

2024 WOMEN BUSINESS COLLABORATIVE

Impact Report



Women Business Collaborative's mission is to accelerate the advancement of all women business leaders by advocating for equal position, pay, and power for all women in business. This is our annual report for 2024.

Who We Are

Women Business Collaborative (WBC) is an unprecedented alliance of 85+ Partner Organizations, 65+ Sponsors, 250+ Champions and hundreds of business leaders.

OUR MISSION

To accelerate the advancement of all women in business and to spotlight the need for gender equity, diversity, and pay equity in the workplace.

OUR VISION

Equal position, pay and power for all women in business.

OUR COMMITMENT

Through collaboration, advocacy, action, and accountability, we mobilize thousands of diverse professional women and men, business organizations, and public and private companies to accelerate change.

1.8M

Global Reach of Allies,
Supporters, and
Advocates

A NOTE FROM OUR CEO:

Gwen K. Young

As we reflect on 2024 and look ahead to 2025, WBC's mission remains clear: ensuring equal position, pay, and power for all women in business. This movement is powered by the collective efforts of our community, and we are deeply grateful to our Board, Sponsors, Partners, and Champions. Change happens through collective action and the resolve of people like you.

Thanks to your support, we've made strides in advocating for women's equitable representation in leadership, boardrooms, and paychecks. Together, we have:

- Championed initiatives to break systemic barriers.
- Elevated women's voices in male-dominated industries like tech, AI, and capital investment.
- Collaborated with diverse leaders to make equity the standard.

While we've made progress, the work is far from complete. As we move into 2025, we remain committed to ensuring equal opportunities for all women. The change we've sparked is just the beginning, and with your continued support, we'll keep building a world where women thrive in business.

Thank you for your dedication to this mission.
Together, we're making a lasting impact.

We are #WBCFasterTogether.



WBC's Impact

The power of combining the collaborative approach with our movement is already creating momentum and accelerating the pace of change for women in business.

85+

PARTNER ORGANIZATIONS

65+

SPONSORS

250+

WBC CHAMPIONS

8

EVENTS TOUCHING
OVER 4.5K LEADERS

14K+

REACH

15

REPORTS
& RESOURCES

206+

COLLABORATIONS

Collaborators:



Each year, Women Business Collaborative works with three partners to aggregate the latest data on women holding CEO roles in public companies in the Fortune 1000, Fortune 500, S&P 500, Russell 3000, private companies with greater than one billion dollars in revenue, and women entrepreneurs in companies worth over \$1 million. In 2024, momentum stalled within the reported indices, but there are bright spots in the data. There is strong growth of women entrepreneurs with women owning 14 million businesses in the U.S. and 34% of all small businesses and franchises.

Report partners also shared insight pieces to spotlight the impact of this slowed growth on women's leadership, including: Sustaining DEI through Challenging Times by Anna Mok, President and Chair, Ascend; and Black Women Still Face a Glass Cliff. Fixing Workplace Systems Can Change That by Dr. Kathrina Robotham, Director of Research, Catalyst.

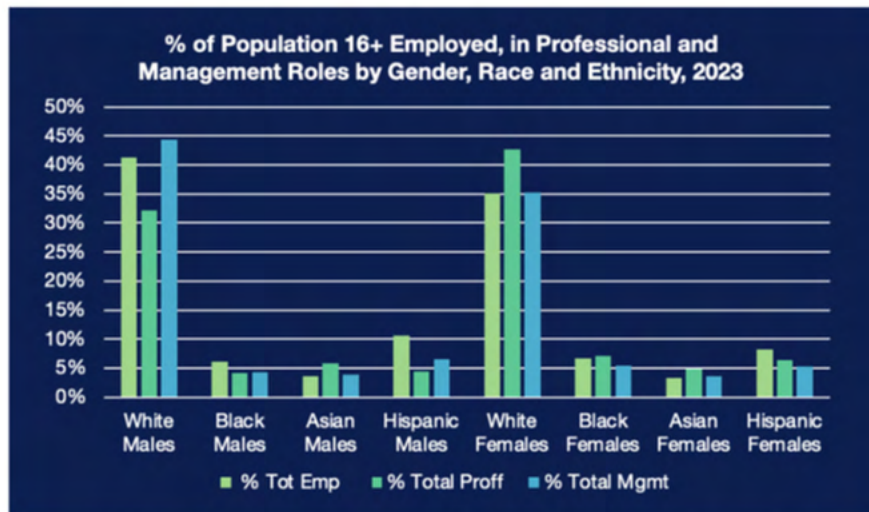
Our data is critical to ensuring transparency and a commitment from the business community, and Ascend, C200, Catalyst, and WBC know that the numbers tell a powerful story of both the gains women have made in rising to top leadership roles in corporate America, and the imperative to advance more women into executive roles.

