2020 MATRIX AWARDS

CELEBRATING FIFTY YEARS of OUTSTANDING ACHIEVEMENTS of WOMEN in COMMUNICATIONS INDUSTRIES

WOMEN LEADING THE WAY
Congratulations to the 2020 Matrix Honorees!

Thank you for being role models to the next generation of female achievers in media and communications. #Inspiration #PowerYourPossible

Carla Hassan
Chief Marketing Officer
Citi

Ann Lewnes
EVP/Chief Marketing Officer
Adobe

Barri Rafferty
EVP/Head of Communications
Wells Fargo

Carol H. Williams
President/CEO/Chief Creative Officer
Carol H. Williams Advertising

Linda Yaccarino
Chairman, Advertising & Partnerships, NBCUniversal

Susan Zirinsky
President & Senior Executive Producer
CBS News

Tina Tchen
CEO
TIME’s UP Now & TIME’S UP Foundation

2020 INCITE AWARD
# TABLE OF CONTENTS

- **WHO WE ARE** ............................................................................................................... 5
- **MATRIX 2020 SPONSORS** ......................................................................................... 7
- **MATRIX COMMITTEES** ............................................................................................... 8
- **NYWICI BOARD OF DIRECTORS** ........................................................................... 10
- **MESSAGE FROM THE NYWICI PRESIDENT** ......................................................... 11
- **MESSAGE FROM THE HOST** .................................................................................... 13
- **MESSAGE FROM EMCEE GAYLE KING** .................................................................. 14
- **MATRIX HONOREES**
  - CARLA HASSAN: Leading with Purpose ..................................................................... 16
  - ANN LEWNES: Silicon Valley’s Real CMO ............................................................... 22
  - BARRI RAFFERTY: A Champion with Velvet Gloves .................................................... 28
  - CAROL H. WILLIAMS: An Advertising ‘First’ .............................................................. 32
  - LINDA YACCARINO: Building Businesses and Challenging Legacies ...................... 38
  - SUSAN ZIRINSKY: Making History of Her Own ........................................................ 44
  - *Incite Award TINA TCHEN: A Voice for Transformation* ......................................... 48
  - **MATRIX HALL OF FAME** ...................................................................................... 52
  - **2020 SCHOLARSHIP RECIPIENTS** ...................................................................... 54
  - **SPONSORED SCHOLARSHIPS** .............................................................................. 56
  - **SCHOLARSHIP HALL OF FAME** ........................................................................... 58

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The Walt Disney Company is proud to support NEW YORK WOMEN IN COMMUNICATIONS

Congratulations to the honorees

CARLA HASSAN
BARRI RAFFERTY
LINDA YACCARINO

ANN LEWNES
CAROL H. WILLIAMS
SUSAN ZIRINSKY

TINA TCHEN
2020 Incite Award
WHO WE ARE

Founded in 1929, New York Women in Communications (NYWICI) is the premier organization for female communications professionals. Today, the 90-year-old not-for-profit association has more than 2,500 members — from senior executives to students and entrepreneurs to young professionals — in a variety of communications disciplines, including journalism, broadcasting, corporate communications, digital, publishing, advertising, integrated marketing, photography, public relations, graphic design and more.

NYWICI’s mission is to empower women in the communications field at every career stage to reach their full potential and navigate the ever-changing landscape of communications. We promote professional growth and inspire members to achieve and share success by actively encouraging leadership and professional development, as well as networking opportunities that connect women who connect the world. Over the last 50 years, NYWICI has honored the industry’s most outstanding leaders and celebrated all the courageous women who have come before them and those who will come after with the Matrix Awards. Since 1971, 340 women have received the NYWICI Matrix Award.

Each year, we award scholarships ranging from $2,500 to $10,000 to high school seniors, college and graduate students, and offer educational programs, including an annual Student Communications Bootcamp for women beginning their careers or embarking on career transitions. To date, we have awarded more than $1.9 million in scholarship support to over 344 women. We’ve also awarded $47,000 in PIVOT Development Grants — self-directed grants to female professionals who seek to evolve their careers — to 30 deserving women.

As women who connect, create and communicate, NYWICI members serve as role models, career advisors and mentors.
Celebrating the 2020 honorees and the courageous leaders recognized by the Matrix Awards over the past 50 years.

Thank you for making meaningful progress for our industry.
THANK YOU TO OUR SPONSORS

New York Women in Communications would like to show its appreciation for the generous support of the corporations and individuals who have contributed to the financial success of the 2020 Matrix Awards. Proceeds from the event are used by NYWICI to develop and maintain a full calendar of affordable programs and special events, as well as for scholarships, networking and support systems for the organization’s members and the community-at-large.

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2020 MATRIX COMMITTEES

Our deepest thanks to all of those who have helped make this year’s Matrix Awards a success. During a difficult year, they have brought their intelligence, talent, work ethic and commitment to bear on producing an event that is a huge undertaking in the best of circumstances.

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PROUDLY SUPPORTS
NEW YORK WOMEN
IN COMMUNICATIONS
AND 50 YEARS OF
GROUNDBREAKING WORK

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2020 MATRIX
HONOREES!

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FROM THE NYWICI PRESIDENT

Welcome to the 2020 Matrix Awards! This marks the 50th consecutive year that New York Women in Communications (NYWICI) has gathered to celebrate the accomplishments of women whose leadership in our industry is changing the world. We are proud to have set the standard for recognizing female achievement and empowerment when we honored Gloria Steinem with the first Matrix Award in 1971.

On behalf of the board and our entire organization, I offer my heartfelt congratulations to this year’s Matrix Award honorees. The Matrix Award, our industry’s highest tribute, is given to a select group of outstanding leaders whose brilliant work, courage to break boundaries and commitment to championing the next generation of female leaders make them role models for everyone and beacons of light for young women who would follow in their footsteps. On this special day, we welcome them into our Matrix Awards Hall of Fame, a pantheon of women who have left indelible impressions on our industry and the communities we serve.

Thank you to Interpublic Group (IPG) for hosting this year’s celebration. IPG has hosted the Matrix Awards five times and has been an invaluable partner to NYWICI throughout the years. I would also like to thank all of our sponsors and supporters who have helped make today’s event possible. Proceeds from the Matrix Awards go toward a full range of scholarships and educational programs for women, whether they are just beginning their professional journeys or pivoting to embrace new possibilities. NYWICI is proud to be the largest provider of communications scholarships for women in the United States and has given more than $1.9 million in scholarships to young women of outstanding promise.

As the premier organization for female communications professionals, New York Women in Communications supports women in every discipline at every stage of their careers and helps them navigate the ever-changing communications landscape. Founded in 1929 by a group of pioneering women journalists advocating for equal pay to their male counterparts, NYWICI has been leading the way in breaking down barriers for women and supporting new generations of female leaders for ninety-one years.

At a time of communications discipline convergence and an increasingly competitive industry ecosystem, the women we honor today are in the vanguard of transformation and, like the Matrix Awards, inspire all women in communications to reach their full potential.

If you are not already a NYWICI member, I encourage you to join and make NYWICI your professional home. For information on all the benefits of membership, please visit nywici.org/join.

Lastly, I would like to thank our fabulous board of directors and members for their energy, dedication and generosity of spirit as we pursue our collective goal of empowering all women in communications to embrace their ambition and realize their potential. It has been an honor, a joy and a privilege to serve as your president.

JUDITH HARRISON
Senior Vice President, Diversity & Inclusion, Weber Shandwick
To this year’s honorees,

YOU ARE ALL LEADERS IN ACTION

Carla Hassan, Chief Marketing Officer, Citi
Ann Lewnes, Executive Vice President and Chief Marketing Officer, Adobe
Barri Rafferty, Executive Vice President and Head of Communications, Wells Fargo
Tina Tchen, President and CEO, TIME’S UP Now & TIME’S UP Foundation
Carol H. Williams, President, CEO and Chief Creative Officer, Carol H. Williams Advertising
Linda Yaccarino, Chairman, Advertising and Partnerships, NBCUniversal
Susan Zirinsky, President and Senior Executive Producer, CBS News

From all of us at IPG, it is an honor to be in your company.

interpublic.com
Interpublic is proud to once again sponsor the Matrix Awards. During this most unusual year, this important program is celebrating a half century of honoring the most remarkable women in communications.

The Matrix Awards ceremony is always a highlight of the year. And we are normally together, celebrating this in person in New York – I truly hope that will be the case again next year. But for now, we are together virtually, and I’m thankful we can be.

As is always the case, the women who are being honored by Matrix are an impressive array of game changers who have broken ground in their respective disciplines. They are leaders, they are mentors and they are trailblazers. Just like the women at IPG – all 24,000 of them, who hold positions of all types across our marketing, advertising, public relations, media, digital and data companies.

At IPG, we have long understood the importance of diversity to the success of our business. As a marketing partner to some of the world’s most admired brands, we understand that the diversity of our workforce is essential for many reasons, not the least among them is that more diverse teams arrive at more effective, more creative solutions. What’s more, we understand the value of women to our business, and to all successful companies.

For years, IPG has worked to be a company where women will want to come to work and to grow their careers. And, of course, we want to support the next generation of women coming into our industry. Today’s event and its generous sponsors help support future leaders in our business, thanks to the Matrix scholarship program.

