



LASTING LEGACIES

52<sup>ND</sup> ANNUAL  
MATRIX AWARDS

OCTOBER 26, 2022

*Celebrating the outstanding achievements  
of women in the communications industry*

PRESENTED BY

NY  
WICI



The graphic features a dark blue background with a dense pattern of small, golden-yellow dots. Two thick, curved golden-yellow lines sweep across the top and bottom of the image. In the center, the number '50' is rendered in a large, stylized font with a golden-yellow, textured appearance. The text 'ANNUAL MATRIX AWARDS' is written in a smaller, golden-yellow, serif font across the middle of the '50'.

# 50 ANNUAL MATRIX AWARDS





# MATRIX AWARDS

NEW YORK WOMEN  
IN COMMUNICATIONS

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NEW YORK WOMEN  
IN COMMUNICATIONS

Connect. Create. Communicate.

## WHO WE ARE

Founded in 1929, New York Women in Communications (NYWICI) is the premier organization for female communications professionals. Today, the 93-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 that have come before them and those that will come after with the Matrix Awards. Since 1971, more than 360 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 Communications Bootcamp for women beginning their careers or embarking on career transitions. To date, we have awarded more than \$2.0 million in scholarship support to over 360 women. As women who connect, create and communicate, NYWICI members serve as role models, career advisors and mentors



# Congratulations

## to the 2022 NYWICI Matrix Honorees



**DEVIKA BULCHANDANI**  
Global CEO, Ogilvy



**RITA FERRO**  
President, Advertising,  
Disney



**MARLEE MATLIN**  
Actress and Activist



**STEPHANIE MEHTA**  
CEO and Chief Content  
Officer, Mansueto Ventures



**ELIZABETH RUTLEDGE**  
Chief Marketing Officer,  
American Express



**GWEN STEFANI**  
GRAMMY® Award winning  
singer, songwriter, fashion  
designer, coach on The Voice  
and founder of GXVE Beauty



**TIFFANY R. WARREN**  
EVP, Chief Diversity &  
Inclusion Officer, Sony Music  
Group; Founder, ADCOLOR



**JUDY WOODRUFF**  
Anchor and Managing  
Editor, PBS NewsHour

Dotdash Meredith salutes the women who are making a difference, building community and inspiring the next generation of female leaders.



Dotdash  
meredith



## FROM THE NYWICI PRESIDENT



Welcome to the 2022 Matrix Awards! For more than 50 years, women across the country have gathered in partnership with New York Women in Communications (NYWICI) to celebrate one another and to honor the success of some of the most exceptional women in the communications field.

This year, we are incredibly lucky to again gather in person, to offer the Matrix Award—our industry’s highest tribute—to a special group of women who exemplify excellence, courage and steadfast commitment to championing the next generation of female leaders. On behalf of the board and our entire organization, I offer my heartfelt congratulations to this year’s Matrix Award honorees.

I’d also like to offer my thanks to our many sponsors for supporting this year’s event. Proceeds from this Matrix Awards go toward a full range of educational programs for women, driving impact in their day-to-day lives, and their longer-term careers. I’m most proud, however, of the role NYWICI plays in supporting education efforts across the country. In fact, NYWICI is the largest provider of communications scholarships for women in the United States and has given more than \$2 million in scholarships to young women of outstanding promise.

Over the past several years, I’ve seen the meaningful impact NYWICI’s work has had on the women in our industry, and am continually in awe of the legacy that continues to grow from the very first group of women who founded this special organization in 1929. What started as a pioneering group of women journalists advocating for equal pay to their male counterparts, has turned into a 90+-year commitment to investing in equality and equal representation for women every step of the way.

Especially today, as women and girls look to identify the careers where they are able to contribute with purpose for themselves and those who come behind them, there is no better inspiration than our 2022 Matrix Awards Winners. Thank you again to each of our honorees!

Finally, I would like to thank our hardworking and dedicated members for their time, their energy, and their commitment to empowering all women in communications to embrace their ambition and realize their potential. It is the greatest honor to serve as your president.

### **Dustee Jenkins**

President, New York Women In Communications  
Global Head of Public Affairs at Spotify





**To all of the women raising their voices,  
may you be heard around the world!**

Congratulations to the 2022 Matrix Award Honorees. Spotify is honored to support NYWICI and all of its dynamic members including our very own, Dustee Jenkins.





# 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 2022 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.



barbarian

DAY ONE  
AGENCY

momentum

R/GA

dentsu



Dotdash  
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**Inc. + FAST COMPANY**  
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AMC NETWORKS



FW  
FRANKLYN  
WEST

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HAVAS  
HEALTH  
& YOU



KAPLOW  
changing conversations™

MEDIALINK  
A UTA Company



A WPP COMPANY



translation



WPP



LAUREL  
STRATEGIES

standard







# WOMENHEARD<sup>📡</sup>

## Check out our newly relaunched podcast!

Welcome to WomenHeard, presented by New York Women in Communications: a career-oriented podcast featuring candid conversations with women in communications. Host and career expert Julie Hochheiser Ilkovich chats with successful, passionate guests about topics that are top of mind for working women: career advancement, equality in the workplace, compensation, & more! Guests also share their advice on universal career topics, such as mastering job interview and time management. The goal of WomenHeard is to create a comfortable space to have the conversations that will help women succeed.



### LISTEN TO OUR LATEST EPISODE:

#### **Bootcamp Panel: How to Effectively Communicate No Matter the Age Gap**

Did you know that there are five generations in the workplace? Just that fact makes this conversation about intergenerational communications so important! The panel featured in this episode was originally recorded at NYWICI's 2021 Student Career Bootcamp and features experts discussing how to bridge the communication gaps between generations in the workplace. You'll hear tons of advice about how to communicate effectively in the workplace as well as anecdotes that are both educational and entertaining.

Listen and subscribe now at [nywici.org/podcast](https://nywici.org/podcast)







# 2022 MATRIX COMMITTEES

Our deepest thanks to all of those who have helped make this year's Matrix Awards a success. They have brought their intelligence, talent, work ethic and commitment to bear on producing this spectacular event that brings our community together.

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NewsNation

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## BY THE NUMBERS

**\$2M+**  
awarded in  
scholarships  
since 1998

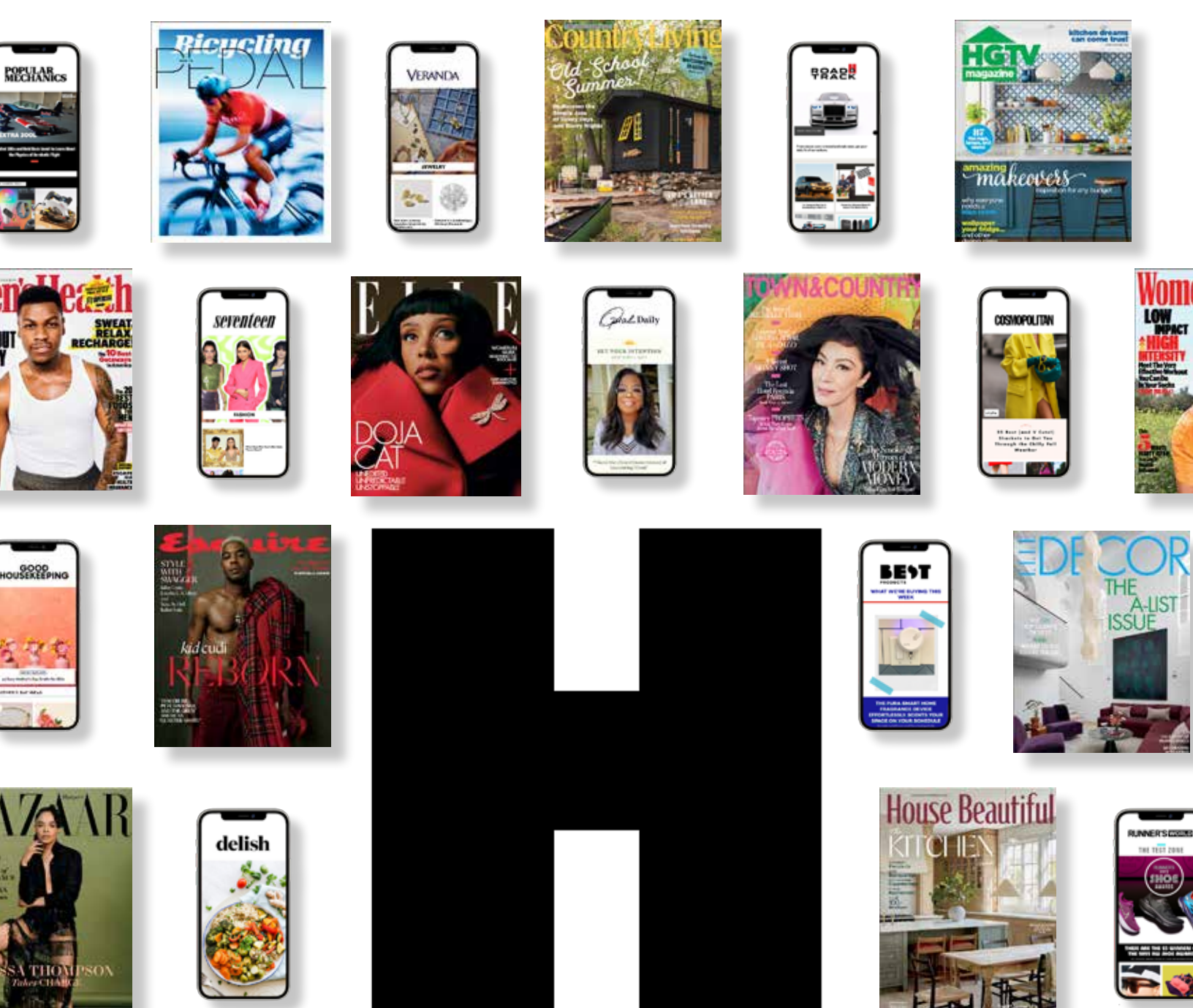
**370+**  
young women to  
date have received  
scholarships

**350+**  
women have been  
awarded Matrix  
Awards since 1971

THANK YOU TO OUR  
CORPORATE MEMBERS







# H E A R S T

## magazines

Hearst Magazines applauds NYWICI for their work to empower women in our industry.