8.72%

IS THE AVERAGE NUMBER
OF **WOMEN** **CEOS** IN 2024

INDEX	% OF WOMEN
F500	10.4
F1000	9.2
S&P	7.8
Russell 3000	9
Private (> 1 billion)	7.2

WBC published this briefing with the support and help of our Steering Committee, who helped to review and analyze over 60 reports from both business and academic sources, many of which collaborate with WBC.



U.S. Bureau of Labor Statistics Analyses of Current Population Survey Data, 2023.

Briefing Objectives:

- To cast light on the very real issues that all Women of Color (WOC) face individually and collectively as they work to forge the careers of their choice.
- To provide facts, figures, and findings that both pinpoint problems and suggest solutions on how organizations can profit from true diversity.
- To encourage and motivate corporate leadership to embrace initiatives and strategies that address the specific challenges and opportunities of WOC.

WOC Briefing Steering Committee:

- Seramount
- Dr. Rohini Anand, Strategic Global Business Leader
- Jen Martineau, Founder and President, Leap & Inspire Global

For every dollar earned by white men



Thank you to WBC Board Directors Esther Aguilera, Senior Advisor at Altura Capital and ALPFA, Inc., and Hope C. Johnson, Chief Financial Officer of Haven Technologies, for your input.

WBC Data & Resources

Women Joining Boards Report

Since 2020, Women Business Collaborative has worked with our partner **Equilar** to provide monthly data on women joining public boards. While the progress may be gradual, it is important to recognize the substantial strides that have been taken to address the disparities in board appointments. These monthly reports serve as a testament to our relentless pursuit of a more inclusive and equitable corporate landscape.