Today’s program was designed by IPG’s MRM New York, and reflects the unusual moment we are living in right now, and the critical role women are playing as we navigate change during this extraordinary time.

While much remains uncertain this year, several things are very clear – among these are the continued and growing importance of diversity, equity and inclusion. And the fact that we need to remain focused on our efforts in this area, especially as so many in our Black and Brown communities are suffering a disproportionate share of the pandemic’s effect. We have done a lot of work, but there is still a great deal to be done. Today’s This year’s Matrix event reminds us of the importance of this continued work and of our commitment.

With my congratulations to today’s honorees and scholarship recipients, and heartfelt thanks to our presenters, to NYWICI, and to all who support this event, thank you for letting IPG be a part, once again, of this wonderful event.

MICHAEL ROTH
Chairman and CEO, IPG
FROM EMCEE GAYLE KING

2020 marks a year of firsts for Matrix. In the years since we first honored Gloria Steinem in 1971, we gather to celebrate our fellow women in communications in person—typically in the ballrooms of Manhattan hotels. But this year we’ll be connecting through our screens. Although we won’t be able to catch up with old friends and colleagues or make new connections, we’ve developed an inspiring and innovative event.

2020 — A YEAR LIKE NO OTHER It’s been a milestone year in many ways—COVID-19, an historic Supreme Court opening, the Black Lives Matter movement and a vice presidential contender who is both a woman and a person of color. There hasn’t been a slow news day on CBS This Morning in a long time!

Not only that, for the first time in its 20-year-history, O, The Oprah Magazine, for which I am editor at large, put a woman other than Oprah on our cover. Breonna Taylor, we will continue to say your name.

OUR PAST HONOREES Since we last gathered in May of 2019, many of our past Matrix winners made the news. Gloria Steinem served as a central character in the hit television show Mrs. America. And we lost celebrated journalists Gail Sheehy and Cokie Roberts, along with renowned author Toni Morrison. We also mourned the passing of Justice Ruth Bader Ginsburg, who smashed that glass ceiling, paving the way for so many women in the workplace.

CONTINUING THE TRADITION For 50 years, the Matrix Awards have been given annually to outstanding women leaders who exemplify excellence, have the courage to break boundaries and a steadfast commitment to champion the next generation of trailblazers, creatives and communicators. To celebrate this momentous anniversary, we look back at the incredible women we’ve honored over the past 50 years—over 340 and counting. It’s quite a list, and makes me proud to be a part of this organization. This year we welcome a fantastic group to the esteemed Matrix club, into which I was fortunate enough to be inducted a decade ago. We salute you!

SCHOLARSHIP RECIPIENTS And while we pay tribute to those at the top of their careers, we’ll also tip our hats to a new generation of up-and-coming leaders—our scholarship recipients. Each year, New York Women in Communications awards scholarships to graduating high school seniors and undergraduate and graduate students who intend to pursue or further a career in communications. I have no doubt that we’ll see some of those winners on the Matrix stage someday.

KEEP IN TOUCH Make sure you stay connected with NYWICI beyond Matrix, and take advantage of a lineup of bold thought leadership and diverse programming designed to educate, empower and propel women forward professionally and personally at every stage of their communications career.

Finally, I’d like to thank everyone behind the scenes who worked so hard to pull this event off. It takes a village—and a village of women knows how to get it done.

Thank you for attending this year’s event. We hope you enjoy it.

GAYLE KING
Co-host, CBS This Morning
Editor-at-large, O, The Oprah Magazine
Hats off to our Ad Council board members, partners and friends, along with all of the 2020 Matrix Award honorees.

Thank you for leading with purpose.

Carla Hassan  
Citi

Ann Lewnes  
Adobe

Barri Rafferty  
Wells Fargo

Linda Yaccarino  
NBCUniversal
HONOREE

CARLA HASSAN
CHIEF MARKETING OFFICER, CITI
Leading with Purpose
by JULIA CORBETT

“I DON’T THINK I CAN LEAVE DIFFERENT PARTS of WHO I AM BEHIND, CLOSE the DOOR, WALK INTO WORK and DECIDE THAT I’M SOMEBODY TOTALLY DIFFERENT,” HASSAN SAYS.

Carla Hassan brings her whole self to work. In her newly announced role as Chief Marketing Officer at Citi, she oversees the consolidated marketing and branding divisions to streamline messaging across the organization. Hassan also heads up marketing for global consumer banking to differentiate Citi’s brand and enhance its success while she looks to change the dialogue around issues such as pay equity and sustainability. Coming from a family that fled two countries to escape wars, Hassan’s experience as an immigrant shapes her as a leader, allowing her to see and value others for who they are. Her parents are her biggest heroes and her daughter, Noor, is her greatest source of strength, with contagious resilience after fighting cancer at a young age.

HOW DO YOUR PERSONAL EXPERIENCES SHAPE YOU AS A LEADER?
Who I am has shaped everything about me as a leader. My resilience comes from my experience as an immigrant and not wanting to let my family down. My drive comes from being a mother to a cancer survivor and showing her that anything is possible.

WHO HAS MADE THE BIGGEST IMPACT ON YOUR LIFE?
I draw so much inspiration and strength from my [daughter] Noor. What she went through was unthinkable. Yet, day in and day out she fought. Even in her darkest days, she had a great attitude. That is such a source of inspiration and it keeps me going when I’m facing obstacles.

WHY IS IT IMPORTANT TO LEAD WITH PURPOSE?
It’s a North Star. What you believe in and what you stand for is critical. If you don’t have that, it becomes much easier to rationalize every decision versus making the tough call and saying, “No. This isn’t consistent with our purpose.”

WHAT IS YOUR SUPERPOWER?
My superpower is human connection. Empathy, authenticity and vulnerability play huge roles in that. Setting a vision is critical. Strategy is critical, but how you extract the most value from your team to accomplish your objectives is even more important. That is driven by humanity.

WHAT WERE SOME OF THE RISKS THAT YOU TOOK THAT LED YOU TO CITI?
Leaving PepsiCo after 13 years to try to turn around Toys ‘R Us was a huge risk, but worth taking. I wanted to have a seat at the table of a
leadership team that was turning an entire business around. I wanted to get closer to technology, first-party data and performance-driving metrics. Going through an experience like that reshaped me as a leader and positioned me well for not only my role at Citi, but also in my life.

YOU HAVE WORKED FOR CITI, TOYS ‘R US, PEPSI CO AND KELLOGG’S. HOW HAVE YOU NAVIGATED ROLES IN DIFFERENT INDUSTRIES?

A long time ago someone told me, “Ask why and then ask again. Ask until you can’t ask anymore.” That has taught me to be very curious. Not for curiosity’s sake, but for learning’s sake. It has served me well in my career. I walk into every role and every company wanting to learn about the business and how marketing can impact it. For marketing to be successful, it must be purpose-driven. Being in different industries has also taught me to be OK not knowing everything and building the best teams around me.

WHAT IS AN INITIATIVE THAT YOU ARE MOST PROUD OF AT CITI?

“Now is the Time” launched last year on International Day of the Girl. It centered on the work we have done around pay equity and female representation in the most senior leadership roles in our company. We wanted to tell our story, but more importantly, challenge the world to follow what we had done — be transparent about your numbers and be bold and loud about the goals you’re setting — because we have the platforms to make meaningful change.

WHAT DO YOU WANT TO PASS ON TO THE UPCOMING GENERATION OF COMMUNICATORS?

Now is their time. If I can pass on anything, I would pass on courage. They should use their voice now more than ever. Use it wisely, use it carefully and use it in a way that makes an impact. But use it.

Julia Corbett is a Senior Editor at Accenture Interactive

PRESENTER

ANTONIO LUCIO
Former Global CMO, Facebook

In August, Antonio Lucio announced that he was stepping down from his role as Chief Marketing Officer at Facebook. In his announcement, he said he plans to spend the “next, and probably final, chapter” of his professional career helping advertising and marketing companies with change related to diversity, equity, and inclusion.

In his position at Facebook, he was responsible for the global consumer marketing organization, which is focused on communicating the story of Facebook’s brands, products and services more transparently. In 2019, Forbes named ranked him #3 in its “Most Influential CMOs in the World” list.

Antonio has 40 years of experience in building brands that stand the test of time, and has been a champion for diversity and inclusion for underrepresented groups in the advertising industry. He has won numerous awards for his work in diversity and inclusion.

Before Facebook, he was named the first Global Chief Marketing and Communications Officer for HP Inc following its split from The Hewlett Packard Corporation. Previous to that, he was Global Chief Marketing & Communication Officer at Visa.

He earned a B.A. in history from Louisiana State University. He was born in Spain, raised in Puerto Rico, and currently resides in San Francisco.
CARLA HASSAN

You’ve made your **Fast Forward Bold Vision** a reality.

Congratulations to you and all the 2020 Matrix Awards Honorees.

Create **YOUR Bold Vision** for 2021 and accomplish more of what’s important to you:

Fastforwardgroup.net/matrix

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**We are proud to support**

**New York Women in Communications**

Congratulations to all of the 2020 Matrix Awards Honorees
Breaking boundaries with work that breaks through.

