

2024 WOMEN BUSINESS COLLABORATIVE

# Impact Report

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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 250+ champions, 65+ sponsor organizations, and 85+ partner organizations and hundreds of business leaders.

## OUR MISSION

To accelerate the advancement of all women business leaders by advocating for equal position, pay, and power for all women in business.

## 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 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 grassroots 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**

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**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.

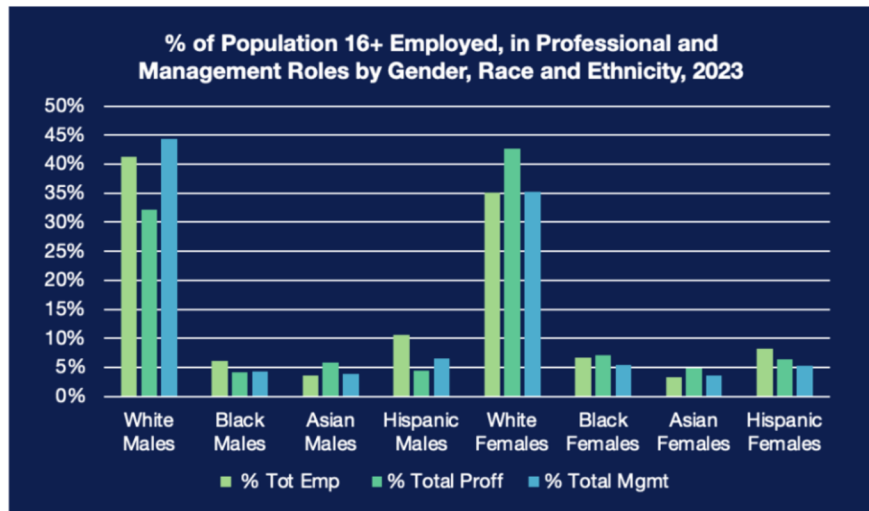
Our data is critical to ensuring transparency and a commitment from the business community and Ascend, C200, Catalyst, and WBC know that the numbers tell a powerful story of both the gains women have made in rising to top leadership roles in corporate America, and the imperative to advance more women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

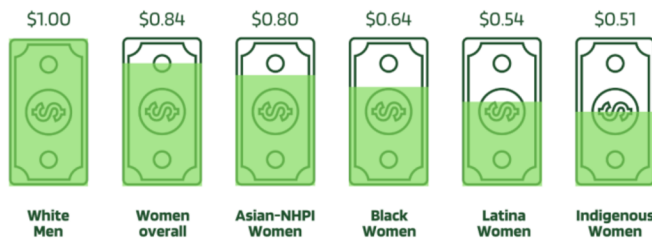


U.S. Bureau of Labor Statistics Analyses of Current Population Survey Data, 2023.

## 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.

For every dollar earned by white men



## WOC Briefing Steering Committee:

- Duc Nguyen Abramson
- Esther Aguilera
- Anne L. Alonzo
- The Honorable Victoria Holland
- Hope C. Johnson
- Aaysha Noor

