



INSIGHT 2026

WIN

CONVENTION & EXPO

SOURCE BOOK





PRESIDENT & CEO

Dear NABA Nation,

Welcome to Las Vegas!

I am thrilled to be with you as we gather for a week that stands for more than a convention, it is a movement. A movement rooted in growth, possibility, and the belief that when we invest in one another, we all rise together.

This year's theme, WIN (We Invest Now), is both a declaration and a call to action. It reminds us that the future is not something we wait for, it is something we actively build through our time, our talent, our relationships, and our willingness to pour into the next generation of leaders. Our journey has always been about momentum. We learned to Elevate. We discovered our Flow. We challenged ourselves to Soar. And now, we step into our next chapter by choosing to WIN together through intentional investment in people, purpose, and progress.

WIN is about believing in the power of community. It is about creating access, opening doors, sharing knowledge, and ensuring that no one must climb alone. Every conversation, every connection, and every opportunity created this week has the potential to change a life, launch a career, or inspire a new vision for what is possible. A more just and opportunity-filled world begins with us. When we invest now, in ourselves, in each other, and in the future of leadership, we create lasting impact that extends far beyond this week in Las Vegas.

I look forward to connecting with as many of you as possible. Please do not hesitate to say hello, take a photo, and share your experience using @NABAInc. Let us amplify the energy, excellence, and purpose that make this community so special and invite others to become part of this growing movement.

Thank you for choosing to spend these meaningful days with us. Your presence, your passion, and your investment in this community are what make NABA extraordinary.

With gratitude,

A handwritten signature in black ink that reads "Guylaine". The signature is fluid and cursive.

Guylaine Saint Juste, SHRM-SCP, CAE
President & CEO, NABA Inc.



WELCOME TO THE 2026 NABA NATIONAL CONVENTION & EXPO

Dear NABA Nation,

Welcome to Insight 2026: WIN (We Invest Now)—NABA's 55th annual convention. This year's theme is a powerful call to action and a shared commitment: to invest in our growth, our leadership, our community, and our future. WIN reminds us that meaningful progress begins when we choose to pour into ourselves and each other.

Over the past year, NABA has continued to build momentum across our programs, partnerships, and member engagement. We have expanded opportunities for connection, development, and advancement, demonstrating the strength of our community and our unwavering commitment to creating access, excellence, and impact.

Throughout this week, you will experience dynamic programming designed to inform, inspire, and equip. From thought-provoking mainstage moments and professional development sessions to networking opportunities, career conversations, and community celebrations, each part of the convention is intended to help you learn, lead, and connect in meaningful ways.

Thank you to our members, partners, sponsors, speakers, staff, volunteers, and every person whose time, talent, and commitment helped make this convention possible. Your support and belief in this work are what bring Insight 2026 to life. As we gather this week, let us remember that when we invest in ourselves, we all WIN.

With appreciation,

A handwritten signature in black ink, appearing to read "Herschel Frierson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Herschel Frierson

Chair, Board of Directors

NABA Inc.



WHO WE ARE

NABA Inc. is a premier global organization that encourages excellence and gives agency to its members to rise in professional business, financial careers and entrepreneurship. NABA empowers business leaders at every step of the journey to uphold high standards, moral behavior and meritorious service.

WHAT WE DO

We engage, empower, and educate Business Leaders and Institutions by providing a platform to enhance skills and elevate Voice. Our 5 Es: engage, empower, educate, enhance, and elevate. Doing so, we're "lifting as we climb."

WHAT WE DO

We path and pave the way to a more just world, unleashing endless opportunities for growth and advancement so that Business Leaders achieve the best version of themselves at every point of their journey.

WHAT WE KNOW

According to Dr. John Holland, the late American psychologist and the famous creator of the career development model occupational codes, if you expose young students to a broad range of career options early, they will have more information and become more aware of the correlation between education and success... Students who acquire career awareness at an early age are better prepared to engage in rigorous and challenging courses as they progress through school because they have a clearer idea of what their goals are.