Congratulations Carla Hassan
Global Chief Marketing Officer

Your family at Citi could not be more proud of your achievements. From your groundbreaking activation The Moment - bringing light to the discrepancies in gender pay - to the work supporting Citi’s commitment to COVID-19 relief and your continued championing of racial equity through meaningful initiatives. You’re leading the next generation of trailblazers by inspiring the world every day.
HONOREE

ANN LEWNES

EXECUTIVE VICE PRESIDENT AND CHIEF MARKETING OFFICER, ADOBE
A SECRET to HER SUCCESS? ACCORDING to LEWNES,
“WITH A LOT of INNOVATION and A GOOD SENSE of HUMOR,
I’VE DISCOVERED HOW to OVERCOME FAILURES, ADVOCATE FOR MYSELF,
and STILL MAKE TIME FOR A GOOD BLOWOUT.”

It’s not too often that someone can hack it in Silicon Valley for more than a decade, but that’s just what Ann Lewnes has done. As Executive Vice President and CMO at Adobe, she’s already accomplished so much during her tenure leading some of the world’s most creative marketers to push boundaries and take risks. But after 13 years, she’s still facing challenges every day in an ever-changing industry.

MANY HAVE HIGHLIGHTED YOUR LONG TENURE AT ADOBE. HOW DOES THE JOB STILL CHALLENGE YOU?

It’s pretty unusual for anyone in Silicon Valley to be at a company for 13 years, let alone as a CMO. I feel really lucky. From a business perspective, Adobe’s business has completely transformed during that time, and marketing has played a critical role. I’m really proud of where we are, but there’s lots more to do. People want more from brands today than ever before. The challenges and opportunities are bigger and every day is new.

Today’s CMOs must have a growth mindset, be agile, and push the boundaries of innovation. This means celebrating risk-taking — whether it’s with new channels, partnerships, or experiences — and instituting a culture of testing where you can constantly iterate and improve the customer experience. We can’t stand still.

HOW DO YOU STAY ON THE CUTTING EDGE OF AN EVER-CHANGING INDUSTRY?

Working in Silicon Valley, I’m constantly exposed to new technology, emerging media types, and new business models. It’s just the way it is here. From a marketing perspective, we have — and will continue — to push the envelope. The world’s best creatives and digital marketers are here. We make the tools they use every day and they want to do stuff that nobody’s done before.

HOW AND WHERE DO YOU FIND INSPIRATION TO FUEL YOUR CREATIVITY?

I get my inspiration from media and culture — music, TV, film, fashion, design — and I try to stay current. I spend a fair amount of time on Instagram and Twitter, soaking in what’s going on. And I try to hang out with young people.

WHAT INNOVATIONS EXCITE YOU AT THE MOMENT?

I would say the democratization of creativity. Today, anyone who has a
phone can be a creator. There’s literally an explosion of creativity as a result. We are very excited about facilitating global creativity through our online community challenges. Through these challenges, Adobe has received 425,000 submissions of amazing original work in the past year. We’ve done challenges with incredible musicians like Billie Eilish, Vampire Weekend and Twenty One Pilots, and brands like Reddit (in its biggest activation ever). One of the coolest challenges we just did was in India. On the 150th anniversary of Mahatma Gandhi’s birth, we asked students from 20,000 schools to depict how his values can help the world today. That’s something we really need right now.

**HOW DO YOU CARE FOR YOURSELF, SO YOU CAN SHOW UP TO WHAT MATTERS IN THE MOST POWERFUL WAY?**

Blueberry smoothies, beach days, online shopping, and a good blowout.

**WHAT’S THE MOST RECENT LESSON YOU’VE LEARNED?**

I need to learn how to say no. I have a tendency to overcommit — both personally and professionally.

**HOW DO YOU DEFINE FAILURE AND SUCCESS?**

I’ve always been a risk taker, so I’m not afraid to fail. My boss says there are “road builders” and there are “flag planters.” I’m the latter and I have come to realize you just can’t reach every flag. And how do I know we’re succeeding? It’s all about the data. We need to quantitatively demonstrate the impact of every marketing dollar. We have the most amazing marketing and customer insights organization and we are laser focused on marketing performance — from advanced-mix modeling to real-time media attribution analysis.

**WHAT ADVICE WOULD YOU HAVE FOR SOMEONE WHO WANTS TO FOLLOW IN YOUR FOOTSTEPS?**

Advocate for yourself. This is something I tell my sons all the time. Also, always focus on results, innovate, work well with others and have a sense of humor.

**WHAT DOES THIS MATRIX AWARD MEAN TO YOU?**

I’m truly honored and so grateful to be receiving this recognition.

Hilarey Wojtowicz is the editor at personal finance website The Balance. She’s been a member of NYWICI since 2010.

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**PRESENTER**

**MARGO GEORGIADIS**

President and CEO of Ancestry.com

Margo Georgiadis is the President and CEO of Ancestry and serves on the company’s Board of Directors. For over 30 years, Ancestry’s global market-leading family history subscription and consumer genomics services have empowered tens of millions of consumers to discover their family story and to gain actionable health insights. Margo is dedicated to building and innovating meaningful personal discovery experiences that enrich lives and connect the world.

Prior to Ancestry, Margo served as CEO of Mattel, the global leader in play, learning and development. Previously, she was the President of Americas at Google overseeing commercial operations and advertising sales. She also has held leadership roles as COO of Groupon, EVP of US Card Services and CMO of Discover Financial Services, and as a partner at McKinsey. Margo is a champion of organizations that inspire girls to pursue education and careers in STEM and advancing the next generation of women leaders.

She has received multiple awards for her business and community leadership including the Forbes “Excellence Award in Innovation,” Chicago Innovation’s “Visionary Award,” the Eastman Medal from the University of Rochester, Executive of the Year in Utah, and was named to Crain’s “Most Powerful Women in Business” and Fortune’s “50 Most Powerful Women in Business” lists. Margo serves on the Board of Directors of McDonald’s Corporation, Catalyst and the Advisory Board of New Classrooms. She earned a B.A. in economics and an M.B.A. from Harvard.
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THIS YEAR’S HONOREES

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A Champion with Velvet Gloves

by

AUNDREA CLINE-THOMAS

BARRI RAFFERTY

EXECUTIVE VICE PRESIDENT AND HEAD OF COMMUNICATIONS, WELLS FARGO
“I HAVE BEEN TOLD I ‘THROW A PUNCH WITH A VELVET GLOVE’ and I TAKE PRIDE IN THAT TRAIT,” RAFFERTY SAYS. “I HAVE TOUGHERNED UP OVER THE YEARS, but ALWAYS TRY to MAINTAIN A LEADERSHIP STYLE THAT IS KIND and GENEROUS.”

During her 25 years at Ketchum, Barri Rafferty climbed the ladder to become the first woman CEO of a top-five public relations agency. Not satisfied with being alone at the top, Rafferty has been a vocal advocate for gender equity, diversity and inclusion. She is one of the founding members of Omniswomen, an initiative aimed at increasing the number of women leaders. This summer Rafferty made a major career move, joining Wells Fargo where she is Executive Vice President and Head of Communications, demonstrating she is showing no signs of slowing down.

AFTER BEING AT KETCHUM FOR 25 YEARS, HOW HAVE YOU CONTINUOUSLY POSITIONED YOURSELF FOR CONSTANT GROWTH?

When I left Ketchum to join Wells Fargo, many were surprised and felt it was a courageous move. But I saw it as a continuation of the professional journey I have been on, which has always included making bold moves, being open to new experiences and leading innovation. I have always stretched myself to volunteer for the assignments that pushed me out of my comfort zone. If you don’t feel challenged and a bit nervous at times, I would say you are probably not committed to growth.

HOW DID YOU LEARN HOW TO OWN YOUR VALUE?

Learning to “own my value” is still a work in progress for me, and most female leaders. It is still hard for me to negotiate on my own behalf, but it is a muscle I continually work on.

When I went to Davos, after being asked several times whose wife I was, I realized I had to do more. In my frustration I wrote a blog that led to a TEDx Talk and launched my journey to become a stronger advocate for women in leadership. As I advocated for our place in business, I became a champion for myself and my own value. I encourage women at all levels to acknowledge if it is easier for you to advocate for your team than to do so for yourself, you need to ratchet it up a notch.

BREAKING THE GLASS CEILING IS SUCH AN EXCITING CONCEPT, BUT ARE THERE CUTS ASSOCIATED WITH BEING THE FIRST WOMAN TO LEAD A TOP-FIVE GLOBAL PR AGENCY?

This year has been particularly tough as we navigated a global pandemic, resulting in an economic collapse and the need to keep our people safe while moving business forward. It has been a priority for me to balance the human and financial impact.
Simultaneously, the deepest cuts have happened when “managing out” people who are long-term friends or who were unconvincing when making the business case for things I believed in. Still, I showed up the next day with a smile ready to “set the weather” for our community and that’s hard. Those scars stay with you, but I am hopeful they have enhanced my leadership style.

**WHAT HAVE YOU LEARNED ABOUT BEING A LEADER DURING TOUGH TIMES?**

Self-care is critical. If you don’t put your oxygen mask on first and build your own resilience, you won’t be able to lead effectively with empathy and compassion. I know that sounds antithetical, but it has served me well.

**WHAT DO BRANDS NEED NOW, THAT THEY DIDN’T CONSIDER THREE MONTHS AGO?**

Leaders today must show empathy and compassion, putting their customers first while investing in their employees and communities. In a world where people are scared and vulnerable, we need leaders and brands to have more heart and focus on societal improvement and safety. Data shows that trusted brands have increased market value, and conversely there is a reckoning for brands that don’t demonstrate authenticity and commitment to a higher purpose. That correlation is the best way to convince businesses to do the right thing.