As of November 2024,

30%

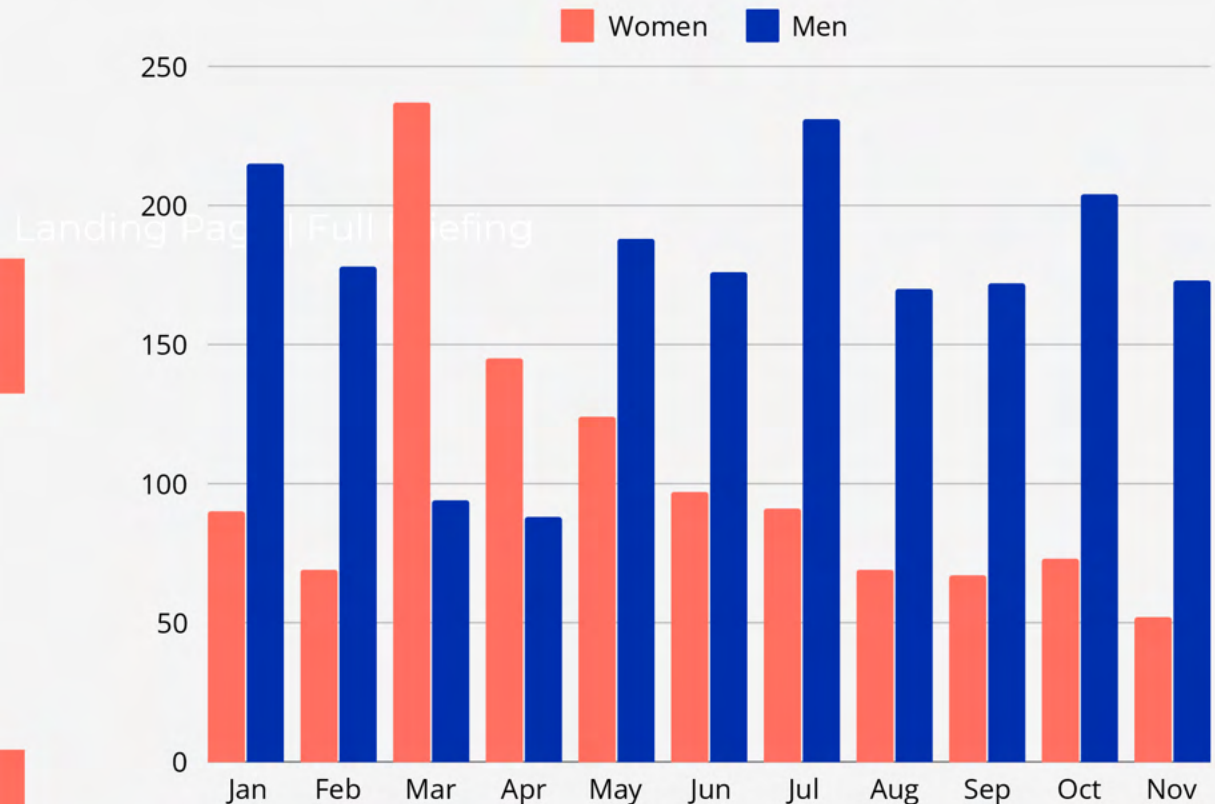
of 2024 public board appointments were women.

Of those appointments,

13%

self-identified as women of color.

2024 Public Board Nominations



[Monthly Report Landing Page](#)