We congratulate the trailblazing women being honored this year.  
Devika Bulchandani, Rita Ferro, Marlee Matlin, Stephanie Mehta,  
Elizabeth Rutledge, Gwen Stefani, Tiffany R. Warren and Judy Woodruff

AUTOWEEK | BEST PRODUCTS | BICYCLING | CAR AND DRIVER | CLEVVER | COSMOPOLITAN | COUNTRY LIVING | DELISH | ELLE | ELLE DECOR  
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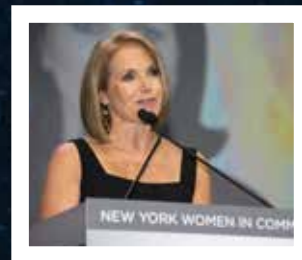




# EMCEE KATIE COURIC

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*Dedicated NYWICI supporter and  
Matrix Honoree, Presenter and Emcee.*





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Katie Couric (@katiecouric) is an award-winning journalist, #1 New York Times best-selling author, and a co-founder of Stand Up To Cancer (SU2C) which has raised more than \$700 million for cancer research. She was the first woman to solo anchor a network evening newscast, serving as anchor and managing editor of the *CBS Evening News* from 2006 to 2011 following 15-years as co-anchor of NBC's *Today show*. In 2017, she founded Katie Couric Media (KCM), which has developed a number of media projects. You can find it all at [katiecouric.com](http://katiecouric.com).

**YOU WROTE ABOUT YOUR FIRST MATRIX AWARDS EXPERIENCE IN YOUR MEMOIR, GOING THERE, WHICH CAME OUT LAST FALL. CAN YOU RECOUNT THAT FOR US?**

In 1996, Martha Stewart was being honored, and I was asked to present her with the award. We both worked at the TODAY show, but didn't know each other all that well, so I decided to craft a poem playing off our differences and specialties:

*"Martha, dear Martha, what shall I do? // These people have asked that I introduce you. I haven't eaten, I haven't slept. // Talk about making a girl feel inept. // Anything I can do, you can do better, // Potting a plant or knitting a sweater. // Dipping a candle, tiling a table, // You're always ready, willing and able. // A room needs repainting? You'll make it sing // With robin's egg blue . . . cause it's a good thing."*

I think everyone got a big kick out of it. I have the utmost respect for Martha, so I hope she did too!

**I KNOW THE 1999 MATRIX AWARDS WAS PARTICULARLY SPECIAL FOR YOU...**

My husband Jay had died in January 1998 and the following months had been so painful for my girls and me. In September of

that year, Hillary Clinton honored me at the White House for the work I had done to shine a light on colon cancer. I've always said Hillary is one of the smartest people I've ever interviewed and I admire the way she handles everything thrown her way with grace and equanimity. So in 1999, when I was honored, it was such a thrill to have Hillary present it to me. I'll never forget it.

**YOU MADE HISTORY AS THE FIRST WOMAN TO ANCHOR A NETWORK EVENING NEWSCAST. WHAT DID YOU LEARN FROM THAT EXPERIENCE?**

Gosh, being the first is no easy feat. In hindsight, I wish I had been more thorough about assessing the opportunity at CBS. There was a lot I didn't know. I would tell women everywhere to do their due diligence before making such a big decision.

**YOU'VE WORKED IN EVERY ASPECT OF THE BUSINESS, AND NOW YOU HAVE YOUR OWN MEDIA COMPANY. TELL US ABOUT THAT!**

We started Katie Couric Media (KCM)-very original-about five years ago. I had been working at Yahoo News, where I learned the art of iterating content for different platforms. The beauty

of disintermediation is that I could go direct to consumer, without anyone as the middleman. We've since built a team of 40 people and have a newsletter, a podcast, and develop digital video series and documentaries. We're a thoroughly modern media company... and I get to be the boss of me, which is refreshing and liberating.

**YOU RECENTLY ANNOUNCED THAT YOU WERE DIAGNOSED WITH BREAST CANCER IN JUNE OF THIS YEAR. WHY DID YOU WANT TO BE SO PUBLIC ABOUT IT?**

I'm so lucky to have received a great prognosis and to have had access to the best care-It almost felt selfish to not share everything I've learned. First and foremost, I wanted to remind women to schedule their mammograms on time and for women with dense breasts to know they may need additional screening. Breast ultrasounds can be such important tools for diagnosing breast cancer and I wanted to ensure women are educated about their options.

I also wanted to shine light on health disparities that exist and motivate policy makers to take a closer look at important issues like notification and insurance coverage.





# DEVIKA BULCHANDANI

Global CEO of Ogilvy

“

*People will never remember if they had ten good meetings with you, but they will surely remember if you did something to make them feel appreciated and valued.”*

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# CREATING IDEAS WITH IMPACT

by AUNDREA CLINE-THOMAS and SARAH LYNCH

After 26 years with the same company, Devika Bulchandani decided it was time for a new challenge. The pandemic reminded her about the unpredictability of life and the importance of living without regret. Heading towards the next phase of her career, she took with her a resume replete with brand-building successes, including the “True Name” feature empowering transgender and non-binary people to display their chosen name on their Mastercard and the “Fearless Girl” statue on Wall Street.

She joined Ogilvy and quickly rose through the ranks. In September, Bulchandani became the Global Chief Executive Officer. Under her leadership, Ogilvy was named Network of the Year at the 2022 Cannes Lions International Festival of Creativity.

Her honors include NY Power Woman by Moves Magazine; US Advertising Agency Head of the Year by Campaign Magazine; Working Mother of the Year by She Runs It; and AdColor Innovator. She has been the recipient of multiple 4As Jay Chiat Awards for strategic planning. Bulchandani is a founding member of Times Up Advertising, a board member of the ERA Coalition, the Ad Council, the 4A's, and the Advertising Club.

“I hope that when young women see a woman at the top, they feel this is an industry where they can thrive. I hope when people of color see a brown person at the top, they feel this is an industry where they can thrive,” Bulchandani said. “I hope people see the incredible power we have as an industry to change the world.”

## HOW HAS THE PANDEMIC CHANGED THE ADVERTISING INDUSTRY?

Our industry's response to the pandemic was a showcase of the power of creativity and working together to solve big societal problems. Governments and the private sector working together to develop and roll out a vaccine in record time and changing people's behaviors to slow down spread of the virus—you can't get more impactful than saving lives.

I also think the pandemic also made our industry, and every other industry, more resourceful. We had no other

choice than to be more agile. We all experienced something unprecedented as a group, and I was often inspired by the way we looked after each other—whether that was our colleagues, our clients and, yes, even our competitors.

**AFTER GEORGE FLOYD'S MURDER, COMPANIES PLEDGED TO BE INTENTIONAL ABOUT DIVERSITY, EQUITY AND INCLUSION BOTH INTERNALLY AND EXTERNALLY. HOW DID YOU GUIDE BRANDS TO HAVE A MORE AUTHENTIC VOICE, GOING FROM WHAT YOU'VE**

## DESCRIBED AS A COMMERCIAL CONVERSATION TO A SOCIETAL CONVERSATION?

Our ambition is to produce creative ideas that land in culture and have an impact. Our work is inherently better when there are people with different lived experiences at the table crafting ideas and experiences from the onset, not brought in late in the process as a focus group. Cultivating a culture that is committed to diversity, equity and inclusion is a business imperative, full stop. Brands who can't get on board with that will cease to be relevant.



### HOW DID THE FEARLESS GIRL COME ABOUT?

It came in as a straightforward brief from State Street Global Advisors to promote the SHE fund, which was comprised of companies that had over a certain percentage of women in their senior leadership. The standard response would have been to approach it as a B2B campaign. But the team of young female creatives tackling the brief looked at the brief with a little bit of fight in them. They took the most recognizable symbol of capitalistic America—Wall Street’s charging bull—and came up with an idea that was a force multiplier. The team’s insistence that it be a statue of a young girl helped create a sense of optimism that the investments and decisions we make today can truly shape the future. It’s a shining example of the impact that can be achieved when diverse teams tackle an issue.

### WHAT DOES THE “FEARLESS GIRL” PROJECT PERSONALLY MEAN TO YOU?

Everything. It is one of the things I am most proud of in my career. I didn’t come up with the idea; that was our incredible creative team. I didn’t greenlight the idea; that was the client’s bravery. But I worked every day to remove any hurdles, to make sure every “no” became a “yes.” I took it as my moral obligation to make sure an idea as powerful as this would come to life.

### WHAT IS THE BIGGEST CHALLENGE FACING WOMEN IN THE WORKFORCE TODAY?

I think there are many challenges, and the pandemic did not do us any favors. It’s important to understand that we women can’t solve it by talking to ourselves. Overwhelmingly, men are still the ones in the top jobs, so we need men to step up and champion

women the way Harris Diamond and Rob Reilly did for me.

### WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?

I remember when my mentor Nina DiSesa received her Matrix Award. She is a master at leading people—how to value them, how to make them feel cared for. To be receiving the same honor as her is humbling. Success is so rarely something achieved alone, so this is also a testament to all of the incredible people who have worked alongside me and helped me do the best work of my life.

*This interview has been condensed and edited for clarity.*

*Sarah Lynch is an editorial fellow at Mansueto Ventures.*

*Aundrea Cline-Thomas is a journalist & CEO of Mountain Court Media.*

### PRESENTER

## ROB REILLY

Global Chief Creative Officer, WPP



Rob joined WPP in May 2021 from McCann Worldgroup where he was Global Creative Chairman. Before moving to McCann in 2014, he was Partner and Worldwide Chief Creative Officer at Crispin Porter + Bogusky. He joined CP+B in 2002 as a copywriter, creating some of the most talked-about campaigns in history. In his role as Co-Chief Creative Officer, he was credited by Ad Age with helping to lead CP+B to become the publication’s “Agency of the Decade” in the ‘00s. A highly-awarded creative, Rob has chaired a number of industry award shows, including the Cannes Titanium and Promo/Interactive Juries. Rob is a member of The One Club Board, the Facebook Council, co-President of the Ad Council Review Committee and serves as Captain of his “old-man” soccer team.



## **Congratulations Devika**

Thank you for fearlessly leading the way with passion, purpose, and an uncompromising focus on creating impact.