It's Never Too Late to Help Students Dream Big, Brownsville



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SPEAKERS





Ron Vachris

President and Chief Executive Officer
Costco

Ron began his career in 1982 with the Price Company in the Phoenix, Arizona market. Ron held several management positions in operations before being promoted to Warehouse Manager in Colorado in 1992.

After 7 years as a Warehouse Manager in both Colorado and Arizona, Ron was promoted to Vice President of Operations in the San Diego Region in 1999. In 2010, Ron moved to Washington where he was promoted to Senior Vice President of the Northwest Region.

August 2015, Ron started in the Real Estate department, working on International and Domestic New Markets and Expansion. Shortly after, Ron became the Executive Vice President of merchandising in July 2016.

In February 2022, Costco's Board of Directors appointed Ron to the position of President and Chief Operating Officer. He was also elected to the Board of Directors. In January 2024, Ron became the third Chief Executive Officer of Costco Wholesale.



Bozoma Saint John

Hall of Fame Marketing Executive, Entrepreneur

Boz got her start in her marketing career at Spike Lee's ad agency, SpikeDDB. She then went on to manage brands in the PepsiCo beverages portfolio, before becoming Head of Music and Entertainment Marketing at the CPG giant. After that, she led Global Consumer Marketing at Apple Music & iTunes; before serving as Chief Brand Officer at Uber; she then took on the Chief Marketing Officer role for Endeavor (including WME, IMG, UFC, Miss Universe etc.); after which she served as the Global Chief Marketing Officer at the entertainment behemoth, Netflix.

In an exciting new chapter, Bozoma left her traditional corporate tenure track to publish her memoir [The Urgent Life](#) in February 2023; and has now taken her fierce personality and unmatched flair to *The Real Housewives of Beverly Hills* as a full-time cast member. In 2024, Bozoma also launched *Eve by Boz*, a hair and hair care line created to revolutionize the hair extension industry with a unique approach that blends cultural authenticity and premium quality. In 2025, she brought her visionary leadership to NBC's marketing competition series *On Brand* with Jimmy Fallon, where she teamed up with Jimmy Fallon to mentor aspiring marketing creatives.

Bozoma's work has been widely recognized and celebrated across the industries in which she has made her mark. She has been inducted into both the American Marketing Association Hall of Fame and the American Advertising Federation Hall of Achievement. *Forbes* named her the #1 Most Influential Chief Marketing Officer in the world. Additionally, she has been inducted into *Billboard's* Women in Music Hall of Fame after being listed among the Most Powerful Women in Music for 10 consecutive years, and she was honored as Executive of the Year. Bozoma has graced the cover of *Adweek*, where she was described as "one of the most exciting personalities in advertising." She has also been featured on an array of prestigious lists, including *The Hollywood Reporter's* Women in Entertainment Power 100, *Fast Company's* and *Ad Age's* Most Creative People, *Ebony's* 100 Powerful Executives, *Black Enterprise's* Most Powerful Women in Business, and *Fortune's* Most Influential CMOs.

In 2021, Harvard Business School published a multi-media case study on her career, titled "Leading with Authenticity and Urgency"; through which she developed and taught a program at the University aptly named "The Anatomy of a Badass." Boz has also created a public online class, [The Badass Workshop](#), to teach the nuances of achieving success and building your life on your own terms.

As part of her global impact, Bozoma was appointed Ambassador to the African Diaspora and Special Envoy to the President of Ghana from 2017–2024. During that time, she authored the groundbreaking marketing strategy for *The Year of Return*, a national campaign that sparked a cultural and tourism renaissance—growing annual travel interest from 40,000 to over 1 million applicants within two years. Her leadership helped reposition Ghana as a global destination for heritage, investment, and belonging across the diaspora. She serves on the board of *Vital Voices*, a global non-profit that invests in and empowers women leaders who are driving economic, political, and social change around the world.

All of that said, she counts her highest achievement as being a mother to her 16-year-old daughter, Lael.



Soledad O'Brien

Award-Winning Journalist, Entrepreneur
and Host of the Weekly Syndicated
Political Show Matter of Fact

Soledad O'Brien is an award-winning documentarian, journalist, speaker, author and philanthropist. She is the CEO of Soledad O'Brien Productions, a multi-platform media production company dedicated to telling empowering and authentic stories on a range of social issues and a thought leader whose public engagement garners wide attention.