Aundrea Cline-Thomas is a reporter at CBS New York.
CONGRATULATIONS TO BARRI RAFFERTY & THE 2020 MATRIX WINNERS

You are inspiring to us and to so many of the women you champion.

We are so proud of all of your accomplishments and your ability to lead with kindness and generosity.

THE MICHAEL FINKELSTEIN FOUNDATION
Sue-Ann Friedman and Michael Finkelstein
HONOREE

CAROL H. WILLIAMS

PRESIDENT, CEO AND CHIEF CREATIVE OFFICER, CAROL H. WILLIAMS ADVERTISING
An Advertising ‘First’

by CHELSEA ORCUTT

“I THINK EVERYONE IS BORN A POSSIBILITY and, AS A POSSIBILITY, YOU YOURSELF DETERMINE WHAT IS POSSIBLE REGARDLESS of the OBSTACLES AROUND YOU,” WILLIAMS SAID. “I’M NOT SAYING IT’S EVER EASY, but WITH COURAGE, CURIOSITY and CELEBRATION OF ONE’S LIFE, EVERYTHING IS ACHIEVABLE.”

Carol H. Williams has had a career full of impressive “firsts.” She was the first female and first African American Creative Director and Vice President at Leo Burnett Company, the legendary advertising agency.

For Williams, who created iconic ad campaigns such as Secret antiperspirant’s “Strong enough for a man, but made for a woman,” an unwavering focus on the multicultural perspective in advertising has been essential to her success. That vision is woven into her work at Carol H. Williams Advertising, the agency she founded in 1986. Williams is the first African American female Creative Director to be inducted into the American Advertising Federation’s Advertising Hall of Fame, an honor she received in 2017.

WHEN YOU LOOK BACK, WHAT ARE THE MOST IMPORTANT QUALITIES THAT YOU THINK BROUGHT YOU THROUGH THE CHALLENGES YOU FACED?

Life always presents a series of choices and opportunities. The universe has a way of disguising an opportunity, so that it looks like one doesn’t exist. Once you recognize the opportunity within the problem, it demands your ability to solve the problem. This can often be exhausting, but engaging in the exercise of problem-solving brings with it the confidence and ability you need in order to play and win. It is exhilarating and fires up your life. Determination, courage, resilience, and empathy are essential, as is the belief that no matter the barrier, ultimately you can learn, grow and succeed.

WHERE DOES YOUR CREATIVITY FOR CAMPAIGNS COME FROM? HOW DO YOU STAY INSPIRED?

When I was a kid, my father always told me that we were made in God’s image. At the time, I guess I thought that God looked like us, which was very egotistical and foolish. As I grew up, I understood what my father was talking about — that God is the great creator of the world and everything that is all around us. We live in it, we are immersed in it, we learn from it, and we repeat it daily in everything we create. My creativity comes from God’s inspiration. I stay inspired because God is always with me, so the inspiration never leaves, regardless of the earthly challenges that try to snuff it out.

WHAT WAS THE MOST SIGNIFICANT — OR HARDEST — LESSON TO LEARN WHEN TRANSITIONING FROM A SENIOR EXECUTIVE TO A FOUNDER/CEO?

Business does not have a welcome mat at the front door. Running a traditional
business is, at its core, a battle against creativity. It is hard, uncaring dollars and cents. There is no heart or soul in business. The requirement to make non-creative decisions has often been painful.

WHAT DOES YOUR AGENCY BRING TO THE MARKETPLACE THAT OTHERS CANNOT?

I compete for attention in a world of ever-expanding choices and distractions. What differentiates me is my empathy. My agency excels at encoding ideas and possibilities that are based not only on the needs of the brands who turn to us, but are built on concepts that will resonate in a meaningful way and be powerfully relevant to what people actually care about.

YOU HAVE RECEIVED SO MANY ACCOLADES. WHEN YOU THINK ABOUT YOUR CAREER, WHAT ARE YOU MOST PROUD OF?

What I’m most proud of is that at the beginning of my advertising journey, when everyone said it couldn’t be done, I had the courage, fortitude, and determination to stand up and move forward against all barriers and obstacles and succeed. I was hired at a prestigious advertising firm and promoted to vice president in seven years.

WHAT MORE DO YOU HAVE TO ACCOMPLISH?
The narratives that matter to African Americans are about people’s lives, their opportunities for agency, and elevating their potential. The role that narratives play makes the difference. I want to be part of creating these narratives, so that I can continue making a difference.

WHAT IS IT THAT ADVERTISERS STILL DON’T UNDERSTAND ABOUT THE AFRICAN AMERICAN CONSUMER OR THE CONSUMER OF COLOR?

Culture and ethnicity are shaping forces in our lives. Yet today, I see that persistent but utterly outdated approaches to marketing, which value efficiency over effectiveness, are on the rise. These marketing models create disconnection and, in their present form, are doomed to burn time, money, and energy for suboptimal results.

WHAT ADVICE WOULD YOU GIVE YOUR 30-YEAR-OLD SELF?

It is expensive to be black in America. Our success as individuals and families is less secure than it is for our counterparts. Our radar/sonar is more finely tuned, hypersensitized to social and cultural signals — across the universal dimensions. The stakes for our choices are usually higher.

WHAT DOES THE MATRIX AWARD MEAN TO YOU?

To have the honor of being recognized by my peers who believe my work is the best and it acts as a social force, is absolutely huge, humbling, inspirational and gratifying.

Chelsea Orcutt is a Senior Program Manager at Thirty Madison.

ROLAND S. MARTIN

Journalist and Host, #RolandMartinUnfiltered

Over the course of a career that has seen him interview multiple U.S. presidents to top athletes and entertainers, Roland S. Martin is a journalist who has always maintained a clear sense of his calling in this world.

Martin is the host and managing editor of #RolandMartinUnfiltered, a daily online show focused on news and analysis of contemporary culture from an explicitly African American perspective.

In 2013, Martin was named “Journalist of the Year” by the National Association of Black Journalists. In 2008, he was inducted into the Texas A&M Journalism Hall of Honor. He is a four-time NAACP Image Award winner, including being named Best Host twice.

He earned a B.S. degree in journalism from Texas A&M University in 1991. He has been awarded multiple honorary degrees and is a life member of Alpha Phi Alpha Fraternity, Inc. and NABJ.
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There aren’t enough words. So tonight, we’ll simply say, Congratulations.
HONOREE

LINDA YACCARINO
CHAIRMAN, ADVERTISING AND PARTNERSHIPS, NBCUNIVERSAL
Building Businesses and Challenging Legacies

by HILAREY WOJTOWICZ

“THE OLD LINE IS ‘IF YOU BUILD IT THEY WILL COME,’ LINDA SAYS. BUT IN MY EXPERIENCE, YOU HAVE to COME READY to BUILD.”

As Chairman, Advertising Sales and Client Partnerships at NBCUniversal and the daughter of a fierce Italian mother, Linda Yaccarino learned early on to race toward where the business was going, while bringing a whole lot of humanity, compassion, and style along the way. From innovating in ways that drive the marketing industry forward, to keeping her family and values in mind at all times, Linda continues to inspire others to challenge legacies while building their own.

YOU’VE WORKED WITHIN LARGE MEDIA CONGLOMERATES FOR YEARS, WHILE EMBODYING AN ENTREPRENEURIAL SPIRIT. WHAT DID YOU DO TO WORK YOUR WAY UP TO THE TOP AND WHAT ADVICE WOULD YOU GIVE TO THOSE STRIVING TO DO THE SAME IN THAT ENVIRONMENT?

I learned early on that if you’re focused on growth, you’re innovating. And if you’re innovating, you’re focused on the future. This is why I love building new things and finding new ways to grow. That mindset is addicting.

Throughout my career I’ve been studying the business, paying attention to consumer trends, scrutinizing the marketplace, and asking what’s next. Leaders like Ted Turner, Brian Roberts, Steve Burke, and now Jeff Shell, have trusted me, and given me the latitude to be the entrepreneur I always dreamed of being. Imagine having the freedom to combine all the resources, scale, and security of a giant global company with the energy and innovation of a startup.

YOU LEAD A TEAM OF 1,500 PEOPLE. HOW HAVE YOU TRIED TO CLOSE GAPS, INCREASE VISIBILITY OF UNDERREPRESENTED GROUPS OR MAKE PROGRESS?

I’ve been on this journey for a long time, working to support our Black colleagues, people of color, women, and veterans. We all need to be even more intentional about our efforts and keep doubling down on our investments. My team is reimagining everything — from how we recruit, retain, train, and develop, to how we operate and collaborate. And we’re going to open up more educational and collaborative programs to all of our partners. Every company must stand shoulder-to-shoulder and share resources so that we can collectively lift up underrepresented voices, combat racial bias, and provide opportunities for people of color. That’s how we will build a more inclusive industry.

HOW IMPORTANT IS IT FOR WOMEN ESPECIALLY TO TAKE ON PROJECTS THAT ARE TIED TO A COMPANY’S REVENUE?

