

Santa Monica College Business Department

SMC ACCOUNTING DIVERSITY CONFERENCE



FRIDAY, APRIL 25, 2025

Accounting Diversity Conference

Friday, April 25, 2025

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.	INTRODUCTION Prof Ming Lu KEYNOTE SPEAKER Denise LeDuc Froemming	HSS 165
9:00 a.m.	9:45 a.m.	Young Accounting Professionals Panel	HSS 165
10:00 a.m.	10:15 a.m.	Group Picture	HSS 165
WORKSHOP #1			
10:30 a.m.	11:15 a.m.	Don't Miss the Deadline! Understanding the Accounting Hiring Cycle presented by Baker Tilly	HSS 165
11:30 a.m.	12:15 p.m.	Accounting Executives Panel	HSS 165
12:30 p.m.	1:15 p.m.	Networking Lunch + Headshot Photo Booth	BUS 111 & BUS 144
WORKSHOP #2			
1:30 p.m.	2:15 p.m.	A Foundation in Finance: How to Build Wealth and Avoid Common Money Mistakes	HSS 165
2:15 p.m.	2:30 p.m.	Closing session and drawing for prizes	HSS 165

Keynote Speaker



Denise LeDuc Froemming

President and CEO of CalCPA

I'm personally committed to guiding our community through an era of growth and innovation. My background is rooted in transformative leadership, and it's my privilege to steer us toward a future where our professional excellence shines. Before joining CalCPA, I was the CEO of the International Institute of Real Estate Management (IREM) and held leadership roles in international healthcare organizations. As a proud CPA and CAE, I stand for the integrity and advancement of our profession.

At CalCPA, we're not just accountants; we're pioneers forging a path of innovation, inclusion, and integrity. My goal is to create an environment that not only hears but amplifies diverse voices, to advance our profession. We're creating an accounting community that mirrors California's dynamic spirit.

I believe in setting high standards and working together to achieve them, ensuring that CalCPA remains a leader in accounting excellence and thought leadership. And when the spreadsheets close, my heart is in volunteering, leading initiatives that strengthen our collective impact.

I am deeply committed to mentoring young professionals and supporting their growth in the accounting and finance fields, helping to cultivate the next generation of dynamic leaders. My favorite quote is - "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Maya Angelou

Accounting Executives Panel



Jonathan Cardona

Amazon, Senior Accounting Program Manager

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Jonathan is an immigrant from El Salvador, a first-generation college graduate, a DACA recipient, and currently pursuing his MBA at the University of Southern California

(USC). Jonathan's academic journey began at Santa Monica College, where he laid the foundation for his future endeavors. Subsequently, he earned a bachelor's degree in Accounting from California State University, Northridge. Jonathan's professional career kicked off at Deloitte, where he honed skills in the Audit Practice and progressed to the role of Senior Auditor. Transitioning to Amazon, he contributed to the Prime Video Global Accounting team before taking on a position within the Finance & Business Integration (FBI) team. In this capacity, Jonathan spearheaded finance transformation projects, driving financial efficiencies across various Amazon business, including Amazon Music, Prime Video, eBooks, Audible, Ring, and Blink. Currently, Jonathan is at the forefront of accounting automation, overseeing innovative initiatives for Amazon MGM Studios. Additionally, Jonathan has joined the ALPFA board of directors to lead Student Affairs. Beyond his professional pursuits, Jonathan has a passion for everything outdoors, HIIT, soccer, and cycling. During his downtime, he enjoys being a dog dad to 2 German Shepherds and a Doberman.



Kamille Dickey

PwC, Senior Manager

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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.



Joel Izaguirre

RSM, Assurance Services Manager

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Joel provides financial and compliance audit services to a variety of financial entities. Joel has practiced public accounting for more than seven years with experience in private and SEC jobs. He focuses primarily on credit unions, banks, and specialty finance institutions, currently serving as the audit manager on Nuvision Federal Credit Union. Joel is also fluent in Spanish.

