he served as a board member for the USC Veterans Association and continues to serve the USC Veterans Association through professional workshops and recruiting efforts.

David is a former SMC student.

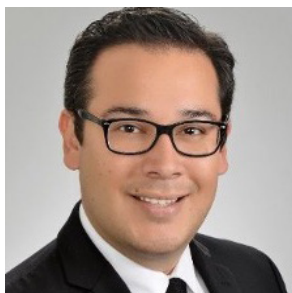


## **Alexandra Markovich**

*PwC, Audit Partner*

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Alex is an audit partner in the PwC LA office, serving a mix of technology, entertainment and consumer products companies. Her clients range in size from early stage start-ups with a single product and very little revenue to multi-billion dollar international household brands. Alex is a graduate of UCLA and has worked with PwC for over 20 years in the Bay Area, Europe and most recently here in Los Angeles. She also serves as a Diversity Partner Champion, working to ensure that PwC recruits and retains a diverse set of professionals. On a personal level, Alex lives in Santa Monica, California with her husband and two children, ages 4 and 8.



## **Art Rubio**

*KPMG, Audit Managing Director*

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Art is a managing director in KPMG's Los Angeles Investment Management and Real Estate practices. He has more than 12 years of experience providing financial statement audit and audit of internal control services.

Art has provided professional audit services to several large multinational groups in accordance with PCAOB requirements, U.S. GAAP, and IFRS. Art has operated as the engagement lead on the IFRS consolidation and the U.S. GAAP reconciliation on the group level for a leading multinational investment management company. His audit experience ranges from SEC filings, private hedge and real estate fund financial statements to pension and savings plans audits. He has a thorough understanding of GAAP and IFRS rules and regulations and has been involved in several hedge fund and private equity fund audits as well as the audits of publicly traded Business Development Companies. Art has managed several complex global audits for clients in investment management.



## Jose Sarabia

*Deloitte, Audit Partner*

jsarabia@deloitte.com

Jose is an audit Partner with Deloitte in the Financial Services group based in Los Angeles. Jose has 23 years of experience. In that time, he served some of the firm's most prominent financial services clients. Jose has served large public and private clients in the asset management and securities industries. He has extensive experience auditing investment funds, including mutual funds, business development companies, hedge funds, private equity funds, venture capital funds, real estate funds, fund of funds, as well as investment advisers and broker-dealers.

Jose graduated from the University of California, Los Angeles with a Bachelor of Arts in Business-Economics, minor in Accounting. He is a Certified Public Accountant (California).

# Young Accounting Professionals Panel



## Yasmin Attiah

*PwC, Incoming Audit Associate*

Yazzyattiah@gmail.com

Yasmin initially started her college experience as a Biology major. However, her side job in photography led her to believe that changing her major to business would greatly benefit her photography career. Once she took

her first accounting class at Santa Monica College, she enjoyed it and officially switched to becoming an accounting major. While at SMC, Yasmin worked as a supplemental instruction leader for Accounting 1. After completing her two years at SMC, she did the START internship at PwC. This resulted in PwC extending her an offer to join them again as an audit intern the following Summer. She later transferred to California State University, Northridge to double major in accounting. At CSUN, she was the director of student development for the Association of Latino Professionals For America (ALPFA). She has accepted an offer to work for PwC as an Audit Associate upon graduation.



## David Davis

*Deloitte, Senior Consultant*

jaydavis227@gmail.com

David Davis is a senior consultant in Deloitte's tax technology group. David first got involved with Deloitte when he was selected to be a Discovery Intern. Subsequently, in the following Summer, he was also selected to

be a part of the Deloitte International Intern Program where he spent 4 weeks working in Australia. David is a graduate of both Santa Monica College and UCLA.





## **Eduardo Gutierrez Castillo**

*EY, Strategy and Transactions Associate*

eduardo.gutierrez.castillo@ey.com

Eduardo was born and raised in Mexico City. He has worked as an accounting assistant in Mexico, and he even owned a candy shop. Eduardo came to California in 2014 to pursue a bachelor's degree. He graduated from SMC and then transferred to USC to major in accounting. Today, Eduardo works in Strategy and Transactions at EY. In the future, he has the goal to own innovative hospitality businesses and maybe even a hotel.