**Ogilvy** | **WPP**







# RITA FERRO

Disney's President of Advertising

“

*If I didn't say yes to some of the opportunities that came my way, I wouldn't be where I am today. The journey is sometimes even more important than the destination.”*

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# PREPARATION, TEAMWORK AND COURAGE MAKE MAGIC

by SARAH LYNCH

Rita Ferro gives her daughter the same piece of advice that she gives her team at Disney: “You don’t need to be the smartest person in the room, but you can be the most prepared.” For Rita, more than 20 years of preparation at the Walt Disney Company equipped her with the skills and confidence to now lead Disney’s multi-billion dollar advertising business.

In her role, Rita she oversees advertising sales for ABC Entertainment, ABC Daytime and ABC News; Disney Channels Worldwide; Disney+; ESPN Networks and ESPN+; Freeform; FX; Hulu; and National Geographic. It’s an exhaustive and powerful list that spans streaming to sports and everything in between for one of the most recognizable and beloved brands in the world.

But Rita isn’t one to shy away from taking on more responsibility. Two decades ago, when she was running all sales offices throughout Latin America, she learned that Disney Channel was going to become ad-supported. Rita immediately told her then boss that she and her team were ready to take on the challenge. This put her in a position to ultimately run all of the sports and entertainment sales business in Latin America. “I was fortunate enough to have leaders that pushed me to grow, but I was also courageous enough to go for roles that felt outside of my comfort zone,” Ferro said.

It’s no secret to Rita that advertising is a historically male-dominated industry, and she’s a first generation Cuban-American woman. But Rita believes that the best and most successful media companies support diverse genders, backgrounds, thoughts and experiences. In her own career, she’s benefited from mentors who knew how to be good leaders, and she created her own definition of leadership from their lessons. Part of that means making mentorship a priority. “As I rise, I lift,” Rita said.

## YOU FIRST STARTED YOUR CAREER AT THE WALT DISNEY COMPANY OVER TWO DECADES AGO. WHAT ADVICE DO YOU HAVE FOR YOUNG WOMEN LOOKING TO CLIMB THE RANKS OF A LARGE COMPANY, LIKE YOU DID?

Study, read as much as you can, always be open to learning and ask questions. Innovation comes from asking questions. Don’t feel like you need to have everything figured out. Definitely make plans, have organizing principles, but don’t be afraid to try new things. Be open to new challenges. If I didn’t say

yes to some of the opportunities that came my way, I wouldn’t be where I am today. The journey is sometimes even more important than the destination

Find a support system outside of work. These people are your people, and they’ll keep you grounded as you navigate your career journey. Lastly, don’t be afraid to use your voice. Trust your instincts, speak up where and when you can.

## DISNEY’S PLATFORMS HAVE CONTINUED TO EXPAND OVER YOUR TWO DECADES AT THE

## COMPANY, NOW WITH DISNEY+ AND OTHER VENTURES. AS A LEADER, HOW DO YOU ENSURE THAT THE ADVERTISING STRATEGY CONTINUES TO GROW AND ADAPT WITH A LARGE AND CONSTANTLY EVOLVING COMPANY?

First and foremost, I’ve been fortunate to lead the most incredible teams in this business. They make me a better executive and leader. Collectively, we’ve always focused on innovation, agility and creativity. Our business is relationship-based; we talk and connect with our clients daily. Relationships



are built on trust, no matter what you're selling. This ethos underscores the strategy of Disney Advertising since 2017. We intentionally worked to realign the business to be consultative, client-focused and insights-led.

We are entering one of the most remarkable chapters in the history of advertising. While others are just getting started in this space, we've been preparing to meet this moment for years. When you consider our storytelling excellence, our history of brand innovation, our connection with audiences, our scale, including the largest ad supported streaming...we are unrivaled.

**WHAT DO YOU THINK IS THE BIGGEST CHALLENGE FACING WOMEN IN THE WORKPLACE TODAY?**

Opportunity and access. We've

come a long way, but there's a lot more to go. As leaders, we must seek out and support those that might have never considered that they have leadership potential, especially underrepresented groups. As we succeed, we need to put systems in place that empower those coming behind us.

**WHAT IS THE ONE THING YOU HAVE ACHIEVED DURING YOUR CAREER THAT YOU'D LIKE TO LIVE ON AS YOUR LEGACY?**

As the phenomenal Maya Angelou said, people always remember how you made them feel. My goal personally and professionally is to leave people better than I found them. That means leading with empathy and giving back. Every opportunity I've had, I try to find a way to pay it forward. My hope for the future is that the strides we've made as

a company to advance diversity, equity and inclusion become the standard, not simply a part of the conversation. Even more, my hope is that my daughter enters a workforce where everyone's unique identities are celebrated.

**WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?**

New York Women in Communications is dedicated to inspiring its members to achieve professional success by lifting up other women in leadership, and it's a mission I am personally dedicated to driving forward. Every year, I'm in awe of the incredible women selected for Matrix Awards, and I am so proud to be named alongside this year's esteemed honorees.

*This interview has been condensed and edited for clarity.*

*Sarah Lynch is an editorial fellow at Mansueto Ventures.*



"It always seems impossible until it's done."

— Nelson Mandela

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and join them in honoring

**RITA FERRO, ELIZABETH RUTLEDGE**  
and **THE 2022 MATRIX HONOREES**





**RITA  
FERRO**

President, Advertising Sales,  
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# MARLEE MATLIN

Actress and Activist

“

*I would wish that my legacy is about how important it is for children to be able to have the opportunity to look up to mentors, to be able to provide those opportunities and to be able to say, 'If we can do it, they can do it.'"*

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# TAKING A RISK FOR REPRESENTATION

by SARAH LYNCH

Years before “CODA” took home the Academy Award for Best Picture, Marlee Matlin threatened to walk away from the project.

Producers on the movie wanted to hire a hearing actor to play the role of Matlin’s husband in the movie, which follows a Deaf family with a hearing daughter (“CODA” stands for child of Deaf adults) and what happens when she starts to pursue her newfound love of music. Matlin put her foot down in a way she’d never quite done before, and her demands were met.

“It wasn’t without some trepidation on my part because I knew it could have turned out to be a disaster for me and for my career,” Matlin said. “And I thought, ‘No. Enough is enough. Pretending to be Deaf, putting on a Deaf character as if it was a costume when you’re talking about my community, my people, my culture—that was enough.’”

The film is a feat of representation, and Troy Kotsur, the Deaf actor ultimately chosen for the role of the husband, ended up winning the Academy Award for Best Supporting Actor. He became the second Deaf actor to ever win an Oscar. The first was Marlee Matlin.

As a child, Matlin performed in a number of productions at the International Center on Deafness and the Arts, where she was discovered by her mentor, Henry Winkler. She made her film debut in “Children of a Lesser God,” and she won the Academy Award for Best Actress at just 21 years old. She remains the youngest actress to ever win in the category.

Her acting work since then includes performances in “Reasonable Doubts,” “Seinfeld,” “Picket Fences,” “The Practice,” “Law and Order: SVU” and more. She’s also an advocate and activist for the Deaf and hard of hearing communities. She fights for closed captions on all types of media and helped to pass legislation mandating ASL interpreters be present at all COVID-19 press conferences, among other accomplishments.

The success of “CODA” made an unmistakable statement about the power of inclusive and representative storytelling, which Matlin hopes to see more and more of: “It’s 2022, after all. What’s the hold up?”

## WHAT DID BEING A LEADER MEAN TO YOU AT 21, WHEN YOU WON YOUR HISTORIC OSCAR?

Being a leader is not something that I set out to do. All I knew is that I was never a follower. Growing up, my parents always told me to do whatever it was that I set my mind to. And it’s not that there’s anything wrong with

following. It’s just that in my case, being given the independence that I was as a young child really reinforced this idea of being someone who was interested in making a change. My mentor, Henry Winkler, my teachers at school and several other people really played a big role in my life and helped shape who I became.

When I was 21 and I did my first film, suddenly I was thrust into the spotlight. I knew nothing about filmmaking, first, but I was ready to jump into it and tackle whatever it was that came my way. It was a big year for me because not only did I do my first film, I won the Oscar and I got sober. I grew up pretty quickly.



**YOU ARE SUCH A VISIBLE INSPIRATION TO PEOPLE IN THE DEAF COMMUNITY, WOMEN AND ALLIES WHO'VE WATCHED YOU FOR YEARS. WHAT WAS A MOMENT IN YOUR CAREER WHEN YOU REALIZED THE TRUE IMPACT OF WORK?**

I think I realized that I was really making an impact when I was able to appear before the Senate, and they all agreed and voted to pass legislation to enable closed captioning. And that my testimony was somehow powerful to them. I didn't do this alone, but being there somehow allowed me to understand that I'm there to fight for what I believe in and that I would fight for my community and beyond. That was a powerful moment.

**WHAT DO YOU THINK IS THE BIGGEST CHALLENGE FACING WOMEN IN THE WORKPLACE TODAY?**

I think women are still constantly being judged. They're examined more than men are ever analyzed. We need to be able to take charge without having this worry. We need to be able to bring in other women or even men who believe in us as a team together. We have come a long way, don't misunderstand me, but it's hard enough being a woman—and in my case, being a Deaf woman. But I don't let anyone define me by my Deafness.

**WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?**

It's humbling. It really is. I just gave myself chills. I'm honored that they are recognizing my work, the fact that it's by other women and that I can stand next to other women of achievement. Whatever it is about me, we're acknowledging not only myself, but others.

**THE THEME OF THIS YEAR'S MATRIX AWARDS IS "LASTING LEGACIES." WHAT IS THE ONE THING YOU HAVE ACHIEVED DURING YOUR CAREER THAT YOU'D LIKE TO LIVE ON AS YOUR LEGACY?**

I think the fact that I kept working, and that I kept on doing what I love despite the barriers. And that I was on a constant search to never give up. I would wish that my legacy is about how important it is for children to be able to have the opportunity to look up to mentors, to be able to provide those opportunities and to be able to say, "If we can do it, they can do it." That's what I've always tried to set my sight on: to be able to serve as a role model, to be as caring and as loving as I can be.