Source:  **EQUILAR**

WBC Data & Resources

WBC Benchmark Survey on Gender in the Staffing Industry

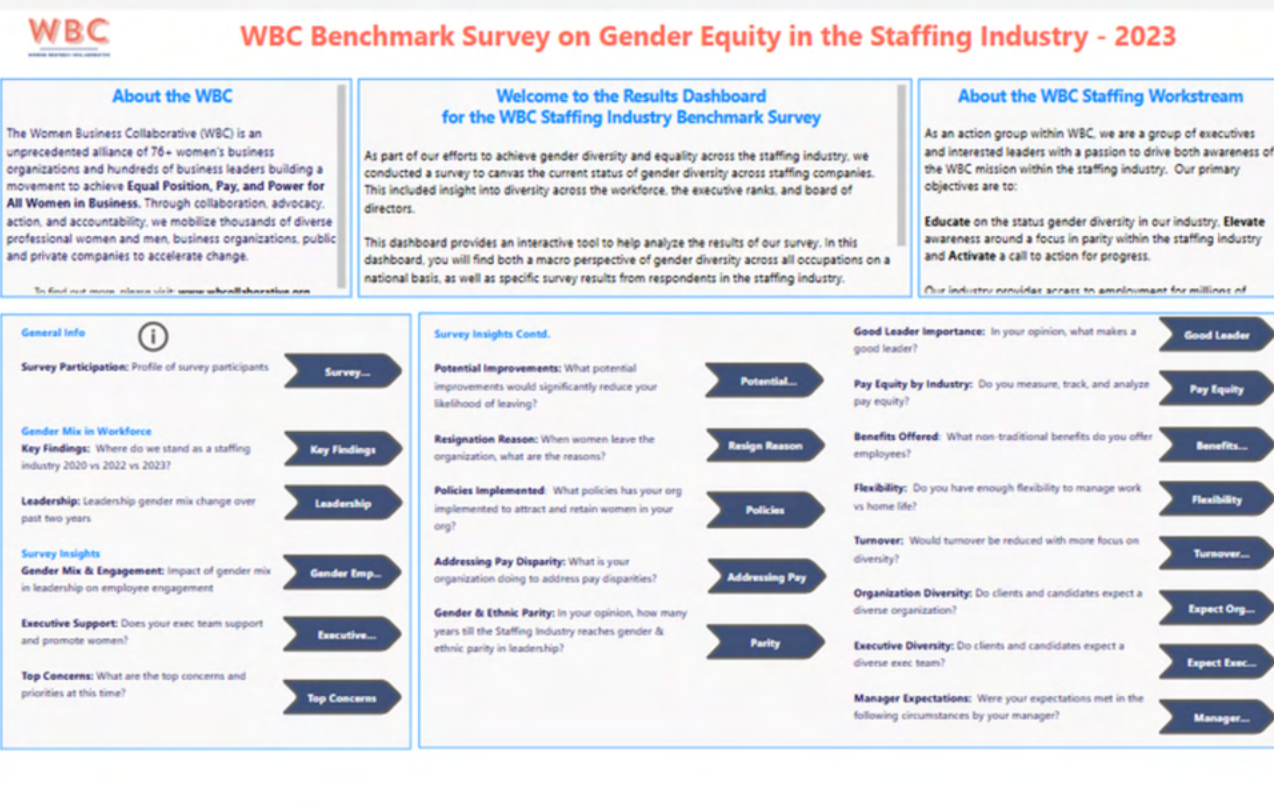
WBC's Staffing Industry Workstream, led by leaders from major staffing agencies, demonstrated the power of collaboration in elevating women across the business landscape. As part of its efforts to achieve gender diversity and equity across the staffing industry, the group conducted a survey and published a Staffing Industry Dashboard to canvas the current status of gender diversity across staffing companies.

Survey Insights include:

- Impact of gender mix change since 2021
- Top concerns and priorities of staffing industry executives
- Policies, benefits and incentive that companies have implemented to attract and retain women in organizations
- Interventions on addressing pay inequity
- Executive outlook on gender and ethnic parity leadership in the staffing industry

Survey and Dashboard Partners:

- American Staffing Association
- National Association of Personnel Services
- Staffing Industry Analysts
- TechServe Alliance
- Women Business Collaborative



[Survey Dashboard Landing Page](#)

WBC Events & Communications

3

Webinars

- WBC/Seramount Webinar: Gen Z and the Workplace: Building Intergenerational Relationships Across the Organization
- EDGEtalks/WBC/Open to All Webinar with Chai Feldblum: Upholding DE&I Programs and Practices in the U.S.
- Taking Charge of Your Personal Finances with Aspiriant Series (3 Sessions)

36+

LinkedIn Lives

WBC's #WBCFasterTogether [LinkedIn Live series](#) spotlights influential leaders who are actively reshaping the business landscape and showcases innovators discussing how organizations and leaders are fostering diversity in leadership roles.

15

Blogs

In collaboration with WBC champions and partners highlighting DEI, cybersecurity, allyship, women of color entrepreneurship, and [more](#).

WBC and our Partners



2024 AABDC Asian American Business Roundtable New York, NY

WBC CEO Gwen K. Young spoke at the AABDC's 2023 Asian American Business Roundtable on the panel New Majority: No Turning Back moderated by Randal Pinkett, Chairman and CEO, BCT Partners; Prisca Bae, Chief Partnerships Officer, The Asian American Foundation; Michael J. Garner, Chief Business Diversity Officer, City of New York; and Cid Wilson, President & Chief Executive Officer of HACR.



Latina Style 50 Awards Washington, DC

WBC attended the 26th Anniversary of the LATINA Style 50 Awards and Diversity Leaders Conference. Guests from across the nation gathered to partake in a unique, dynamic, and impactful conference hosted by a valued WBC partner collaborating with corporate leaders who shared their strategies for attracting and retaining Latina talent at the highest echelons of senior management within their organizations.