Joel focuses on how clients benefit from industry-specific experience and technical acumen in specialized areas. In his current role, Joel delivers advice regarding complex accounting matters, assists engagement teams in audit matters, and is responsible for ensuring that reports issued by the firm comply with professional standards.

Joel initially attended Cerritos College. He then earned his bachelor's degree in business with an emphasis in accounting at California State University Long Beach. He also studied for one year in the Universidad Nacional Mayor de San Marcos in Lima, Peru.



Kevin Khu

Charles Schwab, Vice President - Financial Consultant

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Kevin has been working in the financial sector—specializing in banking and wealth management—since 2013. With over 11 years of experience, he began his career as a teller at Citibank before transitioning into a client relationship role at Charles Schwab in 2017.

Kevin currently works at Charles Schwab as a Financial Consultant. With a strong commitment to helping individuals and families achieve their financial goals, he takes a holistic, joint-effort approach to address wealth concerns and create tailored strategies for long-term success.

Kevin began his academic journey at El Camino College before transferring to California State University, Long Beach (CSULB), where he earned his degree in Business Management with a focus on Finance. While at El Camino College, he studied Financial Accounting under Professor Lu, further strengthening his knowledge in financials.



Shazia Moola

Deloitte, Audit & Assurance Services Partner

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Shazia joined the Los Angeles office, Audit and Assurance Services in January 2022. She is focused on delivering high quality audits and identifying and supporting growth opportunities for the firm within the Consumer Industry.

Shazia started her career in 2004 at Deloitte Africa and was admitted to the partnership on June 1, 2015. She has over 10 years of experience leading global and multi-disciplinary team audits. Further, she plays an active role in building relationships with key external shareholders, identifying targets, and delivering proposals for the business. She also has experience in driving talent initiatives with a specific focus on women advancement.



Trinh Tran

Grant Thornton, State and Local Tax Senior Manager

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Trinh joined Grant Thornton's State and Local Tax Practice in 2014. She has provided state and local tax consulting, compliance, planning, and incentive services since 2009.

Her focus is state and local tax due diligence solutions, analyzing state and local tax matters arising from mergers and acquisitions. Trinh provides support with income/franchise and sales and use tax nexus study engagements, tax return and provision assistance, apportionment reviews, and voluntary disclosure issues. Trinh has served a wide variety of dynamic public and private C corporation, S corporation, and partnership clients in industries such as asset management, retail, technology, professional services, apparel, healthcare, manufacturing, transportation, construction, and energy.

A graduate of the University of Oregon with a Bachelor of Science in Political Science and Art History, Trinh also received her Juris Doctor from Whittier Law School, and a Masters of Law in Taxation from Chapman University, School of Law.

She is member of the Los Angeles chapter of the Association for Corporate Growth and Junior Board member of Big Brothers Big Sisters of Los Angeles.

Young Accounting Professionals Panel



Jesus Arriola Resendiz

KPMG, Audit Associate

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Jesus is an audit associate at KPMG, having started full-time in Fall 2022. He serves clients in the nonprofit space, namely universities with experience on financial statement audits, compliance audits, and agreed-upon-procedures. He also serves a large asset management firm and has experience working on quarterly reviews for publicly traded companies. Jesus attended Cerritos College before transferring to UCLA, graduating with a degree in business economics and minor in accounting before pursuing his Master of Professional Accountancy at UC Irvine, studying for and finishing his CPA exam during his time in the master's program.



Anastaysia Cole

Deloitte, Audit Associate

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Anastaysia is an audit associate at the Deloitte LA office, serving clients in the technology, media, and telecommunications industry. She received her bachelor's degree from CSULB and her master's degree from USC. Eager to enhance her skills, Anastaysia enrolled at Santa Monica College, where she took accounting and computer science courses. The guidance of her SMC professors inspired her to pursue a master's in accounting, which significantly shaped her career path. Prior to joining Deloitte, she worked in various accounting and finance roles in the entertainment industry, adding to her wealth of professional and personal experience. She excels in complex environments, particularly those involving financial analysis and data management, and she enjoys collaborating with teams to achieve effective results. Her motto: "It's a marathon, not a sprint."