*This interview has been condensed and edited for clarity.*

*Sarah Lynch is an editorial fellow at Mansueto Ventures.*

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**PRESENTER**

**CAMRYN MANHEIM**

Actress and Activist



Over 40 years, Camryn Manheim has appeared in over 60 television shows, 40 movies and many plays. Manheim received an Emmy and Golden Globe Award for her role on the hit television show, "The Practice." She made her Broadway debut in 2015 in Deaf West's Tony nominated production of "Spring Awakening." She is fluent in sign language and is a vocal advocate for the rights of the disabled. She is proud to be a board member of the American Civil Liberties Union and an active supporter of The Feminist Majority & Planned Parenthood, as well as other organizations. Manheim is a New York Times best selling author and lectures around the world.



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# STEPHANIE MEHTA

Chief Executive Officer and Chief Content Officer of Mansueto Ventures

“  
*You can write anywhere, any time, for any platform.  
Start a blog. Start your own website. The thing to do  
is just write, write, write.”*

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# FROM DAILY BEATS TO THE C-SUITE

by JENNIFER DIXON

A lifelong journalist and “the number two editor at a lot of magazines,” Stephanie Mehta achieved the ultimate goal for a magazine staffer in 2018: a coveted Editor in Chief post. “If I was going to go for it, it was going to have to be then,” she said. After four years at the helm of Fast Company, the must-read magazine for business executives and techies alike, Mehta moved “upstairs” earlier this year and advanced to CEO and Chief Content Officer of Mansueto Ventures, publisher of Fast Company and Inc. Magazine.

While the publishing side was not necessarily something Mehta aspired to earlier in her career as a journalist, today she appreciates the multi-faceted aspects of the role: brainstorming ways to attract readers, creating programs that align with the needs of underwriters and sponsors and nurturing the next generation of journalists.

“There’s no single path to leadership and success in the business world today,” she said. “I think that’s what makes it so exciting—that you can have range.”

Over the past two-plus years, Mehta savored the opportunity to look at the future of work while leading her organization through a once-in-a-lifetime pandemic. “Let’s be honest, the workplace wasn’t that great in early 2020. There were lots of flaws and cracks that have been exposed,” she said. “Bringing more honesty into the workplace is the new normal.”

For that next generation to thrive, the tips Mehta got from her own mentors still hold true today. “Go into every interview, and do your homework and show up with as much knowledge and wisdom as you can,” she said. “That doesn’t mean to be a know-it-all in the interview, but [preparation] really does diffuse imposter syndrome.”

## WALK US THROUGH YOUR CAREER PATH.

When I arrived at Northwestern, I got sucked into writing for the college paper and was bitten by the bug. So I did some internships during my college career at various local newspapers and I wound up in daily news journalism.

For me the really big break came after I had been working at a local newspaper in northern Virginia for a couple of years. I was a business journalist, which

was such a great job because it was a small staff. It was just part of the rotation to do long-form journalism at a very early stage in my career, when, quite honestly, I probably had no business doing it. And I was there for a couple of years, and every couple of months I would send my clips out to various publications, and I would try to get a meeting with a recruiter and try to figure out what my next step would be. I was lucky enough to secure a meeting at an Asian American Journalist Association job fair,

and I met with a recruiter from the Wall Street Journal, [where I ultimately got a job].

## WHAT HAPPENED AFTER YOUR TIME AT THE JOURNAL?

I loved my time at the Journal. I really learned how to become an incredibly diligent reporter. My values and ethics as a journalist were forged at the Journal. But I also was craving an opportunity to do more long-form journalism and to stretch myself as a writer. And so I was able to move over



to Fortune as a tech writer. I was there for 14 years, starting as a writer and working my way up to Deputy Editor.

#### WHAT'S YOUR ADVICE TO PEOPLE ON HOW TO SUCCEED?

When I was coming up, we were limited by the medium. We could write for our newspaper, and there were only so many inches you could get in a daily newspaper before it had to ship to the printer. Today, I would say: early career aspiring young writers, you can write anywhere, any time for any platform. Start a blog. Start your own website. The thing to do is just write, write, write, and publish in a format where other people can see it. You can show people, "Here's the work that I have put out into the world," and you're not limited by the press.

#### WHAT DO YOU THINK IS THE BIGGEST CHALLENGE FACING WOMEN IN THE WORKPLACE TODAY?

It's hard to narrow it down to just one, quite honestly. I find myself thinking a lot about women having to make up ground as a result of the pandemic. A lot of research has been done. McKinsey, in particular, has been very good about tracking the progress of women in the workplace, and their research suggested that professional women have been set back by as much as six years as a result of the pandemic.

But I think we learned a lot about child care and support and flexibility, and I just hope that after all the horrible things that so many people had to go through that we take away some lessons that will help in the future.

#### WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?

I remember in my early days at Fortune, when I was a writer, getting invited to sit at a table for the Matrix Awards because a lot of my role models are in the business. I'm so honored that Martha Nelson is going to introduce me at Matrix this year. I remember going to the awards when she was honored, and now I'm so honored to be recognized by an organization that recognized my heroes. It's overwhelming and humbling.

*This interview has been condensed and edited for clarity.*

*Jennifer Dixon is a corporate communications Vice President at Morgan Stanley and former magazine editor.*

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#### PRESENTER

## MARTHA NELSON

Chair of the Board of Directors, City Limits



Martha Nelson currently serves as Chair of the Board of Directors of City Limits, a non-profit investigative journalism organization focused on New York City urban and civics issues. She is also the Vice-Chair of the National Trust for Historic Preservation and the Chair of their initiative "Where Women Made History." Nelson serves as a Director for Andrews McMeel Universal, an independent publishing company. In 2018, she was a fellow at the Advanced Leadership Initiative at Harvard University. Previously, Martha was Senior Vice-President and Global Editor-in-Chief of Yahoo. Prior to Yahoo, Nelson held the post of Editor-in Chief of Time Inc., the first woman in the company's 90 year history to hold the title. She was the founding editor of InStyle, directing its explosive growth and establishing it as a leading brand. Nelson was also the editor of People and is credited with reinvigorating the title, guiding the relaunch People.com to become the number one entertainment magazine website.



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DAY ONE  
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# ELIZABETH RUTLEDGE

Chief Marketing Officer at American Express

“Our industry is so rapidly changing with the explosion of media, and the choices that customers have these days with brands and products and services. You just have to be a lifelong learner.”

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# USING YOUR VOICE TO LIFT OTHERS

by SARAH LYNCH

Elizabeth Rutledge, Chief Marketing Officer of one of the most iconic brands in the world, started her career trying to win over a particularly tough audience: a fifth-grade classroom.

After graduating from Princeton University, Rutledge didn't have a set career plan, but she had a love for science. She took a job teaching at a school in Manhattan. During her first few days, Rutledge over-prepared, overloading the chalkboard with information and delivering way too many handouts. She quickly realized that she needed to sit in the seat of a fifth grader to understand and appreciate their learning experience. In doing so, she learned the importance of communicating clearly and targeting your audience with the right message at the right time. Soon, she started to see her students' eyes light up when a lesson clicked and their curiosity sparked.

In a way, she learned the essence of marketing in the unlikeliest of settings.

Today, Elizabeth Rutledge is the CMO of American Express. She's spent more than three decades at the company, working in B2B and B2C, some partner-facing roles and some customer-facing roles, moving up the leadership ranks until a number of executive vice president positions led her to the C-suite. As CMO, Rutledge oversees strategic brand planning, media & content, sponsorships & experiences, and customer insights around the globe, as well as American Express' in-house creative agency. But the lessons from those early days in the classroom continue to apply at the highest rung of a multinational corporation.

"I never lost my sense of curiosity, interest in learning and ability to take on new challenges," said Rutledge. "To me it's about setting the example of how to be fearless and feel empowered, to find inspiration and creating those moments to show our colleagues and customers that we have their backs."

Her leadership extends beyond her day job to board positions for the Association of National Advertisers, the Ad Council and the YMCA of Greater New York. She's received numerous accolades and industry awards over the years including Adweek's Brand Genius Award, AdAge's "Women to Watch" recognition, and The Holmes Report "Influence 100". Most recently she was named to Campaign US' 2022 CMO 50 annual list and awarded She Runs It 2022 Women of the Year.

## **YOU ARE THE FIRST WOMAN CMO AT AMERICAN EXPRESS. DO YOU FEEL ANY PRESSURE BEHIND THE WORDS "THE FIRST?"**

I never think about it. What's truly important is delivering awesome, creative work that represents our brand and drives growth for the business. I feel fortunate to be in a role where I get to be one of the protectors, defenders and innovators of a 170 plus year old iconic brand, while hopefully

inspiring the next generation of storytellers, connectors and creators. If there are firsts along the way, that's awesome, but that's not what I really should be measured by in any way, shape or form.

## **WHAT ARE YOU HOPING TO SEE FOR WOMEN IN THE WORKPLACE GOING FORWARD?**

I have the good fortune of

meeting and seeing women at American Express and other companies lifting each other, sharing our stories, using our voices. What I'm really glad that we are all doing now is being radically honest about blending both our career and our personal life and what you're passionate about, inside and outside of the workplace. The other thing I'm excited about is seeing more and more women in the C-Suite



and executive positions, female entrepreneurs, small business owners, etc.

#### WHAT ADVICE WOULD YOU GIVE TO A YOUNG WOMAN TRYING TO CLIMB THE RANKS AT HER COMPANY?

I would always give this advice to my younger self: have that point of view, speak up, speak out, speak loudly with confidence, speak with passion. Just speak boldly. Because people will listen. Whether you know a lot about a topic or not, having a point of view and feeling comfortable and confident in speaking it, even when others may not agree, is really important. And as you're leading teams along the way, it's important to draw those points of view out around the table. We've been so focused on making sure that there's an

inclusive workplace at American Express and getting different perspectives, different voices.

#### WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?

To join such an illustrious group of trailblazing women and storytellers is truly monumental. This award is not just a win for me, but for everyone that has been with me and supported me along the way, including Amex's former Chairman and CEO Ken Chenault and everyone I've crossed paths with, both personally and professionally. The teams I have been a part of here at American Express, and those who've mentored me along the way—they all are deserving of this award because without them I wouldn't be the leader I am today. This is not about the "me," but the "we" who helped get me here.

#### THE THEME OF THIS YEAR'S MATRIX AWARDS IS "LASTING LEGACIES." TELL ME SOMETHING IN YOUR CAREER THAT YOU HOPE LIVES ON AS PART OF YOUR LEGACY.