Ascend Convention 2024 Las Vegas, NV

WBC Founder and Board Chair Edie Fraser moderated an inspiring panel, "Empowered Women, Empower Women," alongside Ana Dutra, Independent Board Director Pembina Pipeline Corporation; and Shelly Kapoor Collins, Partner, Sway Capital and Founding Partner, Shatter Fund.



HACR Walk to Wall Street Washington, DC

CEO Gwen Young spoke at WBC partner HACR's Walk to Wall Street, a groundbreaking 240+ mile journey by HACR's President and CEO, Cid Wilson, from Capitol Hill in Washington, D.C., to Wall Street in New York City, designed to amplify the critical importance of diversity, equity, and inclusion (DE&I) in Corporate America and large institutions.

WBC In the Community



2024 Staffing World Nashville, TN

WBC hosted a panel at the American Staffing Association's Annual Conference Staffing World, facilitated by Laine Gandy, director, Adecco Group US Foundation and WBC Staffing Workstream Chair on Women in Business.

Panelists included Kortne Harris, chief of staff, business technology and product development, AT&T; Brynn Plummer, VP and director of DEI, Alliance Bernstein; Sandra Quince, co-chair and board director, Paradigm for Parity.



2024 Woman Impact Summit Virtual

WBC CEO Gwen Young had the honor of serving as the Day 3 Keynote Speaker for the 2024 Woman Impact Virtual Summit. Gwen was interviewed by Maica Gil, Founder at Heroikka for a global audience of women business leaders.



Business Council for International Understanding Washington, DC

WBC CEO Gwen Young had the honor of moderating a Fireside Chat and Panel Discussion with the First Lady of Kenya on enhancing women's access to digital skills, financial services, and market participation in Africa.

Local Events



WBC & Regeneron Launch Event Washington, DC

WBC conducted an all day session with Regeneron senior leadership on allyship and building out diverse company leadership.



WBC Women Leading the Way Houston, TX

Celebrating local leaders in the business community this event spotlighted exceptional speakers from Cole Chemical, DuPont, Conoco Phillips, Harris County Sports Authority, Houston Dynamo & Dash, and Houston Rockets.

Thank you to WBC Champion Dr. Dana D. Wells, Business Intelligence Consultant - Energy Industry Transition at Dana Wells & Associates for organizing.



WBC Career Pivot Champions Breakfast Washington, DC

Hosted by WBC Board Directors Esther Aguilera and Gerri Mason Hall, this breakfast WBC champions, partners, sponsors and community members-to-be, in the D.C., Maryland, and Virginia region who share the Collaborative's mission to achieve equal position, pay, and power for all women in business.

Insights from Women Business Leaders on International Women's Day

Hosted by Paul Hastings, Washington, DC

With an audience of 150+ participants, WBC's International Women's Day celebration featured panels on artificial intelligence and technology, entrepreneurship women on boards, women of color leadership, and women in the workforce.



[Landing Page](#)

2024 Trailblazer in Gender Equity and Diversity Award Presentations



Her Excellency
Dr. Ngozi Okonjo-Iweala
Director-General of the World
Trade Organization (WTO)

Washington, DC



Vernā Myers
Founder and President of the
Vernā Myers Company

Baltimore, MD



Lucy Sanders
Founder and Executive in
Residence
The National Center for Women
in Technology (NCWIT)