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%

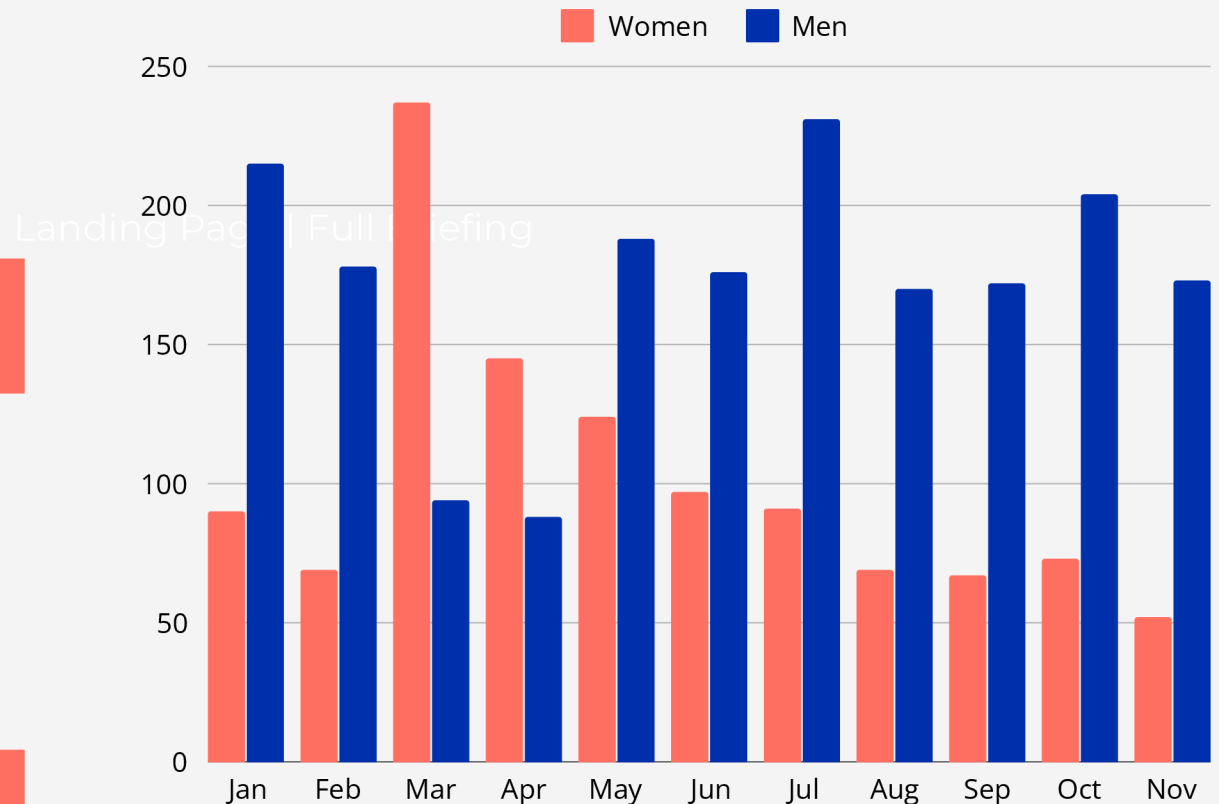
*of 2024 public board appointments were women.*

Of those appointments,

# 13%

*self-identified as women of color.*

### 2024 Public Board Nominations



# WBC Data & Resources

## WBC Benchmark Survey on Gender in the Staffing Industry

WBC's 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 Power BI 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
- Staffing Industry Analysts
- National Association of Personnel Services
- TechServe Alliance
- Women Business Collaborative

The screenshot shows the landing page for the WBC Benchmark Survey on Gender Equity in the Staffing Industry - 2023. The page is divided into several sections:

- WBC Logo:** Women Business Collaborative.
- Header:** WBC Benchmark Survey on Gender Equity in the Staffing Industry - 2023.
- About the WBC:** The Women Business Collaborative (WBC) is an unprecedented alliance of 76+ women's business organizations and hundreds of business leaders building a movement to achieve Equal Position, Pay, and Power for All Women in Business. Through collaboration, advocacy, action, and accountability, we mobilize thousands of diverse professional women and men, business organizations, public and private companies to accelerate change.
- Welcome to the Results Dashboard for the WBC Staffing Industry Benchmark Survey:** As part of our efforts to achieve gender diversity and equality across the staffing industry, we conducted a survey to canvas the current status of gender diversity across staffing companies. This included insight into diversity across the workforce, the executive ranks, and board of directors. This dashboard provides an interactive tool to help analyze the results of our survey. In this dashboard, you will find both a macro perspective of gender diversity across all occupations on a national basis, as well as specific survey results from respondents in the staffing industry.
- About the WBC Staffing Workstream:** As an action group within WBC, we are a group of executives and interested leaders with a passion to drive both awareness of the WBC mission within the staffing industry. Our primary objectives are to: Educate on the status gender diversity in our industry, Elevate awareness around a focus in parity within the staffing industry and Activate a call to action for progress.

The dashboard features a navigation menu with the following items:

- General Info:** Survey Participation, Gender Mix in Workforce, Leadership, Survey Insights, Executive Support, Top Concerns.
- Survey Insights Contd.:** Potential Improvements, Resignation Reason, Policies Implemented, Addressing Pay Disparity, Gender & Ethnic Parity.
- Good Leader Importance:** Good Leader.
- Pay Equity by Industry:** Pay Equity.
- Benefits Offered:** Benefits...
- Flexibility:** Flexibility.
- Turnover:** Turnover...
- Organization Diversity:** Expect Org...
- Executive Diversity:** Expect Exec...
- Manager Expectations:** Manager...

