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Bay Area's Most Influential Women

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THE BAY AREA'S MOST INFLUENTIAL WOMEN

**Drucilla Stender Ramey**

Dean, Golden Gate University School of Law.

Residence: San Francisco.

Education: B.A., Harvard University; J.D., Yale Law School; Honorary J.D., Golden Gate University School of Law.

Community involvement: American Judicature Society; Habeas Corpus Resource Center.

Proudest professional accomplishment: Transforming the Bar Association of San Francisco into one of the nation's leaders in diversifying the profession and in the provision of legal services to the poor.

Advice for young women: Recognize and use your power to do good and to bring those less fortunate up behind you.

Strategy for success in a tough economy: Stay optimistic, make as many professional contacts as possible, use every opportunity to demonstrate your know-how.

What makes you influential: A knack at convincing powerful but compassionate men that I'll do with their money what they would do if they only had the time.

**Larree Renda**

Executive vice president, chief strategist and administrative officer, Safeway Inc.

Residence: Hillsborough.

Board memberships: California Chamber of Commerce; HSBC Finance Corp. and HSBC Holding Co.; Casa Ley, S.A. de C.V.; National Joint Labor Management Committee; University of Portland.

Community involvement: Safeway Foundation board chair; Muscular Dystrophy Association; responsibility for Safeway's community and philanthropic initiatives.

Proudest professional accomplishment: Leading teams of motivated people. Mentoring women and men and watching them succeed.

Advice for young women: Trust your experience and instincts. Stay true to your values. Always exceed expectations.

Strategy for success in a tough economy: Focus on the core business. Support frontline teams by providing resources to get the job done. Never waste a crisis — learn from it.

What makes you influential: Influencing the direction of Safeway on many fronts, including important philanthropic causes

**Ellen Richey**

Chief enterprise risk officer, Visa Inc.

Residence: Oakland.

Education: A.B., Harvard University; J.D., Stanford University.

Community involvement: Bay Area Council, cyber security committee chairperson; Girl Scouts of Northern California board of directors; Girl Scouts "Camp CEO" mentor.

Proudest professional accomplishment: Being part of the leadership team that turned around Provident Financial, which went from "worst to first" in the S&P 500 in 2001-2002.

Advice for young women: You probably can't "have it all," but that shouldn't stop you from trying. Just don't beat yourself up when you fall short of perfection.

Strategy for success in a tough economy: Plan for the worst, expect the best, never give up.

What makes you influential: My position at Visa influencing the direction of the payments industry, which touches many millions of consumers all over the world every day.

**Cynthia Ringo**

Managing partner, DBL Investors.

Residence: Menlo Park.

Education: B.S., Georgia State University; J.D., Emory University School of Law.

Board memberships: Livescribe, Widevine, Entrisphere, Klipsch, Tympany.

Community involvement: Astia adviser; SD Forum adviser.

Proudest professional accomplishment: Being able to raise a venture fund with my partner, Nancy Pfund, in the worst financial environment we have seen.

Advice for young women: Dream large dreams, and pursue them without fear.

Strategy for success in a tough economy: Maintain your optimism and core values, in all difficult environments there are new opportunities. Look for those and go after them!

What makes you influential: I am fortunate to be in a business where I can help others make their business goals a success.

**Kirsten Ritchie**

Principal; director of sustainable design, Gensler.

Residence: Oakland.

Education: B.S., civil engineering, University of California, Berkeley; M.S., civil engineering, California State University, San Jose.

Community involvement: Ecological Building Network/BuildWell; Business Council on Climate Change; League of Women Voters; Slow Food USA.

Proudest professional accomplishment: First women engineer to be appointed principal at Gensler.

Advice for young women: Optimism and laughter will take you much further and more delightfully than arrogance and antagonism.

Strategy for success in a tough economy: Be humble, reliable, innovative, continually learning and get out and mingle with people!

What makes you influential: My inventive, optimistic and can-do attitude focused on forging practical solutions to pressing environmental and planetary challenges.

**Lisa Robinson**

Senior vice president, head of risk and enterprise web governance, Wells Fargo NA, Internet services group.

Residence: Hercules.

Education: B.A. sociology, University of California, Berkeley.

Community involvement: ISG Diversity Council; Wells Fargo Community Support Campaign

Proudest professional accomplishment: I have built a strong team diverse in generations, cultures, and business skills. I also manage the Fraud Information Center web site that educates the public about safely banking and engaging online.

Advice for young women: Play to your strengths. Be curious and inquisitive; be a lifelong learner. Create your own destiny.

Strategy for success in a tough economy: Be flexible, creative and willing to listen and learn. Identify your areas of interest. Volunteer for new assignments.

What makes you influential: I take an active interest in people and their development, and listen, support and guide them through challenging situations.

**Christine Robisch**

Senior vice president and area manager for Kaiser Permanente's San Francisco service area, Kaiser Foundation Health Plan/Hospitals.

Residence: Danville.

Education: B.A., psychology, Gonzaga University; M.A., psychology, University of the Pacific.

Community involvement: Healthy San Francisco; the Hospital Council; San Francisco Center for Economic Development

Proudest professional accomplishment: It's a privilege to do what I do and I love it.

Strategy for success in a tough economy: Stay focused and optimistic.

What makes you influential: Doing what I say I will do.

**Rebecca Saeger**

Executive vice president and chief marketing officer, The Charles Schwab Corp.

Residence: San Francisco.

Education: Bachelor's degree, Muhlenberg College; M.B.A., Wharton School at the University of Pennsylvania.

Community involvement: Association of National Advertisers board chair; responsible for Schwab community services; San Francisco Symphony marketing committee.

Proudest professional accomplishment: Being part of the team that kept Schwab focused on our clients and their needs through the traumatic economic environment in the last two years. Also, being recognized as the 2009 Advertising Woman of the year by the Advertising Women of New York.

Strategy for success in a tough economy: It is important to consistently deliver what you promise to your customers, and for your brand to have a consistent presence. Take advantage of opportunities rather than only focusing on the risks

What makes you influential: To be influential you have to believe in what you do and the vision behind it, and demonstrate the values you've endorsed to achieve that vision. When you are passionate about your work and have a vision for what can be achieved, you not only enjoy what you do, you influence others to join you in the "quest."