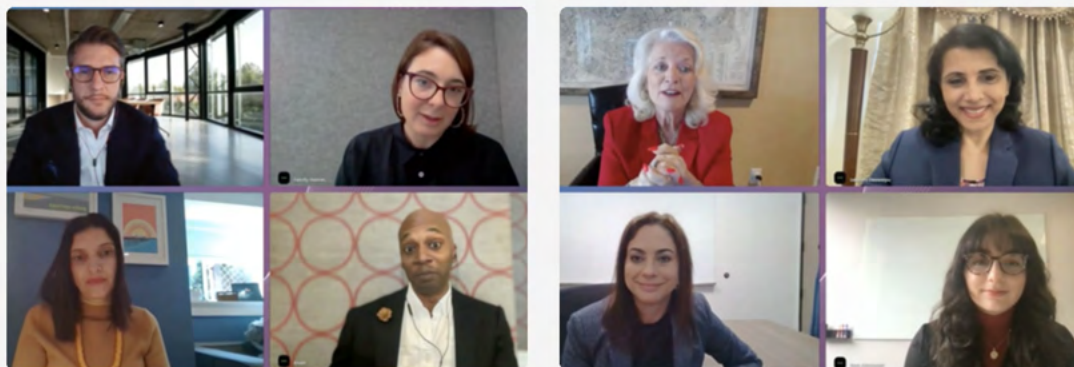
Boulder, CO

[Washington Diplomat Feature](#)
[POLITICO Playbook Feature](#)

Rethinking and Accelerating Women's Leadership in Business Forum

The Rethinking & Accelerating Gender Equity and Diversity in Business virtual forum showcases preeminent women and men leaders working to ensure women can and will lead in business. The forum highlighted 9 panels highlighting topics such as Corporate Purpose and Women in STEM and the Women in the Workplace.

Panels featured 39 Speakers including WBC partners, sponsors, and Champions Network.



[Landing Page](#)

650+

Registrants

3 Tracks:

- Women in STEM
- Women in the Workplace
- Corporate Purpose

9 Panels:

- Women's Leadership in Artificial Intelligence
- Women's Leadership in Cybersecurity
- Women's Leadership in Science and Biotech
- Entrepreneurs Building Business
- Women CEO Leadership
- Women Leading Boards
- Leading through Talent
- Commitment Through Your Brand
- Elevating Supplier Diversity

Second Annual Women's Capital Summit

New York, NY

WBC Women's Capital Summit provides valuable insights into the world of capital, offering a deep understanding of its dynamics, strategic relevance at different stages of a company's growth, and the effective utilization of capital resources with a focus on building relationships between entrepreneurs and investors.

This year's summit was a two-day event including panels, networking receptions, 1:1 investor/entrepreneur breakouts, and a women's business marketplace.



233

Registrants

91

Entrepreneurs

95

Investors

WCS Sponsors:

- Wells Fargo (Lead)
- Gordon Brothers
- Stearns Bank

[Landing Page](#)

2024 Action for Impact Summit

The fifth annual **WBC Action for Impact (A4I) Summit** brought together experts and thought leaders to discuss global business challenges, fostering a rich exchange of ideas and insights. With a focus on DEI, women in business, technology and sports, A4I served as a vital platform for collaboration and knowledge-sharing, aiming to drive actionable solutions and positive change on a global scale.

Panel topics included:

- AI at Work: Navigating Ethical Frontiers in the Modern Workforce
- Empowering Growth: How Women-Owned Businesses are Shaping the Business Landscape
- Closing the Gap: Boosting Investment in Women-Owned Businesses
- Elevating Voices: Women of Color in Leadership
- Beyond Placement: Advancing DEI in Staffing and Employment
- Boardroom Diversity: Transformation in Corporate Governance
- Pathways to Leadership: Advancing Women into the C-Suite
- Allyship in Action: Transforming Workplace Culture
- Corporate Leadership: Harnessing the Power of Technology
- Trust and Transformation: Building a Culture of Belonging in the Workplace
- Leveraging Inclusive Growth Through Sustainability
- Impact Talk: The Science of Turning Imagination into Reality
- Inclusion: Transforming Operations to Meet the Realities of Today's Business Landscape

20

Panels

60+

Speakers

3000+

Registrants

A41: CEO Excellence in Gender Equity and Diversity Awardees

At this year's 2024 Annual Action 4 Impact Summit, Women Business Collaborative awarded three CEOs with **our CEO Excellence in Gender Equity and Diversity Awards**.