[Survey Dashboard Landing Page](#)

# Companies of Purpose

With a spotlight on the “S” in ESG and DEI, WBC’s Companies and Entrepreneurs of Purpose Programs are leading the charge to define corporate purpose in today’s business environment.

Our ambition is vast: to foster innovation, to share game-changing best practices, and to provide engaging events and forums to reshape the business world collaboratively.

## Companies of Purpose Toolkit

Launched last year, Companies of Purpose toolkit outlines the key guidelines, innovations, best practices, and resources involved in creating a company of purpose that prioritizes diversity, equity, and inclusion.



# 40+

## WBC Companies of Purpose

# 25+

## Entrepreneurs of Purpose

## Companies of Purpose Forum

**“Rethinking and Accelerating  
Women’s Leadership in Business”**

Dallas, TX | Wednesday, May 15, 2024

An exclusive gathering of thought leaders, a space where passion meets innovation for equity and inclusion.

Learn more about our Companies and Entrepreneurs of Purpose [here](#).

# 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

30+

**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



## 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 and Shelly Kapoor Collins.



## 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, 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.



**Gwen K. Young**  
Chief Executive Officer of  
Women Business  
Collaborative (WBC)



## 2024 Woman Impact Summit

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 for a global audience of women business leaders by Maica Gil, Founder at Heroikka



## Business Council for International Understanding Washington, DC

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

# WBC Events



## 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.



## WBC & Regeneron Launch Event Washington, DC

WBC proudly supported the launch of Regeneron's pioneering "Gender Equity in Biotech" initiative.



## 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**  
Washington, DC

WBC presented Her Excellency, Dr. Ngozi Okonjo-Iweala, Director-General of the World Trade Organization (WTO), our 2024 Trailblazer in Gender Equity and Diversity Award in recognition of her remarkable contributions to gender equity and diversity.



**Vernā Myers**  
Baltimore, MD

WBC was pleased to award Vernā Myers, Founder and President of the Vernā Myers Company our 2024 Trailblazer in Gender Equity and Diversity Award in recognition of their remarkable contributions to gender equity and diversity.



**Lucy Sanders**  
Boulder, CO

Lucy Sanders, Founder and Executive in Residence at The National Center for Women in Technology (NCWIT) was presented with WBC's 2024 Trailblazer in Gender Equity and Diversity Award in recognition of her remarkable contributions to gender equity and diversity.

[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 uncovering topics like Corporate Purpose and Women in STEM and the Workplace.

**Panels featured 39 Speakers, including WBC partners, sponsors, and advisory council.**



[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 aims to provide 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 matching, and a women's business marketplace.



# 233

**Registrants**

# 91

**Entrepreneurs**

# 95

**Investors**

## WBC Collaborators:

- Wells Fargo
- 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 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

**PRISCILLA ALMODOVAR**  
President & CEO  
Fannie Mae



**Judy Marks**  
Chair & CEO, Otis Worldwide

**JUDY MARKS**  
Chair, CEO and President  
Otis Worldwide Corporation



**Priscilla Sims Brown**  
CEO, Amalgamated Bank

**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 WBC CEO Gwen Young, President and CEO of Live Wire Strategic Communications Chryssa Zizos, Gold Olympian and Team USA Goalkeeper Briana Scurry, and VP of Business Operations at the UFL DC Defenders Kate Greenberg.



# THANK YOU to Our Board of Directors



**EDIE FRASER**  
WBC Chair of Board



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



**LAKSHMI ELESWARPU**  
Global Chief Information  
Officer, Sanofi



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



**JUDITH GOLDKRAND**  
Co Chair Nom-Gov Committee  
Senior VP, National Women's  
Segment Leader, National Asian  
Segment Leader, Wells Fargo



**FELICITY HASSAN**  
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**KIP WRIGHT**  
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**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 Our Sponsors

WBC

Corporate Sponsors\*

\*As of December 2024

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POP  
NON-GMO POPCORN

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Unicorn

WS

WINDSOR  
GROUP LLC

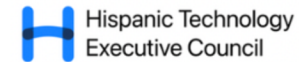
Learn more about our WBC Sponsors [here](#).