O'Brien has had national impact with her books and speeches, and her presence on the nation's op-ed pages, and social media, particularly Twitter where she has over 1 million followers.

O'Brien currently anchors and produces the Hearst Television political magazine program Matter of Fact with Soledad O'Brien, which is distributed by Sony Pictures. She also reports regularly for HBO's Real Sports with Bryant Gumbel.

She has anchored shows on CNN, MSNBC and NBC, and hosted projects for Fox and A&E. O'Brien has contributed to the three major broadcast networks, Oxygen, Nat Geo, the PBS NewsHour and WebMD. She was a special correspondent on Al Jazeera America's news program, America Tonight, and produced several documentaries on social issues for the network.

Earlier in her career, O'Brien anchored a show for MSNBC, before moving on to co-anchor NBC's Weekend Today and contributing segments to the Today show and NBC Nightly News. In 2003, O'Brien transitioned to CNN, where she was the face of CNN's morning news shows for many years and a frequent reporter and analyst for breaking news stories and election coverage. She also anchored the CNN documentary unit, where she created the In America documentary series Black in America and Latino in America which she continued to produce under Starfish Media Group as speaking tours.

O'Brien's was recognized with three Emmy awards -- for her coverage of the Haiti earthquake, the 2012 election and a series called Kids and Race. She was also honored twice with the George Foster Peabody award for her coverage of Hurricane Katrina and her reporting on the BP Gulf Coast Oil Spill. Her reporting on the Southeast Asia tsunami garnered CNN an Alfred I. DuPont Award.

Upon founding Starfish Media Group, she continued to produce documentaries and series on topics that included youth incarceration, police brutality, veterans with PTSD and the opioid epidemic for Al Jazeera, CNN and the PBS NewsHour.

Besides HBO Real Sports and Matter of Fact, O'Brien recently hosted American Injustice, a BET Town Hall on the future of criminal justice reform. She was a host of the A&E special Shining a Light: Conversations on Race in America. She was the Host and Executive Producer of the Oxygen series Mysteries & Scandals, as well as O.J. Simpson: The Lost Confession and Who Shot Biggie and Tupac, both for Fox. She was also host of National Geographic Channel's Live From Space and moderator and executive producer of the annual National Geographic Bee. She was Executive Producer of the Lifetime Billboard Music Awards. She has served as Chair of the board of The After-School Corporation (now Expanded Schools), and as a director on the boards of the Rand Corporation and the National Archives. She was a Harvard University Graduate School of Education, Distinguished Visiting Fellow.

O'Brien frequently speaks on a variety of social issues at college campuses and corporate events. She was named on People Magazine's list of the 50 Most Beautiful People in 2001 and was on People en Español's 50 Most Beautiful list in 2004. She was named to Irish American Magazine's "Top 100 Irish Americans" on two occasions, and was on Black Enterprise Magazine's 2005 Hot List. Also in 2005, she was awarded Groundbreaking Latina of the Year by Catalina Magazine. In 2006 she was featured in the Newsweek cover story "15 People Who Make America Great".

She is the author of two books, her critically acclaimed memoir The Next Big Story and Latino in America.

In the wake of Hurricane Katrina, O'Brien and her husband, Brad, created the PowHERful Foundation to help young women get to and through college. The foundation hosts the PowHERful conferences that support hundreds of young women with mentoring programs, professional advice and other services.

She lives in New York with her husband and four children.



Aaron Anderson

Chief Accounting Officer
Meta Platforms, Inc

Aaron Anderson is the Chief Accounting Officer at Meta, where he leads Accounting, Reporting, Finance Operations, Sourcing & Modern Finance across \$200B+ in revenue and \$100B+ in expenses. He drives automation and AI across Accounting and Finance Operations through responsible AI deployment, intentional governance and controls. Prior to Meta, Aaron served as Chief Accounting Officer at PayPal, Global Treasurer at PayPal, spent 10 years at Deloitte, 8 years at IBM, and served as Mastercard's Assistant Controller. His career began at the Financial Accounting Standards Board (FASB), and he ensures compliance with US GAAP, SEC regulations, and international standards. Aaron holds degrees in Accounting and Economics from the University of Nebraska at Lincoln.