Ellen Lee

BPM, Tax Supervisor

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Ellen Lee is a Tax Supervisor at BPM LLP, where she focuses on flow-through entities, with a specialization in real estate taxation. With six years of experience in tax, she has developed expertise in compliance and strategic tax planning for real estate clients.

Originally from an international background, Ellen began her academic journey at Pasadena City College before transferring to UCLA, where she earned her degree in Economics. After graduating, she joined a small accounting firm, where she quickly demonstrated her capabilities by passing the CPA exam within three months and securing both her H1B visa and green card.

Ellen is committed to continuous professional growth and is currently pursuing a Master of Business Taxation (MBT) at the University of Southern California (USC). Her passion for taxation and real estate, combined with her diverse experience, allows her to provide insightful and effective solutions for her clients.



Josh Patel

Netflix, Content Accountant

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Josh is a Content Accountant at Netflix, supporting the Licensing team. Prior to joining Netflix, Josh started his career at PwC in Audit, supporting a range of entertainment and technology clients in the LA office. He

was introduced to a career in accounting through PwC's Start program and continued efforts to support diverse recruiting through his time with the firm.

Josh is a graduate from UCLA and currently resides in Santa Monica.



Daniela Salazar

PwC, Senior Assurance Associate

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Daniela is an audit senior associate in the PwC Los Angeles office. She has over 3 years of experience in working with both public and private companies within the technology, media and telecommunications sector. She

graduated from UCLA with a Bachelor's degree in Economics and a minor in Accounting and is a Certified Public Accountant (CPA).



Jake Shier

LA28, Senior Accountant

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Jake Shier is an accounting professional and a LA native with a diverse background in corporate accounting and tax. A first-generation college graduate, he began his studies at Santa Monica College before

transferring to and graduating from UC Berkeley. Jake currently serves as an accountant for the Los Angeles Organizing Committee for the Olympic and Paralympic Games 2028, where he applies his expertise in nonprofit accounting. His previous experience includes three years in tax at EY and a year as a corporate accountant at a mid-sized technology company. Outside of work, Jake is passionate about sports and enjoys spending quality time with friends and family.

Workshop Presenters

WORKSHOP #1

Don't Miss the Deadline! Understanding the Accounting Hiring Cycle presented by Baker Tilly



Garrett Shakstad

*Baker Tilly,
Campus Recruiting Manager*

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Garrett Shakstad is a Campus Recruiting Manager at Baker Tilly in West Los Angeles. He didn't always plan on becoming a CPA—in fact, as a high school musician, accounting

wasn't even on his radar. That all changed when he took his first accounting class at El Camino Community College in 2007. Garrett transferred to the University of Southern California's Leventhal School of Accounting, earning his bachelor's degree in 2010.

Garrett kicked off his career as an audit associate at BDO in Los Angeles, earned his CPA license in 2013, and joined Baker Tilly's audit practice in the Summer of 2013. After a stint as Controller at digital advertising firm Wpromote during 2017/2018, he returned to Baker Tilly in 2018—this time as a campus recruiter. As a campus recruiter, Garrett enjoys helping the next generation of accounting talent get their start.

Always eager to learn, Garrett earned a master's degree in human resource and employment law from Arizona State University in 2024 and became a SHRM Senior Certified Professional in 2025.

WORKSHOP #2

A Foundation in Finance: How to Build Wealth and Avoid Common Money Mistakes



Jake Cousineau

Author and Educator

jake@htapersonalfinance.com

Jake Cousineau is an author and educator from Los Angeles, California. He has launched personal finance programs at two schools, advocates for financial literacy legislation, and his years in the classroom inspired him to write his first commercially successful book, *How to Adult: Personal Finance for the Real World*, which has sold over 50,000 copies. His new book, *Face Your Financial Fears: The Simple Guide to Fixing Your Relationship with Money*, will be released in October.

Faculty Assisting with Conference



Prof Greg Brookins



Prof Julie Kim



Prof Ridgway Knight



Prof Enrique Lopez



Prof Ming Lu



Prof Tom Paccioretti



Prof Bill Platz



Prof Erik Senko

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