# THANK YOU to Our Partners



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

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# THANK YOU to Our Partners



THE EXECUTIVE LEADERSHIP COUNCIL  
*The Power of Inclusive Leadership*

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WE  
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LEADERSHIP  
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WOMEN IN THE  
BOARDROOM



WOMEN  
UNLIMITED, INC. | MENTORING  
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NETWORKING



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

# THANK YOU to Our Champions

## WBC CHAMPIONS NETWORK

Tara Abraham  
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Baly Ambegaoker  
Aster Angagaw  
Elena Arecco Bridmon  
Neeru Arora  
Crystal Ashby  
Arian Avila  
Cecelia Aviles  
Sandra Baer  
Karen Barr  
Randel Bennett  
Simone Berry  
Elizabeth Birch  
Gloria Bohan  
Eric Boissonnas  
Stephanie Boles  
Cheryl Borland  
Renee Bovelle  
Leslie Bradley  
Tali Bray  
Joyce Brocaglia  
Nichoel "Nycki" Brooks  
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Melissa Filipatos  
Brooke Foley  
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Laura Fote  
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Jill Frey  
Maril Gagen  
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Lois Gamerman  
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Margo Georgiadis  
Tara Giunta  
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Jomil Guerrero  
Lili Hall

Liz Hale  
Elaine Hamilton  
Sue Harnett  
Sophia Harris  
Theresa Harrison  
Felicity Hassan  
Marsheila Hayes  
Laura Herring  
Lauren Herring  
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Betty Hines  
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Joyce Hunter  
Alexandra Hyten  
Meredith Jacobs  
Simone Jentsch  
Hope Johnson  
Jill Johnson  
Domonique Jones  
Meghan Juday  
Alex Jung  
Martha Kanter  
Julie Kantor  
Shelly Kapoor Collins

Richie Kendall  
Cindy R. Kent  
Varronnica Kirn  
Lina Klebanov  
Dara Klein  
Stephanie Knotts  
Margery Kraus  
Tanya Krochta  
Thayer Lavielle  
Jeannette Lee  
MiJong Lee  
Natasha Lee  
Deb Lerner  
Dottie Li  
Alvina Lo  
Linda Lockhart  
Ellen Looyen  
Kimber L. Maderazzo  
Sharon Mahn  
Purba Majumder  
Alka Malik  
Dee C. Marshall  
Cam Marston  
Jennifer Martineau  
Olsa Martini  
Gerri Mason Hall  
Lucibeth Mayberry  
Holly Mazzocca  
Singleton McAllister

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

\*\* : HONORARY CHAMPION

# THANK YOU to Our Champions

## WBC CHAMPIONS NETWORK

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Dee Meriweather  
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Kye Mitchell  
Merri Moken  
Mekesha Montgomery  
Josephine Moran  
Danielle Mouritzen  
Andrea Muller  
Joanne Murphy  
l'Ashea Myles  
Carly Nanberg  
Kathleen Navarro  
Mary Naylor  
Marta Newhart  
Nkem Okeke  
Sarah Olin  
Donna Orender  
Sheri Orlowitz  
Jill Osur  
amie Ousterout  
Lindsay Owens  
Diane Paddison  
Maryann Pagano

Lauren Pedde  
Linda Peek Schacht  
Carrie Peele  
Denielle Pemberton-Heard  
Mary Ann Peters  
Iris Phillips  
Bradley Pierce  
Carolyn Pistone  
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Ilene Rosenthal  
Joyce Russell  
Joyce Salzberg  
Liz Sara  
Dottie Schindlinger  
Caren Schweitzer

Steven Scott  
Roberta Scott Pettis  
Larraine Segil  
Mim Senft  
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Jared Skok  
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Khalil Smith  
Tequila Smith  
Vidhya Srinivasan  
Anna Strother  
Andrea Stevenson Conner  
Simone Jentsch  
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Judy Sultan  
Roseann Sunwoo  
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Ann Thakur  
Angie Thomas  
Tracy Thomas  
Gemma Toner  
Joan Toth  
Cindy Towers

Kay Unger  
Nichole Vaux  
Leslie Vickrey  
Manny Vidal  
Rachel Vinson  
Gene Waddy  
Jean Wang  
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Stasia Washington\*\*  
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Samantha Whitney  
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# 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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