Less than 6% of the world’s largest 3,000 companies are run by women. That’s unacceptable. Part of the problem is that men dominate a majority of the jobs considered ‘feeder positions’, such as chief operating officer, head of sales, and chief financial officer. Women hold less than 10% of these roles in large companies. What do they all have in common? Revenue. When you’re directly responsible for revenue, you learn what it takes to run a massive business.
Since 2011, I’ve had the extraordinary opportunity to run advertising and partnerships at NBCUniversal, and be responsible for over $10 billion in annual revenue. I’ve used that platform to offer P&L opportunities to the next generation of leaders because leadership isn’t sitting at the table — it’s running the table.

DESCRIBE A TIME YOU FAILED. HOW DID YOU HANDLE IT?

When I was in my early 30s, I had two wonderful young kids and just bought a house. But I made one big career mistake that taught me two lessons. I accepted a job simply because it promised a bigger paycheck, even though there were many red flags. I thought I was doing the right thing for my family. To no one’s surprise, taking that job turned out to be a huge mistake. The bigger mistake was that I didn’t listen to my mentors who told me to reconsider. The money might talk, but when it comes to your mentors — listen.

WHO INSPIRES YOU, AND WHY?

Inspiration starts with my mother. She was a first-generation Italian-American and for her, college wasn’t an option. That was not the future she wanted for us, and she made sure my two sisters and I took every single opportunity she never had. Mom had one rule for us: “Be financially independent.” She is my Kris Jenner.

WHAT MESSAGE DO YOU HOPE RECEIVING THE MATRIX AWARD SENDS TO OTHERS WHO LOOK UP TO YOU?

Consider your legacy. Do you want to be remembered as someone who did exactly what was expected? Or do you want to be known as someone who transcends their job description and transformed an entire industry? Let me be clear: It’s up to you to execute on new creative ideas. Always go beyond what’s expected of you. You owe it to yourself.

PRESENTERS

WOMEN OF NBCUNIVERSAL

JULIA BOORSTIN
CNBC Senior Media & Entertainment Correspondent

MIKA BRZEZINSKI
MSNBC Co-host, Morning Joe

JENNA BUSH HAGER
Co-host, Today with Hoda & Jenna

SAVANNAH GUTHRIE
NBC News Co-anchor, Today; NBC News Chief Legal Correspondent

SHEINELLE JONES
NBC News, Co-host, 3rd Hour, Today

HODA KOTB
Co-anchor, Today; Co-host of Today with Hoda & Jenna

ANDREA MITCHELL
NBC News, NBC News Chief Foreign Affairs Correspondent; Host, Andrea Mitchell Reports

NATALIE MORALES
NBC News, West Coast Anchor, Today

STEPHANIE RUHLE
NBC News; MSNBC Anchor, MSNBC Live; NBC News Senior Business Correspondent

SAVANNAH SELLERS
NBC News, Co-host Stay Tuned; NBC News Correspondent
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Congratulations to the 2020 Matrix Awards Honorees & Scholarship Recipients

truthinitiative.org

We salute the trailblazers, boundary breakers and change makers.

Congratulations to the 2020 Matrix honorees, with a special high five to former Ketchum CEO Barri Rafferty for inspiring so many with the trails you’ve blazed and careers you’ve shaped.

Barri Rafferty, Wells Fargo
Carla Hassan, Citi
Ann Lewnes, Adobe
Carol H. Williams, Carol H. Williams Advertising
Linda Yaccarino, NBCUniversal
Susan Zirinsky, CBS News
Tina Tchen (2020 INCITE AWARD), TIME’S UP Now & TIME’S UP Foundation
“Fight for the things that you care about, but do it in a way that will lead others to join you.”

– Honorable Ruth Bader Ginsburg

Congratulations to all of you incredible women leading the way...we are with you!

xo,
The Female Quotient
FIFTY YEARS of
PROGRESS CONTINUES
BECAUSE of
WOMEN LIKE YOU

We salute all the honorees leading into the future
HONOREE

SUSAN ZIRINSKY

PRESIDENT AND SENIOR EXECUTIVE PRODUCER, CBS NEWS
Making History of Her Own

by AUNDREA CLINE-THOMAS

“I LEARNED THIS YEAR THAT JOURNALISM IS NOT A JOB, IT’S A PUBLIC SERVICE,” SAYS ZIRINSKY. “WE ARE SEPARATING FACT FROM FICTION EVERY DAY – and the STAKES COULDN’T BE HIGHER. THIS MAY BE A DEFINING MOMENT IN OUR PROFESSION.”

Susan Zirinsky, or “Z” as she’s affectionately known, walked into the CBS News Washington bureau at 20 years old, just two weeks after the Watergate break-in. It started what has been a whirlwind career that has given her a front row seat to history. In 2019 Zirinsky became the first woman to be named president of CBS News. From overhauling the news division, to guiding production and coverage through a pandemic and racial justice uprising, Zirinsky is meeting the challenges with compassion and a steadfast commitment to both viewers and her colleagues.

DID YOU FEEL AS IF YOU DIDN’T GET A CHANCE TO EASE INTO YOUR NEW ROLE AT CBS NEWS?

The word easy is not in any dictionary I have ever used. First, it was establishing a new management team and HR team. Then overhauling CBS This Morning with Gayle King, Tony Dokoupil and Anthony Mason as the new anchor team, and installing a new executive producer and senior team. Next was remaking the CBS Evening News, tapping Norah O’Donnell as anchor and managing editor, bringing in a new executive producer and senior team. Next was remaking the CBS Evening News, tapping Norah O’Donnell as anchor and managing editor, bringing in a new executive producer and making the daring call to move the broadcast to Washington, D.C. 60 Minutes needed a new leader and appointing Bill Owens began our launch of the 60 Minutes of the future. At 48 Hours, I was succeeded as executive producer by a long-time colleague, who is one of the finest writers and producers I know.

WHAT HAS BEEN THE BIGGEST CHALLENGE?

COVID-19 hit CBS News like a bomb. We had one of the first clusters in New York City. Our main broadcast center was shut down on March 18. We had to stay on the air. The logistics would have scared General Patton. More than 100 days later, our first partial group has re-entered the building. Still, 60 Minutes, 48 Hours and CBS Sunday Morning are all being produced out of house, using cloud-based editing done in kitchens and at dining room tables. A piece from New York City might be edited in our Los Angeles or Dallas Bureau, then sent back to D.C. We have a new phrase — “Adaptive Creativity.”

There is a dramatic movement in this country, recognizing what so many have known for so long about the prevalence of systemic racism, implicit bias and unequal justice under the law. We have to actively and intentionally work against unconscious and implicit bias at CBS News. We cannot be defensive. We have to listen. We have to acknowledge this pain. We have to do something about it. Some initiatives we have launched include creating an
Executive Task Force, a Race & Culture unit, facilitated conversations about race through training and workshops, and establishing an Advisory Board, which will become as important as our standards and practices group. We have a responsibility to our employees and our audience to reflect America and bring diverse voices and perspective to every conversation and every story.

WHAT HAS BROUGHT YOU THE MOST JOY?
Taking over as the first woman president of CBS News. I also kept the second part of my title, Senior Executive Producer, CBS News. I never want to abandon being known as a creative soul. Having worked my way up doing every administrative and editorial job, I know what everyone does. I know what everyone gives up to be part of the driving forces of CBS News. A line I adopted from another Matrix winner: “I’m not a show pony, I’m a workhorse.”

Joy is getting a call from Oprah who had talked to Tyler Perry and they wanted to pay tribute to the late Congressman John Lewis. Creating a special television tribute to the lion of the civil rights era brought untold joy.

WHAT GOALS DO YOU HAVE YET TO ACCOMPLISH?
I want to be known as an agent of change. Honest, transparent, dedicated to the mission of a free, inclusive press. The person you could call in the middle of the night when you were in trouble. A caring, loving, leader who finds sheer, unadulterated joy in the successes of those on her team.

IF YOU COULD CHANGE ONE THING IN THE WORLD, WHAT WOULD IT BE?
We are living in a moment that appears to have galvanized a nation. The death of George Floyd has energized us as journalists. Change will not be easy. It will be uncomfortable to some. It will alter every fiber in us. It will take time. We all must do a reset. We can help drive an end to the systemic racism and the policing of America through telling the stories that for too long have not been told. That’s what I want to change. It’s time.

LESLEY STAHL
60 MINUTES, CBS News Correspondent

Lesley Stahl is one of America’s most honored and experienced broadcast journalists. Her rich career has been marked by political scoops, investigations, surprising features and award-winning foreign reporting, a body of work that won her the Lifetime Achievement Emmy in 2003 for overall excellence in reporting.

She’ll begin her 29th season on 60 Minutes in September 2020, having joined the broadcast as a correspondent in March 1991. She is the author of two best-selling books: Reporting Live, about her work as a White House correspondent, and the more recent Becoming Grandma.

Her recent work at 60 Minutes includes a news-breaking interview with former National Security Council official Fiona Hill and three interviews with Donald J. Trump.

Prior to joining 60 Minutes, Stahl served as CBS News White House correspondent – the first woman to hold that job – during the Carter and Reagan presidencies and the first half of George H. W. Bush’s presidency. Her reports appeared frequently on the CBS Evening News, first with Walter Cronkite, then with Dan Rather.

