



## WELCOME TO HCF LA 2025

Join Los Angeles' top HR and talent leaders at the Human Capital Forum LA, an exclusive, invite-only experience designed to spark bold conversations, inspire forward-thinking strategies, and build meaningful connections. This premier event brings together executive leaders, innovators, and changemakers to explore the most critical challenges and opportunities shaping the future of HR, talent acquisition, and workforce strategy.

## WHY ATTEND

Designed for senior HR and business leaders, CHROs, VPs of People & Culture, and forward-thinking talent professionals, HCF LA offers a curated experience for those driving change across their organizations.

- Discover fresh, actionable insights from industry-leading voices
- Connect with decision-makers from Fortune 500s and fast-growing companies
- Join exclusive, high-level conversations shaping the future of work
- Unlock new opportunities for collaboration, innovation, and growth

## WHERE LEADERS CONNECT, LEARN, AND INSPIRE



September 30<sup>th</sup>  
5:30PM - 8:30PM



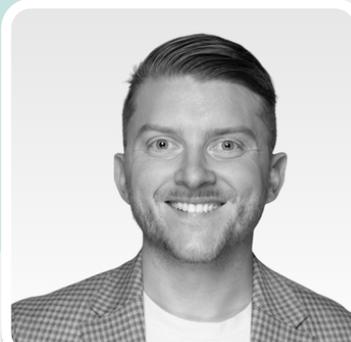
Henkel Consumer Brands Hair Professionals  
5800 Bristol Pkwy Suite 700,  
Culver City, CA 90230

# PANELISTS & TOPICS SHAPING THIS YEAR'S FORUM

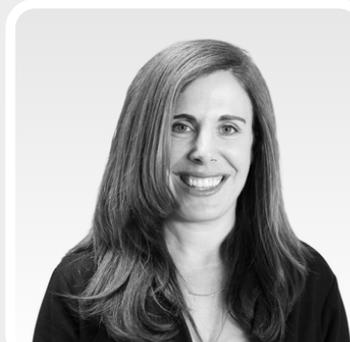
A glimpse of the voices shaping the conversation! More inspiring panelists will be joining us soon.



**Heidi Williams**  
SVP, PEOPLE & BUSINESS  
PARTNERSHIPS  
**UNITED TALENT**  
AGENCY



**Conor Sweeney**  
VP, PEOPLE & TALENT  
**FormHealth.**



**Rebecca Reifman**  
SVP, GLOBAL HR  
**HOURGLASS**  
CRUELTY FREE LUXURY BEAUTY



**Ellen Goldsmith**  
GLOBAL CPO  
**deluxe**

## DESIGNING THE WORKFORCE OF TOMORROW *Strategies for a Changing Talent Landscape*

As workforce expectations shift, HR leaders must adapt to multigenerational teams, the gig economy, and the growing importance of employer brand. This panel explores how leading organizations blend contingent and full-time talent, align culture with brand, and empower HR to deliver business results, building agile, values-driven teams ready for the future.

## FIRESIDE CHAT *Back To Basics*

Explore how timeless HR fundamentals like strong managers, authentic values, and human connection remain essential in an era of rapid change.



# PANELISTS & TOPICS SHAPING THIS YEAR'S FORUM

A glimpse of the voices shaping the conversation! More inspiring panelists will be joining us soon.



**Courtney Goldstein**  
VP, HR  
PMC



**Tiffany Hindman**  
VP, GLOBAL TECH RECRUITING  
servicenow



**Regina Johnson**  
CHRO  
MarketCast



**Cheryl Baptiste**  
VP, PEOPLE OPERATIONS  
Murad.

## LEADING WITH INTELLIGENCE

### *AI's Role in the Future of HR*

AI is reshaping the workplace, and HR plays a vital role in ensuring adoption aligns with business goals while keeping people at the center. Panelists will share how AI drives results across the talent lifecycle, from recruiting to retention, and how leaders can build AI fluency, measure ROI, and integrate technology with a human-first approach.