For me, it's about bringing along the next generation of marketers. I really want everybody to own their voice, embrace the changes, and foster a growth mindset. I've been a recipient of so many incredible people believing in me. The legacy here for me is to make sure that I'm doing that now for others.

*This interview has been condensed and edited for clarity.*

*Sarah Lynch is an editorial fellow at Mansueto Ventures.*

#### PRESENTER

## KEN CHENAULT

Chairman and Managing Director, General Catalyst, and  
Former Chairman and CEO, American Express



Ken Chenault spent 37 years at American Express, most recently as Chairman and CEO, a position he held from 2001 to 2017. He is a co-founder of OneTen, a coalition of leading executives coming together to upskill, hire and advance one million Black Americans over the next 10 years into family-sustaining jobs with opportunities for advancement. He serves on the boards of Airbnb, Berkshire Hathaway, Chief, Guild Education and the Harvard Corporation and numerous nonprofit organizations, including the Smithsonian Institution's Advisory Council for the National Museum of African American History and Culture, the National September 11 Memorial and Museum at the World Trade Center, Bloomberg Philanthropies, the Council on Foreign Relations and the Human Centered Artificial Intelligence Institute Advisory Council at Stanford University. He also serves on the board of trustees for NYU Langone Health, and as co-chair of Concordance's First Chance campaign to end the cycle of reincarceration. He received a BA in history from Bowdoin College and a JD from Harvard Law School. Chenault and his family live in New York City.

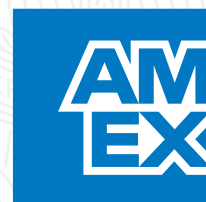




Congratulations

# ELIZABETH RUTLEDGE

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for blazing new trails  
for the next generation  
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THE NEXT  
GENERATION  
AND ALL OF US.**

**THANK YOU, ELIZABETH,  
AND CONGRATS TO ALL THE  
2022 MATRIX HONOREES.**

**dentsu**





The NBA congratulates Elizabeth Rutledge and all of tonight's 2022 Matrix Awards honorees. We are proud to partner with American Express and support the New York Women In Communications organization.



**Elizabeth Rutledge**

Chief Marketing Officer  
American Express

**TrailRunner International is proud to sponsor and support this year's New York Women in Communications Matrix Awards.**

As a majority female-driven strategic communications firm, we are thrilled to celebrate women's empowerment and the achievements of leading female communicators who are making a difference every day.







# GWEN STEFANI

GRAMMY® Award winning singer, songwriter, fashion designer,  
coach on The Voice and founder of GXVE Beauty

“I felt like I was nobody and I would never fit in anywhere, but the power and magic that happened when I wrote music for the first time is probably the one thing that I’m most proud of.”

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# FINDING AND DRIVING INSPIRATION

by AUNDREA CLINE-THOMAS

One chart-topping hit after another, Gwen Stefani has made it clear she's far more than "just a girl." Raised in Anaheim, California, Stefani burst onto the scene as the lead singer of the rock band No Doubt more than three decades ago. In 2004, her solo debut album "Love. Angel. Music. Baby" went multi-platinum and included fan favorite, "Hollaback Girl."

When Stefani is not topping charts and winning awards, she's dominating in business with various apparel and accessory brands including L.A.M.B., gx and Harajuku Lovers. Her latest venture, GXVE Beauty, allows fans to recreate Gwen's iconic looks, including her signature red lip.

"I live by my truth in all aspects of life, whether it be through music, designing, makeup or other creative ventures," Stefani said.

## FROM BEING A SOLO ARTIST TO RUNNING MULTIPLE BUSINESSES, HOW WOULD YOU DESCRIBE YOUR LEADERSHIP STYLE?

One of the gifts I have is helping other people find what they're good at and inspiring them. I might have an idea for something, but through collaboration, we can make something new together. I personally just love to inspire people. It could be another songwriter that I'm writing with or someone I meet. I always want people to understand that whatever they're good at, it's making me better and we're all working towards the same goal. And at the end of the day, they're all part of whatever success I have.

## FROM YOUR BLONDE HAIR, ICONIC RED LIP AND WHITE TANKS TO YOUR SIGNATURE BLACK AND WHITE STRIPES, HOW IMPORTANT DO YOU THINK DEFINING AN AESTHETIC IS TO A WOMAN'S EFFORT TO CREATE HER BRAND?

Understanding and deep diving into your aesthetic is so important in a brand. A brand has to have lots of layers. It has to know where it generates from and it grows from there. I've always been super clear on things that I love. I haven't really fluctuated much. All I've done is connect with people that are like minded and I have been inspired by what's around me. My brand has always been the same. You can only be you. It doesn't matter what stylist I work with, what makeup artist I work with, or

music producer; it always ends up being a variation of me. With brands, people want to have that safety and know what they are getting. When I first started GXVE Beauty, I delved into what I wanted it to be visually. It was like all the work had been done already because everything I've done in my whole life was leading up to this moment and then it was actually easy to see what the brand was going to be.

## WHAT ADVICE DO YOU HAVE FOR WOMEN ABOUT OWNING THEIR OWN PERSONAL STAGES AND LEANING INTO THE SPOTLIGHT?

This is a really important question and I see a lot of pressure on girls, and not just young girls, but everybody. Having so much access to



each other with social media can be so incredible, but there is also the downside because of the pressure it puts on people to want to be like everybody else. People shine because they are themselves; they're unique. Back in the day, when I didn't have those pressures, I was just clearly being me. Nobody else could be me. Nobody else can be you. We all have our own gifts to offer. Let yourself shine for who you are because that's what will make you stand out.

#### **WHAT ARE YOU MOST PROUD OF THAT YOU HOPE WOULD BE A PART OF YOUR LEGACY?**

This has all been absolutely unexpected, from finding such a rare inspiration in the music that I listened to when I was a

teenager, to writing my first song and feeling like I have something to offer the world. I felt like I was nobody and I would never fit in anywhere, but the power and magic that happened when I wrote music for the first time is probably the one thing that I'm most proud of. I'm proud of the songs that I was part of. I'm proud of creating music that has touched or helped people in some way. I am so honored when people tell stories of how I've helped or inspired them. I can see my influence and I am proud of that. I'm really proud of the length of time that I've been able to be part of culture. To be able to continue to create and be inspired by the people that have exchanged love with me all these years is incredible; I'm proud of that relationship.

#### **WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?**

It's hard for me to wrap my head around it. If you knew the Anaheim version of me back in the day, there's no way I could ever have imagined that this would be an award I would receive at this point in my life. Even now, it's hard for me to imagine it. It's very flattering. It's always nice to be recognized and be in the company of other people that have been shining and inspiring others. It's a huge honor.

*This interview has been condensed and edited for clarity.*

*Aundrea Cline-Thomas is a journalist & CEO of Mountain Court Media.*

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#### **PRESENTER**

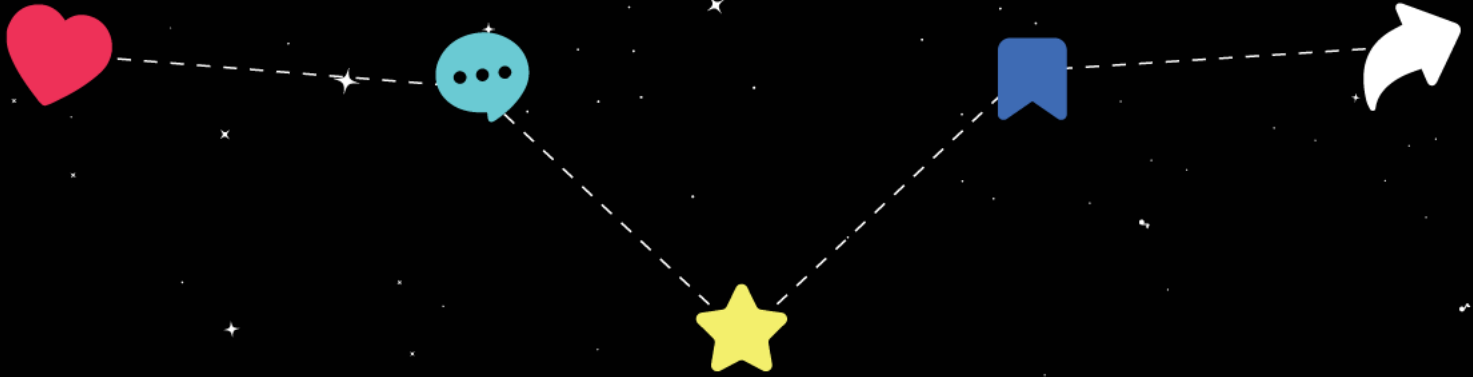
## **BLAKE SHELTON**

Singer and Television Personality



Blake Shelton has spent two decades pouring out boot-stomping bangers, heartbreak anthems and endearing odes to love gone wrong and right. Over the span of his career Shelton has earned 28 No. 1 country singles including the chart-topping song "Happy Anywhere," which features multi-season "The Voice" coach, rock star and wife, Gwen Stefani. It's their second consecutive No. 1 single. With 52 million singles and 13 million albums sold and nearly 11 Billion Global Streams, Shelton has received numerous awards, including six ACMs, three AMAs, 10 CMAs, 11 CMTs and six People's Choice, among many others. Shelton has coached eight champions on NBC's four-time Emmy Award-winning musical competition series "The Voice." He and Voice colleague Carson Daly recently announced they have teamed to executive produce and star in a new celebrity game show, "Barmageddon," to air on USA Network. Shelton was born, raised and currently lives in Oklahoma, where he has strong community ties. This spring, Shelton will return to the road with his "Back To The Honky Tonk" Tour which kicks off Feb. 16 in Lincoln, Nebraska.





TikTok is proud to sponsor the 2022 Matrix Awards as they support the next generation of female leadership.

# CUE THE STANDING OVATION.



Congratulations to tonight's honorees for their inspiring leadership, fearless creativity and legacy of astounding accomplishments. You are all truly remarkable.







