Speaker BIOS

MODERATOR:



Dr. LB Hannahs' journey can best be described in one word: untraditional. Insight and experience gained from the untraditional journey inform LB's approach to the role of President of the consulting firm, Tangible Development.

A DEI Practitioner for over fifteen years, Dr. LB Hannahs has more than a decade of organizational change and DEI strategy experience in sectors ranging from higher education and human services nonprofits to banking, K-12 education, and government entities at the national, state, and city level.

Dr. LB uses a blend of scholarship as a researcher, and practical, hands-on experience to their work as an DEI organizational change consultant. LB is a bridge builder, skilled facilitator, dynamic speaker, and problem solver with expertise in group and organizational transformation.

Outside of work, LB is a Dad, former drag king, decent home cook, and expert napper.

PANELISTS:



Kevin M. Owens serves as NYSTEC's president and CEO. His consulting experience spans more than 25 years, focusing on transformational initiatives that have assisted organizations in positioning themselves for future success. Kevin's forte is overseeing large-scale system implementations, where he has excelled in managing all phases of the technology project life cycle. As he served in various leadership roles in NYSTEC, Kevin also served clients such as the New York State Department of Health, New York City Housing Authority, NYC Department of Information Technology and Telecommunications, and the NYS Department of Labor.

For many years, Kevin led NYSTEC-sponsored community involvement and charity events. And as a strong supporter of professional development, Kevin has served as a mentor to many people on NYSTEC's management and leadership teams.

Kevin holds a BBA from Siena College and is a certified Project Management Professional (PMP) as recognized by the Project Management Institute.



Brianne Rose-Myers Brinker brings more than two decades of leadership experience in higher education and athletics, including 22 years as Assistant Athletic Director for Facilities at Union College and a distinguished hockey playing and coaching career at the Division I level. After publicly transitioning in 2019, she became a visible advocate for LGBTQ+ inclusion, helping create a more supportive and affirming environment for students, faculty, and staff. Brianne is the author of *Skating Out of the Vault: A Trans Woman's Escape from the Game of Masculinity* and founder of **Authentically Brianne**, a speaking and consulting practice focused on leadership, diversity, equity, inclusion, and belonging. Through her work, she helps organizations build cultures where people can thrive as their authentic selves.



Sam Trimboli is a marketing leader and business strategist with more than two decades of experience spanning retail operations, consumer research, analytics, digital marketing, and e-commerce. His career has centered on understanding how people shop and translating that understanding into strategies that improve the customer experience and drive business growth.

As Director of Digital Marketing and E-Commerce for Northeast Shared Services, a subsidiary of Northeast Grocery, Inc., Sam leads digital marketing and e-commerce initiatives for the Market 32, Price Chopper, and Tops supermarket brands. He focuses on driving incremental revenue through e-commerce and evolving omnichannel communication strategies to connect with customers throughout their shopping journey. His background in consumer insights and market research informs his approach to building customer engagement and identifying opportunities for growth.

Sam began his career as a teenager working as a cashier at his neighborhood Price Chopper in Guilderland, New York. He moved into store operations management while attending college and later joined the company's corporate marketing team, where he led consumer and market research initiatives and helped strengthen a culture of data-driven, customer-focused decision making. He subsequently managed Price Chopper's digital marketing function, with a focus on expanding its e-commerce offering, before moving into analytics project management. Immediately before his current position, he served as Director of Shopper Experience and Research, leading market intelligence, consumer insights, and customer experience initiatives.

Beyond his work at Northeast Shared Services, Sam contributes to the grocery industry as co-chair of the Food Industry Association's (FMI) Research and Insights Committee, collaborating with peers on the issues shaping consumer behavior and food retail. He has also taught marketing as an adjunct professor at SUNY Albany and Rensselaer Polytechnic Institute (RPI).

Sam's commitment to leadership extends to his community. He serves on the board of directors for the United Way of the Greater Capital Region and is a 2019 graduate of the Capital Region

Chamber's Leadership Capital Region (LCR) program, for which he later served as co-chair. In 2025, he was named one of the Albany Business Review's 40 Under 40 in recognition of his professional accomplishments and community service.

Sam holds a BS in Business Administration from The College of Saint Rose and an MBA from Clarkson University. He lives in Halfmoon, New York with his partner, Matt, and their Maltipoo, Teddy.



Eleana Velez is a Team Lead Ambassador at MVP Health Care, where she has dedicated 20 years to supporting members, colleagues, and the communities she serves. Throughout her career, she has built a reputation for leading with empathy, authenticity, and a strong commitment to helping others feel heard, valued, and supported.

Eleana also serves as an ERG Leader for LGBTQ+ & Friends, helping create opportunities for connection, inclusion, education, and allyship within the workplace. She believes that creating an inclusive environment starts with open conversations, listening to different experiences, and giving people the space to show up as their authentic selves.

Her passion for connection extends beyond the workplace. Eleana is also a content creator across TikTok and other social media platforms, where she shares positivity, lifestyle content, encouragement, personal experiences, and everyday moments with her online community. She uses social media as a way to connect with people from a variety of backgrounds, promote kindness and authenticity, and create content that helps others feel encouraged, seen, and less alone.

Whether she is supporting a member, mentoring a colleague, participating in employee-led initiatives, speaking on issues of inclusion, or engaging with her online audience, Eleana brings warmth, energy, and a people-first approach to everything she does. She is passionate about building meaningful connections, creating positive spaces, and using her voice to uplift others both professionally and personally.