Noel Bowers

CPA, MS
Assurance Partner at PwC

Noel is a licensed CPA and a Partner in the Assurance practice at PwC. She holds a Bachelor of Arts degree in Accounting from Michigan State University and a Master's degree in accounting from Eastern Michigan University. With over 20 years of experience, Noel primarily works with large public entities with a focus on consumer markets and industrial companies.

In recognition of her expertise and leadership, she was named one of Forbes' Top 200 CPAs in America in 2024 and was subsequently featured in Forbes' 2025 In-State Top CPAs List—Best Accountants in the US by State.

Beyond her professional role, Noel is passionate about mentorship and is deeply committed to giving back to the community. She serves on the Board of Directors for organizations such as NABA and the Atlanta Police Foundation.



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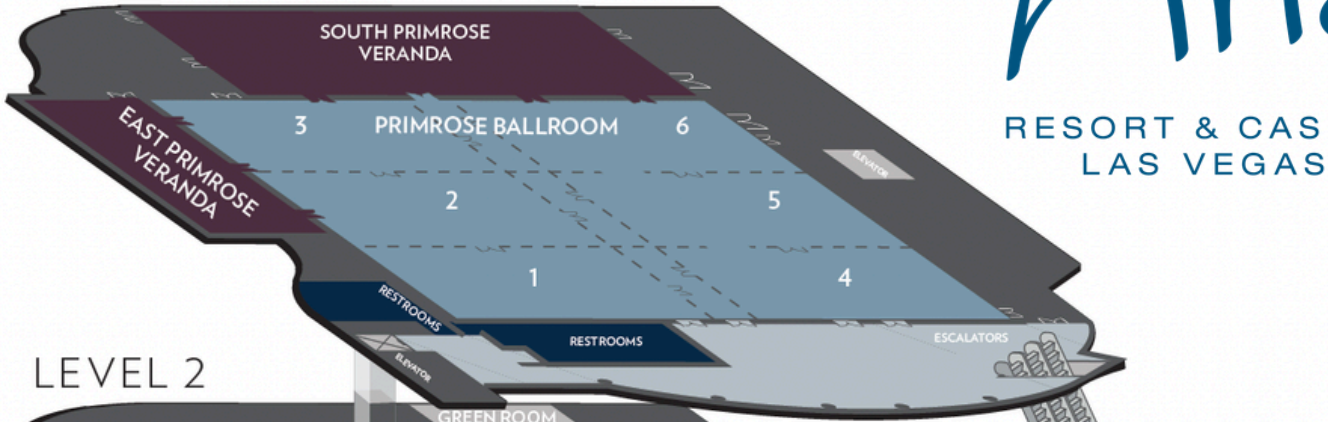
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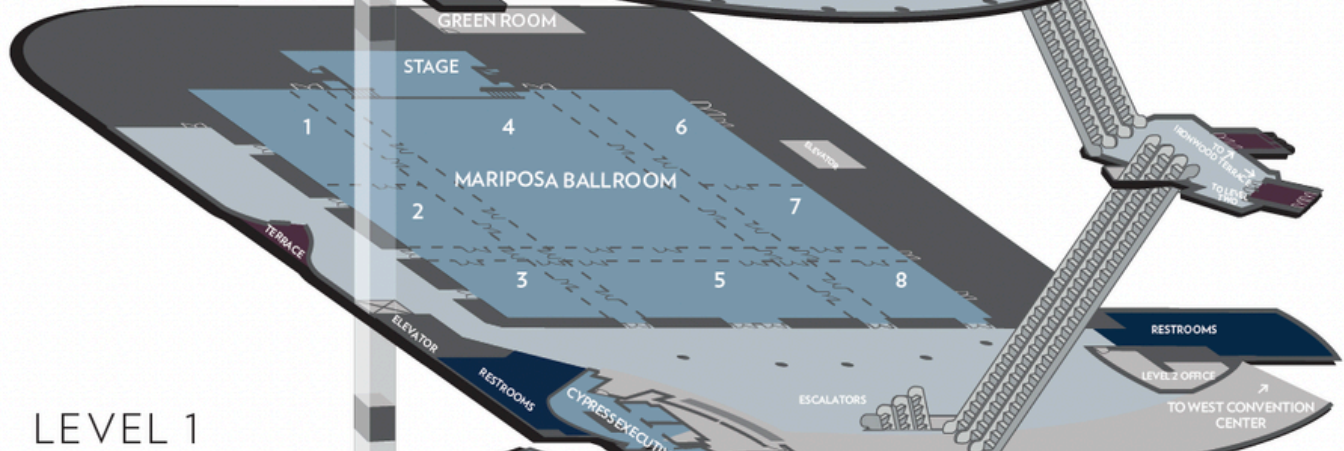