In addition to her 13 Emmys, she has a collection of awards including an Alfred I. duPont-Columbia University Silver Baton in 1996 for Punishing Saddam, which exposed the plight of Iraqi citizens, mostly children, suffering the effects of the United Nations sanctions against Iraq.
Congratulations
SUSAN ZIRINSKY
AND ALL OF THE 2020
MATRIX AWARD
HONOREES

FROM YOUR FRIENDS AND COLLEAGUES AT
CBS NEWS
INCITE AWARD

TINA TCHEN

PRESIDENT & CEO, TIME’S UP NOW AND THE TIME’S UP FOUNDATION
A lawyer by trade, Tina Tchen’s career has sent her on an unexpected journey. Currently the President and CEO of TIME’S UP Now and the TIME’S UP Foundation, she co-founded the TIME’S UP Legal Defense fund in 2017, which has helped provide legal and PR support to more than 4,000 people confronting sexual harassment in various industries. Tchen began her career in Illinois state government in a role that landed her in the White House as the former assistant to President Barack Obama, then as the executive director of the White House Council on Women and Girls, and, finally, as chief of staff to First Lady Michelle Obama. Now in what she calls her “third act,” Tchen believes she has changed careers during a transformational moment in history.


WHAT INNATE QUALITIES DID YOU HAVE AS A CHILD THAT YOU CULTIVATE, WHICH CONTINUE TO SERVE YOU TODAY?

I am a child of Chinese immigrants and grew up in a neighborhood where I was more of a curiosity — and certainly very different. I can remember at a very young age being looked at and pointed to in a grocery store. My parents just instilled in me and my sister a very strong sense of self and a great appreciation for our heritage. They started a Chinese family camp with other families from the Midwest, where we learned the Chinese language and the way to really keep the connection to our cultural heritage alive. That camp has been going strong for 62 years. When I became one of only a few women who were at the level I was practicing in corporate law, or certainly the only woman of color in a meeting with senior executives or co-counsel … it was familiar territory. I think my familiarity with feeling like an outsider really enabled me to be successful in those situations. It is hard to have those moments — especially if you are experiencing them for the first time in your professional career — and not let those feelings get inside your head and undermine your confidence.

HOW DID GENDER EQUALITY AND PARITY IN THE WORKPLACE BECOME A PASSION OF YOURS?

Illinois was the only northern industrial state that had not ratified the Equal Rights Amendment in 1978. Everyone who was a national icon from the women’s
movement came to Illinois. We had demonstrations and I became an officer in the National Organization for Women. I think that experience set me on a path of working on women’s issues my entire career. Then I spent my whole working life as a mom, raising two kids on my own as a lawyer, but with resources. I was very conscious of the fact that if it was hard for me, how much more exponentially difficult it would be for a woman on minimum wage, a woman with no sick leave let alone paid family leave. So that has continued to propel me.

HOW DO YOU THINK THE PUBLIC FALL OF VERY POWERFUL MEN IMPACTED THE WORKPLACE FOR EVERYDAY WOMEN?

We’ve seen it with the incredible, brave silence breakers that came forward. You cannot solve a problem you cannot see. We started seeing it for the first time in the last few years and that has had a ripple effect, not just on individual powerful men who are losing their jobs, who are now going to jail. It has caused companies to take a second look at what are we missing. What’s in our policies? How do we do better? I believe the reason why I took this job at TIME’S UP is that we are in a transformational moment culturally to change the gender norms. They don’t come around very often. But when they come, we can completely adjust the way we think about the workplace, about women’s and men’s roles, and about how we treat one another.

HOW HAS WORKING IN THIS SPACE CHANGED YOU?

When I left the White House after eight years, I returned to private practice. That was my third act. I was still supporting TIME’S UP working with the legal defense fund, the United States of Women and When We All Vote. Then this opportunity came along, which I really resisted for a long time. At this stage of my life, it’s really put me into an entirely new profession of full-time advocate. [It just] had me double down on my commitment to these issues that I have been working on my whole life. A lot of life is the luck of being in the right place at the right time. I think that maybe I was fortunate to arrive at right now.

DYLLAN MCGEE

Dyllan McGee, a 2014 Matrix Award honoree, is a two-time Emmy and du-Pont-Columbia Journalism Award-winning filmmaker as well as the founder and executive producer of McGee Media, a documentary film company dedicated to producing content that inspires a more fair and equitable world (founded with her husband, Mark Weigel). She is also the founder and executive producer of MAKERS, a live events and media platform that exists to accelerate the women’s movement. McGee has made a mark in bringing creativity and innovation to all her collaborations. McGee Media projects in production include: Not Done, a documentary that will tell the story of the women’s movement today and the reignited intersectional fight for equality (PBS); Frederick Douglass, a series based on the Pulitzer Prize Award-winning biography by David Blight (HBO); The Black Church: This Is Our Story, This Is Our Song (PBS); Finding Your Roots with Henry Louis Gates, Jr. (PBS); and more. Past projects include the Emmy Award-nominated, Gloria: In Her Own Words (HBO); du-Pont-Columbia Journalism Award-winning, Reconstruction: America After The Civil War (PBS); and Emmy-nominated, In Memoriam, 9/11/01 (HBO). McGee is also the Executive Producer of The MAKERS Conference, an annual gathering of corporate women and men with an agenda to advance diversity, equity and inclusion in the workplace.
From the candy-and-sticky-note-covered desk of the creators at

Makeout

To the whole team at NYWICI,

Congrats on a historic Matrix Awards!
As a crew that exists to bring special projects to life, we work with a lot of teams.
And every now and then, a team comes along who we instantly click with.
You, our new friends, are one of them.
And it’s been a true pleasure.

To everyone else,

Hi there!
We’d love to introduce ourselves. We’re called Makeout.

We know, it’s kind of a ridiculous name.

We’re a creative production partner that specializes in
content, experiential and everything in between.

Like the 2020 Matrix Awards.
Part content. Part experience.
Part in-between.

Have an upcoming project that really needs to be something special?
Let’s talk.

Love,
The Makeout Crew

makeout.nyc
lets@makeout.nyc
HALL OF FAME

2019
Padma Lakshmi
Kate Lewis
Jeanine D. Liburd
Susan Magrino
Norah O’Donnell
Kathy Ring
Lisa Sherman
Sally Susman

2018
Halle Berry
Mika Brzezinski
Kim Kelleher
Betsy Kenny Lack
Dia Simms
Alexandra Trower
Shelley Zalis
Jodi Kantor, Emily Steel, Megan Twohey*

2017
Rukmini Callimachi
Gretchen Carlson
Susan Credle
Savannah Guthrie
Kristin Lenkau
Judy Smith
Nancy Weber

2016
Linda Boff
Nancy Dubuc
Lena Dunham
Nancy Gibbs
Carol Hamilton
Melody Hobson
Liz Kaplow
Janice Min

2015
Kirsten Gillibrand
Debra L. Lee
Andrea Mitchell
Robbie Myers
Martine Reardon
Megan Smith

2014
Wendy Clark
Queen Latifah
Jane Mayer
Cynthia McFadden
Dyllan McGee
Eileen Noughton
Jonelle Procope

2013
Joanna Coles
Anne Finucane
Mindy Grossman
Bonnie Hammer
Jacki Kelley
Audra McDonald
Kara Swisher

2012
Tyra Banks
Gayle Butler
Glenn Close
Maria Cuomo Cole
Ann Curry
Laura Desmond
Zenia Mucha
Peggy Noonan

2011
Cindi Berger
Gwen Ifill
Robin Koval
Idina Menzel
Abbe Raven
Sheryl Sandberg
Gina Sanders
Betty White*

2010
Susan Chira
Sheryl Crow
Tina Fey
Ina Garten
Doris Kearns Goodwin
Anne Keating
Gayle King
Marissa Mayer

2009
Campbell Brown
Leslee Dart
Monica Langley
Dany Levy
S. Epatha Merkerson
Sherrie Rollins Westin
Linda Sawyer
Linda Wells

2008
Joannie C. Danielides
Diane von Fürstenberg*
Susan Gianinno
Linda Greenhouse
Ruth Reichl
Robin Roberts
Anna Deavere Smith
Anne Sweeney

2007
Cindy Adams
Lisa Caputo
Joan Didion
Pamela Fiori
Thelma Golden
Susan Lyne
Arianna Huffington
Meredith Vieira

2006
Jill Abramson
Candace Bushnell
Beth Comstock
Geena Davis
Ellen DeGeneres*
Joan Hamburg
Cynthia Leive
Renetta McCann
Katherine Oliver

2005
Christiane Amanpour
Nina DeSesa
Linda Fairstein
Edie Falco
Amy Gross
Wenda Harris Millard
Charlotte Otto
Marjorie Scardino

2004
Alix M. Freedman
Ann Fudge
Susan Peterson Kennedy
Nell Merlino
Martha Nelson
Bernadette Peters
Debra Shriver
Paula Zahn

2003
Christy A. Ferer*
Gretchen C. Morgenson
Sheila Nevins
Maurie Perl
Carolyn K. Reidy
Jane Rosenthal
Daisy Exposito-Ulla
Kate White

2002
Carole Black
Peggy Conlon
Eve Ensler
Kati Marton
Helen Thomas
Madeleine de Vries
Meg Whitman
Anna Wintour

2001
Andrea Alstrup
Judy Corman
Jane Friedman
Joanne Lipman
Judy McGrath
Valerie Salessier
Lois Smith
Pamela Thomas-Graham

