




Assessing Your Community Strategy

Session Description:

This session will cover such topics as: taking stock of where you are, what is working and what's not; where are there holes in your program; managing executive expectations, and what are strategic steps to take your program to the next level.


Speakers: Erin Brennock, Synopsys
Cleo Lepori-Costello, Consultant
Facilitator: Jeff Rangel, Entrepreneurs Foundation



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Synopsys is helping to inspire the next generation of technology leaders by reaching out to local communities to foster education programs. By providing financial donations and employee leadership, we strive to make a lasting and measurable difference in the fields we know best.

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Erin Brennock

Erin Brennock is senior manager of community affairs at Synopsys, Inc, where she focuses on community relations and government affairs. She oversees employee community involvement and philanthropy programs at 45 offices around the world. She has held the position for eight years.

Erin is president of the Synopsys Foundation, which works to inspire the next generation of technology leaders through science and math primary education programs. In Silicon Valley, more than 400,000 students and teachers have participated in Synopsys sponsored science fairs in the past eight years.

Currently, Erin is on the board of directors of the Mountain View Chamber of Commerce and City Year San Jose/Silicon Valley. Additionally, she is active with many NGO's and trade associations locally and globally." In her spare time, she enjoys running trails in the Bay Area with friends and has participated in numerous marathons and triathlons.

Cleo Lepori-Costello

Cleo has over twenty years of experience in the software industry with focus on improving operational efficiency.

She joined Synopsys in 1996 as the manager of the Program Management Group, where she demonstrated strengths as a contributor, leader, and motivator. Her accomplishments are most notable in coordinating the releases on or ahead of schedule and deploying various successful quality initiatives.

Currently, she is a Senior Director responsible for managing the Product Readiness, Consolidation, and Retirement processes. She manages streamlining the product line, by ushering products into end of life and ensuring best customer experience in all product transitions. Cleo has also worked on defining the Strategic Planning Process for the company and teaches the 'Execution Excellence' class for the management team. Most recently, Cleo is leading the effort to define and introduce Zero-Based Budgeting Portfolio Management.

Prior to Synopsys, Cleo worked 4 years at Lockheed Martin where she developed expert systems in LISP. She was also at IBM for 7 years where she worked on various initiatives to improve their software development processes including ISO9000, Malcolm Baldrige, and process benchmarking.

Cleo has a BS and a MS in Industrial and Systems Engineering. She has also completed courses towards a graduate degree in Computer Science and is a Certified Project Manager from Stanford University. Programs