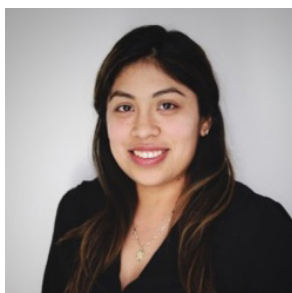


## **Osha Irvin**

*Andersen, Senior Tax Associate*

osha.irvin@email.ucr.edu

Osha is a former SMC graduate who later transferred to the University of California Riverside where she majored in Business Economics with a minor in Financial Accounting. She previously interned in accounting for Kaiser Permanente. Today, Osha is a senior tax associate at Andersen. Besides working in the tax field, she also helps her firm outreach to more minority hires.

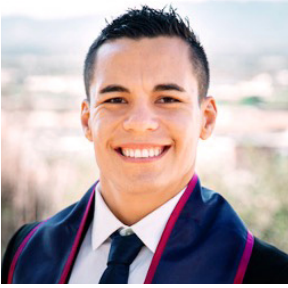


## **Lupita Martinez**

*PwC, Incoming Audit Associate*

lmarti98@lion.lmu.edu

Lupita started at Santa Monica College in Spring 2018. While attending SMC, she worked as an accounting tutor. After completing her associate degree in Business Administration from SMC, she transferred to LMU in Spring 2021 where she double majored in Accounting and Finance. Lupita has interned with both First Republic Bank and PwC. She has accepted an offer to work for PwC as an Audit Associate upon graduation.



## **Gabriel Quiñonez**

*Connor Group, Supervising Senior Consultant*

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Gabriel is a Supervising Senior in the Technical Accounting sector of Connor Group. He began his professional career as an intern for KPMG's audit practice during the summer of 2018. Upon graduating with a BS in Accounting from Loyola Marymount University in 2019, he joined KPMG's audit practice full-time where he primarily focused on the Banking & Capital Markets industry. In Spring 2021, his interest to specialize in complex accounting issues, startups, and the growing M&A movement led him to transition his career to the consulting firm, Connor Group. He's gained experience taking startups from their 1-K through their first 10-K, building financial statements, and performing the role of assistant controller. He predominantly works with biotech companies and retailers.



## **Shahdad Rahimian**

*Baker Tilly, Tax Associate*

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Shahdad is a Tax Associate in the Baker Tilly Los Angeles office, focusing on high net-worth individuals, S-corporations, and partnerships. He began his career as an Accounting Assistant at Galan Entertainment, working on real-estate portfolios and art valuations. His interest in tax grew while supporting the Galan tax team with compliance. Shahdad transferred from SMC to UCLA in 2016 and graduated from UCLA in 2018, with a B.S. in Economics.

# Workshop Presenters

## WORKSHOP #1

Skills for Success Workshop Presented by Baker Tilly



### Garrett Shakstad

*Baker Tilly, Campus Recruiting Manager*

Garrett.Shakstad@Bakertilly.com

Garrett Shakstad is a campus recruiting manager with Baker Tilly. His home office is located in West LA.

Garrett grew up in Manhattan Beach, CA, and as a high school student he was a musician with absolutely no interest or intention of becoming a CPA. After graduating from Mira Costa High School, he attended El Camino College in Torrance, CA which is where he took his first accounting class, and LOVED it. Garrett then decided to switch his major to accounting and transferred to the University of Southern California and the Leventhal School of Accounting. He graduated with 150 units and a bachelor's degree in accounting in 2010 and joined BDO as an audit associate in 2011.

In 2013, Garrett completed the CPA exams, got his CPA license, and joined Baker Tilly's audit practice (formerly known as Squar Milner) in the West LA office. In 2017, he left the firm to work as a Controller at a digital advertising company called Wpromote. In 2018, he decided to return to Baker Tilly, however, he made a big career change and rejoined the firm as a campus recruiter. Today, Garrett is responsible for overseeing the firm's campus recruiting across the Western region of the United States which includes offices in Southern California, the Bay Area, Seattle, Phoenix, and even Texas.

## WORKSHOP #2

### How to Network Successfully Workshop Presented by PwC



#### **J. Nataly McFarland**

*PwC, Senior Technology Consultant*  
j.nataly.mcfarland@pwc.com

Nataly McFarland is a Senior Technology Consultant who is passionate regarding Diversity and Inclusion and Women in Tech. She attended community college and transferred to California State University

- Northridge while leveraging her networking skills through her 12 internships. Nataly enjoys thinking outside the box for solutions and providing guidance to her clients in the Finance and Health Industry.

# Faculty Assisting with Conference



**Prof Arek Arakelian**



**Prof Greg Brookins**



**Prof Julie Kim**



**Prof Ridgway Knight**



**Prof Enrique Lopez**



**Prof Frank LaMarra**



**Prof Ming Lu**



**Prof Cesar Rubio**

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