2000
Condice Carpenter
Ranny Cooper
Patricia Cornwell
Patricia D. Fili-Krushel
Katharine Graham
Judith Jamison
Ann Jackson
Linda Kaplan Thaler
<table>
<thead>
<tr>
<th>Year</th>
<th>Names</th>
</tr>
</thead>
</table>
| 1999 | Katie Couric  
       | Esther Dyson  
       | Joyce Hergenhan  
       | Dorothy Kalins  
       | Debbie A. Krenek  
       | Linda Sreer  
       | Meryl Streep  
       | Nan Talese |
| 1998 | Pilar Crespi  
       | Anthea Disney  
       | Phyllis McGrady  
       | Bette Midler  
       | Sally Minard  
       | Janet Robinson  
       | Rochelle Udell |
| 1997 | Red Burns  
       | Nora Ephron  
       | Anne Sutherland Fuchs  
       | Betty Hudson  
       | Laura Landro  
       | Esther R. Newberg  
       | Rosie O’Donnell  
       | Mary Lou Quinlan |
| 1996 | Charlotte Beers  
       | Whoopi Goldberg  
       | Geraldine Laybourne  
       | Liz Smith  
       | Martha Stewart  
       | Amy Tan  
       | Patrice Tanaka |
| 1995 | Shelly Lazarus  
       | Carolyn Lee  
       | Patricia Matson  
       | Toni Morrison  
       | Cokie Roberts  
       | Elizabeth Tilberis |
| 1994 | Gail Blanke  
       | Maureen Dowd  
       | Sarah Frank  
       | Mary Ellen Mark  
       | Ann S. Moore  
       | Naomi Wolf  
       | Ruth A. Wooden |
| 1993 | Jean L. Farinelli  
       | Paula Forman  
       | Jacqueline McCord Leo  
       | Penny Marshall  
       | Terry McMillan  
       | Lesley Stahl  
       | Alessandra Stanley |
| 1992 | Sylvia Chase  
       | Fredrica S. Friedman  
       | Lou Rene Hammond  
       | Callie Khouri  
       | Elizabeth Valk Long  
       | Aileen Mehle  
       | Helayne Spivak |
| 1991 | Penny Hawkey  
       | Karen Elliott House  
       | Annie Leibovitz  
       | Joan Lunden  
       | Grace Mirabella  
       | Lynn Nesbit  
       | Terrie Williams |
| 1990 | Tina Brown  
       | Marian Burros  
       | Phyllis E. Grann  
       | Michelle H. Jordan  
       | Louise McNamee  
       | Lynn Sherr |
| 1989 | Kim Armstrong  
       | Gail Collins  
       | Nancy Evans  
       | Frances Friedman  
       | Ellen Levine  
       | Betty Rollin |
| 1988 | Myrna Blyth  
       | Carolyn Carter  
       | Marilyn Laurie  
       | Anna Quindlen  
       | Carolyn Wall  
       | Genevieve Young |
| 1987 | Margaret Booth  
       | Jane Pauley  
       | Elaine S. Reiss  
       | Beverly Stephen  
       | Susan L. Taylor  
       | Wendy Weil |
| 1986 | Dorothea M. Brooks  
       | Meredith Fernstrom  
       | Charlyne Hunter-Gault  
       | Kate Rand Lloyd  
       | Marcella Rosen  
       | Alice Walker |
| 1985 | Barbara Taylor Bradford  
       | Laurel Cutler  
       | Helen Gurley Brown  
       | Eleanor Lambert  
       | Flora Lewis  
       | Mary Alice Williams |
| 1984 | Susan Brownmiller  
       | Tamara K. Homer  
       | Judy Lynn Prince  
       | Enid Nemy  
       | Patricia Ryan  
       | Diane Sawyer |
| 1983 | Maya Angelou  
       | Kay Koplovitz  
       | Patricia Martin  
       | Mary McGrory  
       | Jane Bryant Quinn  
       | Charlotte Kelly Veal |
| 1982 | Karen W. Arenson  
       | Cathleen P. Black  
       | Caroline R. Jones  
       | Joyce Carol Oates  
       | Jeannette E. Paladino  
       | Kay J. Wight |
| 1981 | Letitia Baldrige  
       | Judith Daniels  
       | Beth Fallon  
       | Pegen Fitzgerald  
       | Jane Brown Maas  
       | Letty Cottin Pogrebin |
| 1980 | Franchellie Cadwell  
       | Suzanne Garment  
       | Frances Fitz Gerald  
       | Barbara Hunter  
       | Pamela Hill  
       | Ruth Whitney |
| 1979 | Betty Furness  
       | Marcia Ann Gillespie  
       | Joan Lipton  
       | Elaine R. Pitts  
       | Harriett Robb  
       | Barbara Tuchman  
       | Barbara Yuncker |
| 1978 | Rena R. Bartos  
       | Jane E. Brody  
       | Patricia Carbine  
       | Dr. Dorothy Gregg  
       | Barbara Seaman  
       | Barbara Walters |
| 1977 | Ann Berk  
       | Beatrice Buckler  
       | Gloria Emerson  
       | Muriel Fox  
       | Ada Louise Huxtable  
       | Nadeen Peterson |
| 1976 | Gay Pauley  
       | Sylvia Porter  
       | Lynn Povich  
       | Marlene Sanders  
       | Jean Schoonover  
       | June Thursh |
| 1975 | Madeline Amgott  
       | Aileen Corbett  
       | Elizabeth Janeway  
       | Charlotte Klein  
       | Judy Klemesrud  
       | Geraldine Rhoads  
       | Shirley Polykoff |
| 1974 | Shana Alexander  
       | Charlotte Curtis  
       | Susanne Loeb  
       | Joan Murray  
       | Rita Sands |
| 1973 | Jo Foxworth  
       | Sondra Gorney  
       | Lucy Jarvis  
       | Eileen Shanahan  
       | Gail Sheehy |
| 1972 | Mary Andrews Ayres  
       | Marylin Bender  
       | Pat Coffin  
       | Melba Toliver |
| 1971 | Gloria Steinem  
       | Theo Wilson |

*Special Award
2020 SCHOLARSHIP RECIPIENTS

Hailey Aldrich
Ithaca College

Gabriella Conway
Baruch College

Yamila Frej
University of Pennsylvania

Victoria Giardina
The College of New Jersey

Amanda Gordon
New York University

Anna Harris
Ithaca College

Esperanza Scholarship funded by newamericanagency.com

Judy Corman Memorial Scholarship and Internship from SCHOLASTIC
2020 SCHOLARSHIP RECIPIENTS

$1.9M AWARDED IN SCHOLARSHIPS SINCE 1998

344 YOUNG WOMEN TO DATE HAVE RECEIVED SCHOLARSHIPS
New York Women in Communications awards 10-20 scholarships each year, generally in the amount of $2,500, $5,000 or $10,000 each. Several are named, or sponsored, awards supported by corporations or foundations that retain the right to impose certain criteria that may include, but not be limited to, a declared major, internship availability, year in school, personal background, etc.

**Ann Liguori Foundation Sports Media Scholarship** This scholarship supports the study of sports media communications or management and is intended for those hoping to pursue a career in sports broadcasting, reporting, programming or production. Applicants must be at least a rising junior.

**Carlozzi Family Scholarship** Awarded to a rising college sophomore, junior or senior who demonstrates recognized accomplishment as a writer both inside and outside of the academic environment and who intends to pursue a career in which writing will be central. Applicants for this scholarship must provide a link to a representative portfolio of writing samples. Preference will be given to candidates who are from or attending an academic institution in the Greater New York City Metropolitan Area.

**Esperanza Scholarship** funded by d expósito & Partners. Awarded to a student of Hispanic heritage pursuing the dream of a career in communications. The Esperanza award is funded by former Matrix Award recipient, Daisy Expósito-Ulla, and her firm d expósito & Partners.

**Hearst Scholarship** Awarded to a college sophomore, junior or senior with a demonstrated commitment to a career in magazines (editorial or ad sales) or digital media.

**Interpublic Group (IPG)** Scholarship and Internship Awarded to an ethnically diverse student who is currently a college junior and has demonstrated an interest in a career in communications. IPG is the holding company for a large number of firms focused on communications. Some of the most well-known advertising and PR brands includeMcCann Worldgroup, R/GA, FCB, Deutsch, Weber Shandwick, Rogers & Cowan PMK and Golin.

**Judy Corman Memorial Scholarship from Scholastic** Awarded to a student interested in communications and media relations and is a rising junior/senior in college.

**Kaplow Scholarship** Awarded to an ethnically diverse student interested in communications and media relations and is a rising sophomore/junior/senior in college.

**Meredith Corporation Scholarship** Awarded to a student who has demonstrated a commitment to a career in publishing (print, digital and/or marketing) and who has completed the sophomore year in college.

**New York Women in Communications Alumna Award of Excellence** Awarded to a previous scholarship winner who is dedicated to strengthening NYWICI and has shown outstanding growth as a student since she first became a recipient. This scholarship is supported by the fund-raising efforts of previous scholarship winners.

Thank you to our Scholarship Sponsors! To offer corporate support to the New York Women in Communications scholarship program, call 212-297-2133 or visit nywici.org/donate.
Congratulations to all of the 2020 MATRIX Awards honorees & scholarship recipients

Chobani.