PRISCILLA ALMODOVAR
President & CEO
Fannie Mae



JUDY MARKS
Chair, CEO and President
Otis Worldwide Corporation



PRISCILLA SIMS BROWN
President & CEO
Amalgamated Bank

A41: Trailblazer in Gender Equity and Diversity Awardees

At this year's 2024 Annual Action 4 Impact Summit, Women Business Collaborative awarded four **Trailblazer in Gender Equity and Diversity Awardees**.



CHARLES E. JOHNSON
President
SodexoMagic



VERNĀ MYERS
Founder & President
The Verna Myers Company



**HER EXCELLENCY
DR. NGOZI OKONJO-
IWEALA**
Director-General
World Trade Organization



LUCY SANDERS
Founder & Executive
in Residence
National Center for Women
& Information Technology
(NCWIT)

In the Arena: Women Leading Sports

Washington, D.C.

Celebrating the conclusion of the 2024 A4I Summit, “In the Arena: Women Leading Sports” brought together influential women from sports industries, policy-making, journalism, and business. The panel, moderated by legendary sportscaster Lesley Visser, featured insights from Gwen Young, WBC CEO; Chryssa Zizos, President and CEO of Live Wire Strategic Communications; Briana Scurry, Gold Olympian and Team USA Goalkeeper; and Kate Greenberg, VP of Business Operations at the UFL DC Defenders.



[Landing Page](#) | [Highlight Video](#)

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WBC Chair of Board



ESTHER AGUILERA
Co-Chair Nom-Gov Committee
Growth and Transformation Catalyst,
Senior Advisor, Altura Capital, ALPFA, Inc.



LAKSHMI ELESWARPU



BALAJI GANAPATHY
Global Head, Corporate Social
Responsibility and Chief
Social Responsibility Officer,
Tata Consultancy Services



JUDITH GOLDKRAND
Co Chair Nom-Gov Committee
Women's Capital Summit
Committee Chair



FELICITY HASSAN
Secretary
Founder and Executive
Talent Consultant, TheFind



DAN HESSE
Chairman, Akamai Technologies



GERRI MASON HALL
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HOPE JOHNSON
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MARIKA MCCAULEY SINE
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Global Insurance Practice
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CEO, Urban Legacies



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KIP WRIGHT
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Chairman, INSPYR Solutions



JOSÉ ZEILSTRA
CEO, Gender Fair



**Board Advisor
TARA GUINTA**
Vice Chair of Paul Hastings'
Investigations

Learn more about our WBC Board of Directors [here](#).

THANK YOU to Team WBC

Gwen K. Young
Chief Executive Officer

Alyssa Derrick
Programs and
Marketing
Manager

Holly Fiorillo
Operations and
Development
Manager

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Chad Capellman
Sr. Solutions
Architect

Kadisha Conteh
Programs and
Communications
Consultant

Lorena Fimbres
Strategic Programs
and Communications

Alina Turkevych
Information Technology
Solutions Provider

Jessica Kweon
Intern

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WBC

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*As of December 2024

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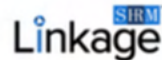
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The Power of Inclusive Leadership

THE LODIS FORUM

THE **WV** NETWORK



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NETWORKS

UPWARD

WEconnect
INTERNATIONAL

Women Entrepreneurs *Grow Global*[®]
wego

WE
the **CHANGE**



WOMEN IN THE
BOARDROOM



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EDUCATION
NETWORKING



WOMEN'S FORUM
OF NEW YORK



Learn more about our WBC Partners [here](#).

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Learn more about our WBC Champions [here](#).

** : HONORARY CHAMPION

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Learn more about our WBC Champions [here](#).

** : HONORARY CHAMPION



Join Us in Making an Impact in 2025

Looking ahead to 2025, WBC is on a mission to make even more of an impact for equal position, pay, and power for all women in business.



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SPREAD THE WORD



COLLABORATE