# TIFFANY R. WARREN

EVP, Chief Diversity & Inclusion Officer, Sony Music Group  
Founder & President, ADCOLOR

“

*I stopped calling myself a role model. I am a real model.  
Just be realistic and transparent, and really dig into who  
your authentic self is, not the story you tell people.”*

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# THE QUEEN OF MANIFESTATION

by JENNIFER DIXON

Tiffany R. Warren made it to the C-Suite at 34, an age when many of her contemporaries were managers or maybe directors. “I still had a lot of growing up to do,” said the EVP, Chief Diversity & Inclusion Officer at Sony Music Group and Founder of ADCOLOR, an organization celebrating and advocating diversity in the creative and technology industries.

Through on-the-job learning, mentors (including her godmother, who advised her to fail forward) and researching the latest trends, the Boston native quickly found her stride. Rising through the ranks of some of the country’s top companies, Warren knew she was breaking barriers along the way. “When you’re the first to do something, you’re really fearless,” she said. “There’s no other way to describe it.”

Warren calls herself “the queen of manifestation,” bringing her career aspirations to fruition and serving as a DE&I trailblazer at a time when the fledgling space barely hit the radar of most companies. Even three years ago, Warren—on national television—called the space “under-resourced, undervalued and underpaid.”

“I don’t think I can say that anymore,” she said, proudly. “I just attended a Chief Diversity Officer summit on Martha’s Vineyard, and there were 124 Chief Diversity Officers from 24 different industries. If that had taken place four years ago, it’d have been a third of that.”

After celebrating 25 years in corporate America earlier this year, the recent breast cancer survivor and indefatigable worker looks forward to slowing down. How slow, for someone working day and night to change the world, remains to be seen. “Time is really, really important to me, and I’m trying to win back as much of it as possible,” she said.

## WHAT DO YOU THINK IS THE BIGGEST CHALLENGE FACING WOMEN IN THE WORKPLACE TODAY?

I think the biggest challenge is having the belief in oneself match what they feel on the inside and what people see on the outside. People have named it “imposter syndrome.” I work with an incredible therapist who labeled it identity-based trauma, but it’s really connecting between how you feel and how you’re perceived. And even now, 25 years into my career, there’s

still a gap there, and I work every day to close it. I think the biggest thing for me is that I stopped calling myself a role model. I am a real model. Just be realistic and transparent, and really dig into who your authentic self is, not the story you tell people.

## TELL US ABOUT YOUR CAREER JOURNEY.

My internship journey was pretty interesting. I started as a camp counselor at Cooper Community Center in Boston. I was in charge

of three-year-olds, so I honestly think that prepared me for everything, because [I planned] lunch, their nap schedule and their playtime, and I was all of 14. So yeah, that was my first job. It was fantastic.

From there I participated in the Inroads program, which brings kids of color into corporate America, giving these amazing young people the possibility of having careers in business, and so I did that from 17 on and worked at Verizon.



I wanted to be more creative, and so I left behind a lucrative internship to start my career in advertising in Boston, and then went from there to become the youngest Manager of Diversity for a trade association for advertising agencies just after I turned 25, and that began my career in New York City.

I established my interest in DE&I because I was one of two or three people of color in the agency, particularly on the professional side. That passion for supporting people who are marginalized or underrepresented was dropped in my mind and in my heart very young by my grandmother and many, many people in my family who are in the service industry—teachers and nurses.

I then put into the universe that I wanted a job that changed the world. And then boom, like a year later I got a request to interview to become the first Chief Diversity Officer for

a major advertising holding company.

#### **WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?**

It feels like the universe is giving me an opportunity to increase my platform and my message, and my message is the tagline of ADCOLOR, which is as we continue to rise up, make room to reach back and help others. That is what I get pumped about and then when I saw the list of honorees...it's certainly humbling. [You] do the work, do the work, do the work, and then you pop up every now and then and get to celebrate the work.

#### **WHAT ARE SOME THINGS THAT PEOPLE COULD BE DOING TO IMPROVE DIVERSITY IN THEIR WORKPLACES?**

I think the first step is to be really honest about where you are both personally and from

an organizational standpoint. Where are you in your journey around diversity and inclusion? We had a lot of people become allies and advocates during and after the unfortunate death and murder of George Floyd. But this is a lifelong commitment, right? Once you get an assessment of that, you'll understand and be very observant about where your organization is. It's no longer okay for a leader not to have a DE&I remit as a solid part of their operating system. You cannot leave this to chance. You cannot leave it to someone else.

*This interview has been condensed and edited for clarity.*

*Jennifer Dixon is a corporate communications Vice President at Morgan Stanley and former magazine editor.*

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#### **PRESENTER**

## **JUSTINE SONG HENNING**

Chief Client Officer, HZ



Justine Song Henning is a branding and marketing executive with 20+ years of progressive leadership experience directing brand strategy, campaign development, and agency relationships. She received her Bachelor of Arts degree in Communications Sciences from the University of Connecticut. She also participates within numerous organizations including the American Association of Advertising Agencies and ADCOLOR, an organization that champions diversity and inclusion in creative industries.



A portrait of Tiffany R. Warren, a Black woman with short dark hair and glasses, wearing a dark jacket. She is resting her chin on her hand. The background is a light pink color with faint, repeating text of various award names.

# WELL DESERVED

THE AAF WOULD LIKE TO CONGRATULATE OUR BOARD OF DIRECTORS CHAIR, TIFFANY R. WARREN, ON BECOMING A 2022 MATRIX AWARD RECIPIENT. THANK YOU FOR BEING A LEADER, CHAMPION, AND SUPPORTER OF DIVERSITY, EQUITY, AND INCLUSION IN OUR INDUSTRY.

**aaf** american  
advertising  
federation  
VISIT [AAF.ORG](https://www.aaf.org) FOR INFO





# JUDY WOODRUFF

Anchor and Managing Editor of the PBS NewsHour

“

*Our credibility is the coin of the realm. It's the most valuable thing we have. Once you've lost it, it's very hard to win it back.”*

---



# CREDIBILITY: THE COIN OF THE REALM

by AUNDREA CLINE-THOMAS

For five decades, Judy Woodruff has documented history, from Georgia's State Legislature to the White House, with a distinct professionalism and grace that viewers have come to rely on.

Her early career was spent navigating corridors of power often as one of very few women (or even the only one). The pressure was palpable, not just because of her desire to master the assignment but because of her profound understanding that her performance could impact future opportunities for other women.

From her tenure at NBC, CNN and most notably as anchor and managing editor of the PBS "NewsHour," Woodruff's curiosity has only intensified as the country grapples with its past, navigates this crucial inflection point and charts the path forward. Woodruff continues to set herself apart as a trusted voice, rooting her journalism in facts instead of fear and striving to put moments in context.

At the end of 2022, Woodruff will step down as anchor of the PBS "NewsHour" but will continue to contribute longer pieces and specials for public television—a sphere where the permanence of her legacy is already undeniable.

## WHAT DID YOU TELL YOURSELF, ESPECIALLY EARLY ON WHEN YOU WERE THE ONLY WOMAN OR ONE OF VERY FEW WOMEN IN POWERFUL ROOMS?

I think I told myself I have to keep pushing, that it can't be like this forever. It has to get better and I want to be there when it is. I don't think I thought so much in terms of myself as a pioneer. I don't think I had time to think about those bigger, important questions. I was so determined to do the job well and to survive. It was not the friendliest environment along the way and every job was a struggle to get hired and move up. There was lots of competition. This is an arena where you're expected

to do the work and do it well, especially if you're a first whether you're a woman or a person of color, you're somebody who hasn't been there before. You may be the best person in the room, but you're still going to be judged somewhat on a different scale. My first reporting assignment was covering the Georgia State Legislature and there were a couple of other women. I mean, we stood out. I remember thinking, "I need to be serious. I need to be on point. I need to be prepared. I can't drop the ball because if I do, then all women are seen as not able to do this." I put additional pressure on myself. I still do that. That's just the way I operate.

## HOW DO YOU MANAGE THAT PRESSURE?

My mother was not able to finish high school. She didn't finish 10th grade. She always said to me, "You have to get an education. You have to be able to support yourself to do the work that you want to do." It took me a while to figure out what that work was going to be. But there was always this voice in the back of my head saying, "Judy, you can't give up. You can't stop. You may get knocked down, you may get pushed aside, but you have to get back up, dust yourself off, and keep going." That message came from my mother more than anyone else. I was the first person in my immediate family



to go to college, and she was just that inspiration and that voice. I know that made all the difference for me.

**YOUR MEASURED FACT-BASED DELIVERY AND THOUGHTFUL PERSPECTIVE ARE DEFINING CHARACTERISTICS. TODAY, VIEWERS ARE HAVING A HARD TIME TRYING TO FIGURE OUT WHAT THEY'RE ACTUALLY CONSUMING: NEWS OR OPINION.**

I do think it's possible to be a reporter and to do some analysis. I had a producer who said to me in my first job as a reporter, "Just remember: Nobody cares what Judy Woodruff thinks. We just want to know what your reporting tells us." I carry that around in my head because I figured nobody really cares what my opinion is. What they want to know is: what information do we have at the

"NewsHour?" Where do we get it from? How do we know it's true? Our credibility is the coin of the realm. It's the most valuable thing we have. Once you've lost it, it's very hard to win it back.

**AS A MOTHER, WIFE AND AN ACCOMPLISHED CAREER WOMAN, WHAT ADVICE WOULD YOU HAVE TO OTHER WOMEN TRYING TO SUCCEED IN ALL AREAS OF LIFE?**

You're not going to be able to give 100% to your work and 100% to your family at the same time. The reality is that each child deserves a lot of attention, and work deserves a lot of attention. It's complicated. It's the thrill of your life. It's tough when your daughter or son says, "Mom, why aren't you here when I come home from school? And how come you're not doing all the volunteer work that other parents are?" It can be really

painful. Be honest with them and say, "The work that I do is work that I love. I love you more than anything else."

**WHAT DOES WINNING A MATRIX AWARD MEAN TO YOU?**

It's an incredible honor because I know of the remarkable women who've been honored before. These are women I've looked up to and continue to look up to today. To be recognized by this organization that singles out women, raises up women and thinks about women as role models, that's what sets this apart.

*This interview has been condensed and edited for clarity.*

*Aundrea Cline-Thomas is a journalist & CEO of Mountain Court Media.*

---

**PRESENTER**

**LESLEY STAHL**

Broadcast Journalist and Correspondent for "60 Minutes"



Lesley Stahl has worked at CBS News since 1972 when she covered the Watergate scandal during the Nixon Administration. She was the CBS White House Correspondent during the Carter, Reagan and much of the George H.W. Bush years. From 1972-91, she also moderated "Face the Nation" on Sunday mornings. She has been at "60 Minutes" since 1991. While there, she has authored two books: "Reporting Live" and "Becoming Grandma."



---

Franklyn West supports  
New York Women in  
Communications for 92  
years of groundbreaking  
work.

Congratulations to the 2022  
Matrix Honorees:

Devika Bulchandani  
Rita Ferro  
Marlee Matlin  
Stephanie Mehta  
Elizabeth Rutledge  
Gwen Stefani  
Tiffany R. Warren  
Judy Woodruff



# MATRIX HALL OF FAME

Every year since 1970, NYWICI has awarded outstanding women in communications the prestigious Matrix Awards. The long list of past winners reads like a who-is-who of exceptional women in the fields of advertising, books, broadcasting, film, magazines, new media, newspapers and public relations and is a true reflection of achievements by women in communications.

## 2021

Yamiche Alcindor  
Awkwafina  
Maggie Haberman  
Judith Harrison  
Hoda Kotb  
Dawn Ostroff  
Amanda Richman  
Marisa Thalberg

## 2020

Carla Hassan  
Ann Lewnes  
Barri Rafferty  
Tina Tchen\*  
Carol H. Williams  
Linda Yaccarino  
Susan Zirinsky

## 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 Lemkau  
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 Naughton  
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 Furstenberg\*  
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 Expósito-Ulla  
Kate White

## 2002

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



# PUSHING CULTURE + FORWARD

Translation is a Black-owned independent creative agency reimagining how brands and artists tell their stories, create value, and push culture forward.

We were founded on the power of culture to propel discourse, trends, and movements.

+translation

CONGRATULATIONS TO THE 2022 MATRIX HONOREES!





**2001**

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

**2000**

Candice Carpenter  
Ranny Cooper  
Patricia Cornwell  
Patricia D. Fili-Krushel  
Katharine Graham  
Judith Jamison  
Ann Jackson  
Linda Kaplan Thaler

**1999**

Katie Couric  
Esther Dyson  
Joyce Hergenhan  
Dorothy Kalins  
Debbie A. Krenek  
Linda Srere  
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 Rena Hammond  
Callie Khourie  
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  
Charlayne 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  
Pegeen 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  
Harriet Rabb  
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





**IN PARTNERSHIP SINCE 2020**

## About gcU

Through expert-led, on demand video-based learning and development we are in the business of empowering generations of women to build the extraordinary lives they imagine. Our vision is to create and distribute eLearning products for consumers, platforms and companies globally. Gender inequality is a persistent global issue. To end it, companies must embrace the true potential of women in the workforce. Continuing Education will get us there. GcU's vision is to become a major online education resource for women around the world.

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**CONGRATULATIONS TO THE 2022 MATRIX HONOREES**



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# 2022 NYWICI SCHOLARSHIP RECIPIENTS



**Kaitlin Balasaygun**

Ramapo College of New Jersey

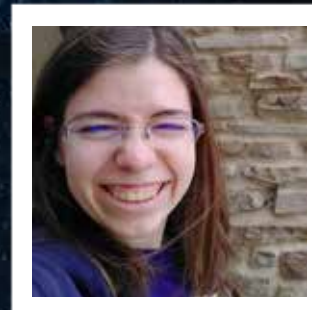
**NBC UNIVERSAL  
SCHOLARSHIP**



**Brianna Boone**

Temple University

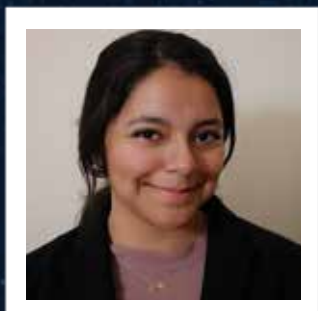
**KAPLOW SCHOLARSHIP**



**Anna Catherman**

Houghton University

**INTERPUBLIC GROUP  
(IPG) SCHOLARSHIP**



**Liset Cruz**

Columbia University

**ESPERANZA SCHOLARSHIP**



**Hande Erkan**

Baruch College

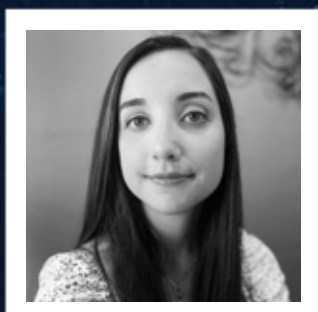
**INTERPUBLIC GROUP  
(IPG) SCHOLARSHIP**



**Hasina Foye**

LeMoyne College

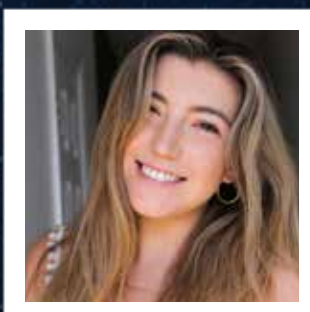
**INTERPUBLIC GROUP  
(IPG) SCHOLARSHIP**



**Jenna Hallam**

Quinnipiac University

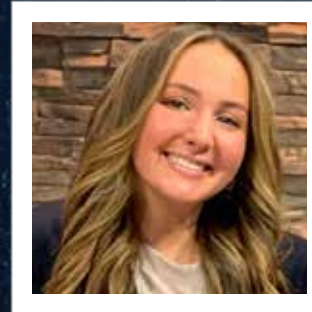
**LOWE'S SCHOLARSHIP**



**Hannah Hocom**

NYU

**NBC UNIVERSAL  
SCHOLARSHIP**



**Molly Jacobs**

Sacred Heart University

**THE ANN LIGUORI  
FOUNDATION SPORTS  
MEDIA SCHOLARSHIP**





**Ashanti Johnson**  
Fordham University  
**NYWICI SCHOLARSHIP**



**Jane Kim**  
Baruch College  
**NYWICI SCHOLARSHIP**



**Bec Legato**  
Ithaca College  
**NYWICI SCHOLARSHIP**



**Yamila Martinez**  
Hunter College  
**THE NYWICI ALUMNA  
SCHOLARSHIP**



**Sarah Ng**  
Hofstra University  
**BLOOMBERG SCHOLARSHIP**



**Ephemia Nicolakis**  
Quinnipiac University  
**NYWICI SCHOLARSHIP**



**Avery Virkler**  
Ithaca College  
**LOWE'S SCHOLARSHIP**



**Sasha Wayman**  
NYU  
**BLOOMBERG SCHOLARSHIP**



**Nora Wesson**  
Hunter College  
**THE BETH-ELLEN KEYES  
MEMORIAL SCHOLARSHIP**



## 2022 SPONSORED SCHOLARSHIPS

New York Women in Communications awards scholarships each year as part of our mission to empower women in the communications field. Most 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.



**THE 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.



**THE BETH-ELLEN KEYES MEMORIAL SCHOLARSHIP** Awarded in the spirit of Beth-Elle, who was deeply involved in the organization's MATRIX, scholarship, and mentorship programs. The recipient will be a rising sophomore, junior or senior who plans to work within or provide communications services to nonprofit organizations. Candidates must demonstrate a commitment to this sector through current and past activities, preferably in leadership roles.



**THE BLOOMBERG SCHOLARSHIP** Awarded to a student interested in media, tech, and/or finance, in good standing with college/university, ethnically diverse (African American/Hispanic), rising junior or senior.



**THE ESPERANZA SCHOLARSHIP** Awarded to a student of Hispanic heritage pursuing the dream of a career in communications. The Esperanza award is sponsored by Daisy Expósito-Ulla, Partner/President-CEO of d expósito & Partners.



**THE INTERPUBLIC GROUP (IPG) SCHOLARSHIP** Awarded to an ethnically diverse student who is a rising junior/senior/grad student 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 include McCann Worldgroup, R/GA, FCB, Deutsch, Weber Shandwick, Golin and Momentum.



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



**THE LOWE'S SCHOLARSHIP** Awarded to a student interested in pursuing a career in marketing and/or retail.



**NBC/UNIVERSAL** Awarded to a student interested in pursuing a career in media and advertising. It is funded in celebration of the women of NBC Universal.



**THE ALUMNA SCHOLARSHIP** Awarded to a previous scholarship winner who has demonstrated academic excellence and strong activity with NYWICI.



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OR NATASHA.  
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## NEW YORK WOMEN IN COMMUNICATIONS

AND 52 YEARS OF GROUNDBREAKING WORK

# CONGRATULATIONS 2022 MATRIX HONOREES!

DEVIKA BULCHANDANI / RITA FERRO / MARLEE MATLIN  
STEPHANIE MEHTA / ELIZABETH RUTLEDGE / GWEN STEFANI  
TIFFANY R. WARREN / JUDY WOODRUFF



# SCHOLARSHIP HALL OF FAME

## 2022

Kaitlin Balasaygun  
Brianna Boone  
Anna Catherman  
Liset Cruz  
Hande Erkan  
Hasina Foye  
Jenna Hallam  
Hannah Hocom  
Molly Jacob  
Ashanti Johnson  
Jane Kim  
Bec Legato  
Yamila Martinez  
Sarah Ng  
Ephemia Nikolakis  
Avery Virkler  
Sasha Wayman  
Nora Wesson

## 2021

Adonista Bob-Grey  
Paloma Camacho  
Krystle Fajardo  
Beatrice Forman  
Hannah Garcia  
Amanda Gordon  
Vanessa Handy  
Yamila Martinez  
Maria Thames

## 2020

Hailey Aldrich  
Gabriella Conway  
Yamila Frej  
Victoria Giardina  
Amanda Gordon  
Anna Harris  
Taffy Lashley  
Drashti Mehta  
Godlyse Mahungu  
Brooke Salamone  
Ellis Stewart  
Elizabeth Sugar  
Daejah Woolery

## 2019

Natalia Castelan  
Paula Chirinos  
Lily Coltoff  
Rachel Frank  
Kayla Jennings-Rivera  
Felicia LaLomia  
Sarah Lynch  
Ingrid Nin  
Janie Peacock  
Danielle Pluchinsky  
Sena Pottackal  
Ciara Rolle-Harris  
Nicole Thorne  
Leigh Anne Tiffany

## 2018

Danielle Allentuck  
Nicole Bruno  
Tia Di Salvo  
Jillian Forstadt  
Meghan Hayfield  
Katie Holzman  
Jazmin Kay  
Taffy Lashley  
Emme Leong  
Amanda Livingston  
Sabrina Maggiore  
Sarah Matusek  
Azaleah Peterson  
Lena Reilly  
Guneet Singh  
Jessica Smith  
Mirelle Tinker  
Nina Trach  
Delaney Wehn  
Alexis White

## 2017

Schania Anderson  
Alana Battalino  
Emma Beltrandi  
Alison Bonaviso  
Lauren Dana  
Stephana Eghan  
Anna Gardner  
Jacqueline Homan  
Jazmin Kay  
Jenn Lavelle  
Sarah Lynch  
Emma Noblesala  
Chinyelu Onuora  
Melynda Payne  
Janie Peacock  
Kyra Richardson  
Maylan Studart  
Jennifer Walsh  
Alexis White

## 2016

Laura Amato  
Zainub Amir  
Katie Baldwin  
Chelsea Cirruzzo  
Naomi Ducat  
Lauren Dugan  
Anna Gardner  
Meghan Grau  
Alison Hartley  
Katherine Hernandez  
Kathryn Hornyak  
Cynthia Huasipoma  
Allison Latini  
Alanna McCatty  
Kimberly Pena  
Gabrielle Reese  
Isabella Sarlo  
Casey Silvestri  
Allison Waddington  
Allison Wahl  
Hilarey Wojtowicz  
Rachel Zuckerman

## 2015

Elena DeLuccia  
Naomi Ducat  
Salihah Evans  
Erika Evleth  
Nicole Gartner  
Kendal Lambert  
Ariel Litovsky  
Julia Livesey  
Aziza Kibibi McGill  
Amanda Morris  
Leticia Moya  
Cindy Nguyen  
Meg Omecene  
Kia Robinson  
Taylor Sassman  
Casey Silvestri  
Leigh Anne Tiffany  
Joanna Ventour

## 2014

Stephanie Agresti  
KarYee Au  
Gina DeCagna  
Molly Gamache  
Nicole Godreau  
Katelyn Guaitieri  
Lauren Hard  
Bridget Jackson  
Kristine Mamanta  
Alanna McCatty  
Amanda Morris  
Alexandra Osten  
Vanessa Powell  
Brooke Sassman  
Sovanndary Sok  
Elisa Tang  
Opal Vadhana  
Melissa Vargass

## 2013

Claudia Balthazar  
Julia Corbett  
Amanda Kontor  
Kendal Lambert  
Amanda Livingston  
Arielle Martinez  
Sonya Mattis  
Vivian Nunez  
Ann Panousopoulos  
Marisch Perera  
Blair Pistoia  
Emily-Anne Rigal  
Ayden Rosenberg  
Lauren Ryan  
Brooke Sassman  
Ashley Schwartz  
Opal Vadhana  
Camden Weber

## 2012

Alexandra Carmichael  
Katia Diaz  
Laura Foti  
Luisa Garcia  
Grace Gavilanes  
Nkechi Hooper  
Sarah Kajani  
Elisa Mala  
Marian Omidiji  
Marisch Perera  
Jamie Primeau  
Tess Quinlan  
Lauren Ryan  
Ilyssa Simsek  
Nkiruka Umegbolu  
Miriam Ward  
Jenny Xie

## 2011

Jacqueline Bryk  
Alexandra Clarke  
Katie Corrado  
Camille D'Elia  
Shira Engel  
Amanda Ferrarotto  
Luisa Garcia  
Stephanie Guzman  
Mariama Keita  
Zoe King  
Camille McMorro  
Ivellisse Morales  
Queen Muse  
Cherrelle Nicholson  
Eunic Ortiz  
Natasha Spedalle  
Anna Sussman  
Miriam Ward

## 2010

Stephanie Aaron  
Katie Corrado  
Shira Engel  
Amanda Ferrarotto  
Natiffa Gaines  
Samantha Gordon  
Stephanie Guzman  
Megan Hess  
Denise Horn  
Amelia Jimenez  
Diana Lau  
Emellie O'Brien  
Chelsea Orcutt  
Amanda Quick  
Tess Quinlan  
Taylor Trudon  
Eva Werk  
Jie Jenny Zhou

## 2009

Marie Dugo  
Nina Marie Elias  
Emily Freisher  
Maggie Groves  
Kristen Joerger  
Rachel Johnson  
Carol Kuruvilla  
Kayla LeGoff  
Sydney Lowe  
Miki Onwudinjo  
Chelsea Orcutt  
Kelli Plasket  
Charlotte Schaefer  
Sara Spruch Feiner  
Elizabeth Stoltz  
Kaitlin Tambuscio  
Taylor Trudon

## 2008

Aisha Al-Muslim  
Cailin Barrett-Bressack  
Katie Corrado  
Marie Dugo  
Vanessa Garcia  
Katerina Gkionis  
Najlah Hicks  
Cristin Johnson  
Sabira Lakhani  
Francesca Larson  
Cate Mahoney  
Michele Meshover  
Samantha Neugebauer  
Jennifer Pelly  
Kelli Plasket  
Dana Rivera  
Jennifer Rizzi  
Stefania Sainato  
Sarah Stapperfenne  
Natalie Tolle  
Jestine Ware  
Whitney Young

## 2007

Oulimata Ba  
Kristin Bradley  
Christen Brandt  
Aimee Campbell  
Samantha Davis  
Kaitlyn Dreyling  
Marie Dugo  
Meredith Engel  
Ya-Hsuan Huang  
Kimberly Laughman  
Noelle McKenzie  
Jennifer Pelly  
Elizabeth Pelly  
Jessica Prince  
Selena Shen  
Chelsea Theis  
Emily Warne

## 2006

Lindsay Adler  
Gina Afilalo  
Samantha Davis  
Sheena Fisher  
Lauren Horn  
Colleen Huysman  
Nancy Lan  
Kimberly Last  
Joanika Leblanc  
Ana Liss  
Lauren Little  
Kaitlyn Moore  
Olivia Ner  
Irene Razon  
Alexis Taylor  
Tammy Tibbetts  
Jamie Tomczuk  
Elizabeth VanDurme

## 2005

Rima Abdelkader  
Larae Booker  
Sharon Clott  
Lisa DiGuglielmo  
Jennifer L. Elliott  
Denise Horn  
Elana Jacobs  
Lauren Mack  
Beatriz Melendez  
Ilana Plen  
Lavina Ramchandani  
Tammy Tibbetts  
Beth Young  
Anna Youngquist  
Laura Zirinsky

## 2004

Genevieve Byrd  
Kristen Carter  
Lauren Gould  
Nellie Hsu  
Sherice Hughey  
Cady Johnson  
Miriam Kriegel  
Joanika Leblanc  
Meredith Levin  
Denise Martinez  
Christy-Ann Waterman

## 2003

Rima Abdelkader  
Candice Crystal  
Arlette Daluz  
Maria Graves  
Daphra Holder  
Allison Kapner  
Kimberly Last  
Stephanie Riesenman  
Priya Shah

## 2002

Jessica Fiore  
Tanya Gingerich  
Jodi Gold  
Rachel Grijalvo  
Bianca Janosevic  
Erin Monteiro  
Jade Scipioni  
Marianne Tabar

## 2001

Kafi Brown  
Julia Cotton  
Sharon Ehm  
Irina Finerman  
Aya Karpinska  
Mary Ruth Kasprzyk  
Christine Kontrafouris  
Jennifer McCoy  
Amy Peddycord  
Lauren Punaro  
Margaret Williams

## 2000

Christina Berchini  
Lenora Pi-Lan Chu  
Suzanne Copsey  
Sharon Ehm  
Sedona Fitzgerald  
Maya Gorton  
Ysanne Harper  
Hedi Hong  
Vesna Jaksic  
Rachelle Jones  
Sara Leeder  
Stacey Patton  
Kristen Telker

## 1999

Camille Clarke  
Charlyn Zlotnick

## 1998

Kristen DeGroot  
Christine Haughney  
Lori Moffett  
Cynthia Patson  
LaTisha Robinson



**Congratulations!**  
**Congratulations!**  
**Congratulations!**  
**Congratulations!**  
**Congratulations**

**To the 2022 Matrix  
Awards honorees!**

Edelman is proud to support NYWICI and the women who are leading the way for the next generation of female leaders.



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**Congratulations!**  
**Congratulations!**



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## New York Women in Communications

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**Congratulations To The  
2022 NYWICI Matrix Honorees!**

DEVIKA BULCHANDANI

RITA FERRO

MARLEE MATLIN

STEPHANIE MEHTA

ELIZABETH RUTLEDGE

GWEN STEFANI

TIFFANY R. WARREN

JUDY WOODRUFF





# NEW YORK WOMEN IN COMMUNICATIONS **COMMUNICATIONS BOOTCAMP**

Communications Bootcamp is THE event to empower the next generation of women leaders in this industry!

New York Women in Communications (NYWICI) is proud to bring back in person our updated, annual event for early professionals on **Monday, November 7 at Spotify's NYC Headquarters from 3:30pm-6:30pm ET.**

This exclusive event will feature insights from amazing women leaders in the industry who will highlight their career paths and offer advice for how the next generation of women leaders can develop professionally. NYWICI shares this event with agencies, organizations, academic institutions and others to encourage early professional young women and students to register for this MUST attend event at [nywici.org](https://nywici.org).

Communications Bootcamp is an industry partner  
of Ragan's Communications Week 2022.



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*“The sisterhood that pervades NYWICI has resulted in amazing collaborations among women working together to produce rich and rewarding networking and professional development opportunities. It has also, importantly, set the standard for how women in business work together to help one another succeed. It’s changed the stereotype of the career woman who only looks out for Number One.”*

*—Patrice Tanaka, NYWICI President, 2002-2003*

IBM is proud to  
celebrate women  
leading the way  
↳ in business  
transformation



■  
Congratulations to Devika Bulchandani and all the 2022 Matrix Awards honorees. Thank you for your contributions to the industry and for inspiring the next generation of women leaders.







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