CONGRATS

TO

THE 2020 MATRIX HONOREES

THANK YOU FOR LEADING THE WAY FOR WOMEN.
FROM YOUR PARTNERS AT translation
<table>
<thead>
<tr>
<th>Year</th>
<th>Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Natala Castelan, Paula Chirinos, Lily Coloff, Rachel Frank, Kayla Jennings-Rivera, Felicia Loamia, Sarah Lynch, Ingrid Nín, Jamie Peacock, Danielle Pluhinsky, Sena Pottackal, Ciara Rolle-Harris, Nicole Thome, Leigh Anne Tiffany</td>
</tr>
<tr>
<td>2018</td>
<td>Danielle Allentuck, Nicole Bruno, Tia Di Salvo, Jillian Forstadt, Meghan Hayfield, Katie Holzman, Jazmin Kay, Taffy Lashley, Emme Leong, Amanda Livingston, Sabrina Maggiore, Sarah Matuszek, Azaleah Peterson, Lena Reilly,Gunneet Singh, Jessica Smith, Mirelle Tinker, Nina Trach, Delaney Wehn, Alexis White</td>
</tr>
<tr>
<td>2017</td>
<td>Schania Anderson, Alana Battalino, Emma Beltrandi, Alison Bonaviso, Lauren Dana, Stephania Eghan, Anna Gardiner, Jacqueline Herman, Jazmin Kay, Jenn Lavelle, Sarah Lynch, Emma Noblesala, Chinyelu Onuoha, Melynda Payne, Janie Peacock, Kyra Richardson, Maylan Stuard, Jennifer Walsh, Allison Waddington, Allison Wahl, Hilary Wojtowicz, Rachel Zuckerman</td>
</tr>
<tr>
<td>2014</td>
<td>Stephanie Agresti, Kar'Yee Au, Gina DeCagna, Molly Gamaiche, Nicole Godreau, Katelyn Guenard, Lauren Hard, Bridget Jackson, Kristine Mamanta, Alanna McCatty, Amanda Morris, Alexandra Osten, Vanessa Powell, Brooke Sassman, Savannah Sok, Elisa Tang, Opal Yadhan, Melissa Vargas</td>
</tr>
<tr>
<td>2012</td>
<td>Alexandra Carmichael, Kata Diao, Laura Fati, Luisa Garcia, Grace Gavilanes, Melanie Hicken, Niki N. Hopper, Sarah Kajani, Elisa Mala, Marian Omidi, Marisch Perera, Jamie Primeau, Tess Quinlan, Lauren Ryan, Ilyssa Simsek, Nikiuca Umegbalu, Miriam Ward, Jenny Xie</td>
</tr>
<tr>
<td>2011</td>
<td>Jacqueline Bryk, Alexandra Clarke, Katie Corrado, Camille De'lia, Shira Engel, Amanda Ferrarotto, Luisa Garcia, Stephanie Guzman, Mariama Keita, Zoe King, Camille McMorrow, Ivellisse Morales, Queen Muse, Cherelle Nicholson, Yenic Ortiz, Natasha Spedelle, Anna Sussman, Miriam Ward</td>
</tr>
<tr>
<td>2010</td>
<td>Stephanie Aaron, Katie Corrado, Shira Engel, Amanda Ferrarotto, Natifa Gaines, Samantha Gordon, Stephanie Guzman, Megan Hess, Denise Horn, Amalía Jiménez, Diana Lau, Emelie O’Brien, Chelsea O’regan, Amanda Quick, Tess Quinlan, Taylor Trudon, Eva Werk, Jie Jenny Zhou</td>
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<tr>
<td>2008</td>
<td>Aisha Al-Muslin, Cailin Barrett-Bressack, Katie Corrado, Marie Dugo, Vanessa Garcia, Katerina Gkonis, Najah Hicks, Cris Johnson, Sabha Lakhani, Francesca Larson, Cate Mahoney, Michele Meshower, Samantha Neugebauer, Jennifer Pelly, Elizabeth Pelly, Jessica Prince, Selena Shen, Chelsea Theis, Emily Warne</td>
</tr>
<tr>
<td>2007</td>
<td>Oshimba Ba, Kristin Bradley, Christen Brandt, Aimee Campbell, Samantha Davis, Katelyn Dreyling, Marie Dugo, Meredith Engel, Ya-Hsuan Huang, Kimberly Laughman, Noelle McKenzie, Jennifer Pelly, Elizabeth Pelly, Jessica Prince, Selena Shen, Chelsea Theis, Emily Warne</td>
</tr>
<tr>
<td>2006</td>
<td>Lindsay Adler, Gina Alfaro, Samantha Davis, Sheena Fisher, Lauren Horn, Colleen Huyseman, Nancy Lan, Kimberly Last, Joanka Leblanc, Ana Liss, Lauren Little, Kaitlyn Moore, Olivia Ner, Irene Razone, Alexis Taylor, Tammy Tabbets, Jamie Tomczuk, Elizabeth VanDurm, Zainub Amir, Laura Amato, Zanna Arlo, Anna Atwater, Jastine Ware, Natala Castelan, Paula Chirinos, Lily Coloff, Rachel Frank, Kayla Jennings-Rivera, Felicia Loamia, Sarah Lynch, Ingrid Nín, Jamie Peacock, Danielle Pluhinsky, Sena Pottackal, Ciara Rolle-Harris, Nicole Thome, Leigh Anne Tiffany</td>
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<tr>
<td>2005</td>
<td>Rima Abdelkader, Laiue Booker, Sharon Clatt, Lisa DiGuiglino, Jennifer L. Elliott, Denise Horn, Elana Jacobs, Lauren Mack, Beatriz Melendez, Ilana Flin, Lavina Ramchandani, Tammy Tabbets, Beth Young, Anna Youngquist, Laura Zirinsky</td>
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<td>2004</td>
<td>Alexandra Carmichael, Kata Diao, Laura Fati, Luisa Garcia, Grace Gavilanes, Melanie Hicken, Niki N. Hopper, Sarah Kajani, Elisa Mala, Marian Omidi, Marisch Perera, Jamie Primeau, Tess Quinlan, Lauren Ryan, Ilyssa Simsek, Nikiuca Umegbalu, Miriam Ward, Jenny Xie</td>
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<td>2003</td>
<td>Genevieve Byrd, Kristen Carter, Lauren Gould, Nellie Hsu, Sherice Hughley, Cindy Johnson, Miriam Kriegel, Joanika LeBlanc, Meredith Levin, Denise Martinez, Christy-Ann Waterman</td>
</tr>
<tr>
<td>2002</td>
<td>Jessica Fiore, Tanya Gingerich, Jodi Gold, Rachel Grijalba, Banci Janosevic, Erin Monteiro, Jade Scipioni, Marianne Tabar</td>
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<tr>
<td>2001</td>
<td>Kafi Brown, Julia Caron, Sharon El, Jirsa Fineman, Aya Karpinska, Mary Ruth Kasprzyk, Christine Kantalouris, Jennifer McCoy, Amy Peddicord, Lauren Panaro, Margaret Williams</td>
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<tr>
<td>2000</td>
<td>Christina Berchini, Lenora Pi-Lan Chu, Suzanne Copsey, Shareen Ehm, Sedona Fitzgerald, Maya Gorton, Yanna Harper, Heyi Hong, Vesna Jakić, Rachelle Jones, Sara Leeder, Stacy Patton, Kristen Telker</td>
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<tr>
<td>1999</td>
<td>Camille Clarke, Charlyn Zlotnick</td>
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<td>Kristen DeGroot, Christine Haughney, Lori Mallett, Cynthia Paton, LaTisha Robinson</td>
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<td>Stephanie Agresti, Kar’Yee Au, Gina DeCagna, Molly Gamaiche, Nicole Godreau, Katelyn Guenard, Lauren Hard, Bridget Jackson, Kristine Mamanta, Alanna McCatty, Amanda Morris, Alexandra Osten, Vanessa Powell, Brooke Sassman, Savannah Sok, Elisa Tang, Opal Yadhan, Melissa Vargas</td>
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<td>1993</td>
<td>Genevieve Byrd, Kristen Carter, Lauren Gould, Nellie Hsu, Sherice Hughley, Cindy Johnson, Miriam Kriegel, Joanika LeBlanc, Meredith Levin, Denise Martinez, Christy-Ann Waterman</td>
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<td>Jessica Fiore, Tanya Gingerich, Jodi Gold, Rachel Grijalba, Banci Janosevic, Erin Monteiro, Jade Scipioni, Marianne Tabar</td>
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<td>1991</td>
<td>Kafi Brown, Julia Caron, Sharon El, Jirsa Fineman, Aya Karpinska, Mary Ruth Kasprzyk, Christine Kantalouris, Jennifer McCoy, Amy Peddicord, Lauren Panaro, Margaret Williams</td>
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</table>
A CAREER-ORIENTED PODCAST SERIES FEATURING WOMEN WHO WORK IN THE COMMUNICATION INDUSTRY  Host and career expert Julie Hochheiser Ilkovich chats with successful, passionate women in various roles at different stages in their careers. During these conversations, Julie asks guests to share thoughts and experiences on universal career topics, such as mastering the job interview, managing up, workplace fashion, personal finances, entrepreneurship, time management, and more. Coffee Break w/ NYWICI breaks through the clutter and provides women with unique, valuable, tried-and-true career advice that they are seeking.

Listen to podcasts featuring amazing stories and career advice from: