



# IQPC Exchange HR Retreat

— The Future of Workplace Benefits —

September 30, 2022 | Seattle, Washington

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 **IQPC Exchange**  
A division of the International Quality & Productivity Center

## — About the executive retreat experience —

HR leaders within the Fortune 500 have long served as innovators and standard-setters in the benefits arena. As the traditional barriers of a global workforce fall, HR leaders within the Fortune 500 have the unique challenge of delivering benefits that scale and adapt to a global workforce and amplify organizational commitments to diversity, equity, and inclusion at scale.

This executive retreat will bring together 20 senior HR leaders of Fortune 500 companies from the Bay Area and greater Seattle region for a full day of conversation and best practice sharing around the future of benefits in the workplace.

The day's agenda provides a healthy balance of dedicated workshops where leaders can share experiences, lessons, and results from their efforts to support their global workforce along with social outings to gain deeper connections and network with HR peers that we hope continue beyond this one-day event.

Pike Place  
Food Tour

Connect with the  
HR community

Thought leadership  
sessions featuring  
Twitter and Salesforce

Take in a Seattle  
Mariners game

# — Agenda —

10:00 am

## Check-in

Senate Room Hallway at the Fairmont Olympic Hotel

3:10 pm

## Twitter Case Study

*Lessons from delivering on inclusivity globally*  
As one of the top social media brands in the world with employees in over 25 countries, Twitter is committed to supporting their diverse workforce through constant innovation in their benefits portfolio. In this session, Nicole Willingham, Head of N. America Benefits at Twitter, will share lessons from her experience surfacing the needs of the workforce and setting benefits priorities for Twitter. She'll also discuss the tools she's implemented to support employees, and how Twitter thinks about employee benefits within their broader inclusivity & belonging strategy.

10:30 am

## Welcome and Cleo Introductions

Meeting at the Fairmont Olympic Hotel,  
Welcome & Introductions

3:45 pm

## Group Discussion

Recap Sessions Findings!

11:30 am

## Salesforce Case Study

*Building a benefits strategy that scales globally*  
Large employers are increasingly focused on delivering balanced, equitable benefits for their global workforce, but that's often easier said than done. In this candid session, Abigail Hollingsworth, VP of Global Benefits at Salesforce, will discuss how she transformed her team's approach to collecting the needs of their international employee community and share lessons from launching benefits globally, leading to increased utilization and benefits balancing for Salesforce's global team.

4:15 pm

## Closing Remarks and Break

Relax and recharge before the evening festivities begin!

12:25 pm

## Depart for Lunch: Pike Place Market Tour

We will enjoy lunch on our guided tour of Seattle's original farmers market and the center of locally sourced, artisan foods.

5:30 pm

## Depart for Mariners Game at T-Mobile Park

6:40 pm

## Seattle Mariners vs. Oakland Athletics Game

Enjoy dinner, drinks and good company in our private suite as we take in a baseball game. With guests hailing from both the Bay Area and greater Seattle region it is sure to spark a little friendly rivalry!



## — Speakers —



**Nicole Willingham**  
**Head of North America Benefits**  
**Twitter**

Nicole leads North America Benefits at Twitter where she is responsible for operations and strategy. Prior to Twitter, Nicole was the Benefits and Wellness Manager at Clif Bar. Before moving in-house she spent 6 years of her career as a Benefits Consultant Account Executive. She is passionate about creating market leading programs that are inclusive and help drive equity throughout an organization.



**Abigail Hollingsworth**  
**Vice President, Global Benefits**  
**Salesforce**

Abby Hollingsworth has been part of the Salesforce family since 2014 and is the VP of Global Benefits. In this role, she has oversight of U.S and Canada benefits as well as programs that support employees all around the world, including time off, wellbeing and life stages programs. Prior to joining Salesforce, she managed HR operations and benefits at Advent Software, a financial services technology firm. Abby Hollingsworth holds a B.S. in Business with a concentration on Human Resource Management from San Francisco State University.





## — Accommodations for the retreat —

As we bring senior benefits leaders together from across the United States for this exclusive 1-day event, we are pleased to offer travel accommodations for all executive retreat participants.

Hotel Accommodations: The Fairmont Olympic Hotel

Airfare Accommodations: Airline and departure details based on participant preference