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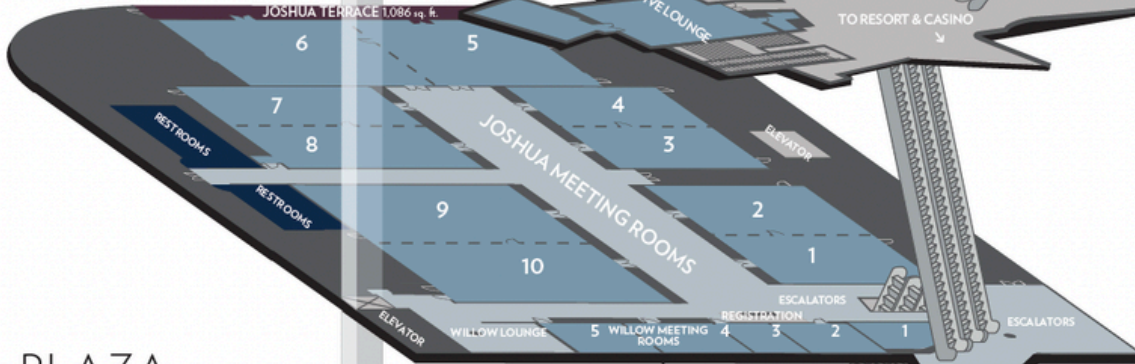
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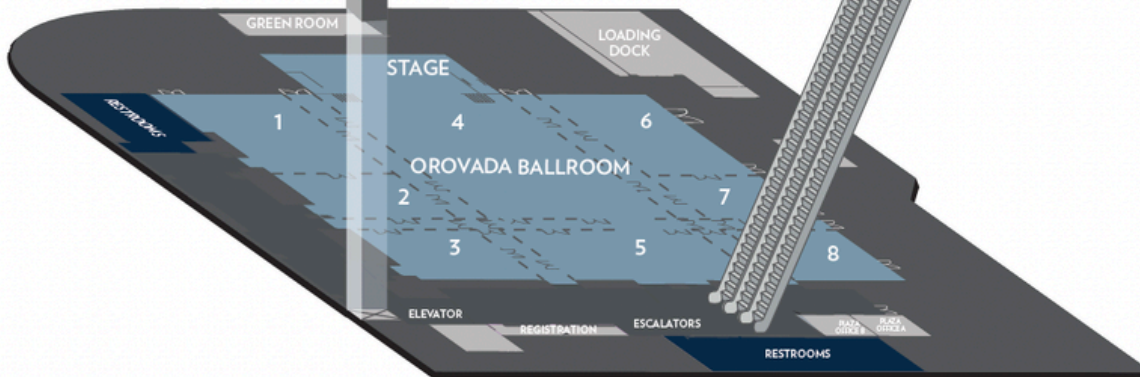
LEVEL 2



LEVEL 1



PLAZA





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Hear from our
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Ben-James Brown



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Ben-James Brown
Vice President of Financial
Opportunity, Philanthropy

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2026 Salary Guide

It pays to know

Get the insights that are helping employers and job seekers make smarter salary decisions.

Explore the guide now at roberthalf.com/salary-guide



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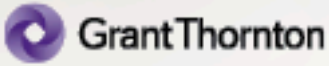
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