



NEW YORK WOMEN IN COMMUNICATIONS PRESENT

THE 55TH ANNUAL
MATRIX AWARDS

LEADING
LUMINARIES

A Night of Glamour,
Grit & Gratitude

MAY 20, 2025



NY
WICI



RED SEAT VENTURES CELEBRATES OUR FRIEND, **DUSTEE JENKINS!**
CONGRATULATIONS TO ALL OF THE 2025 NYWICI MATRIX HONOREES.





THE 55TH ANNUAL MATRIX AWARDS



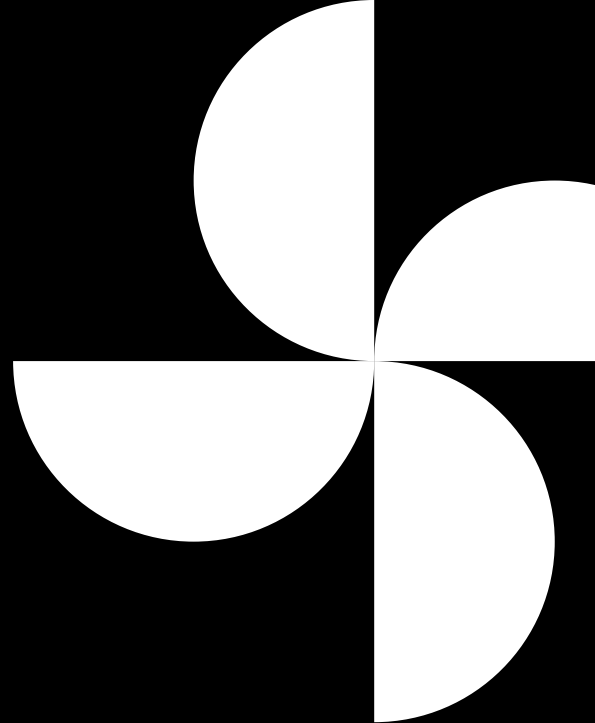
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**FOR
INSPIRING
THE NEXT
GENERATION,
AND ALL OF US.**

**THANK YOU, AND CONGRATS TO
ALL THE 2025 MATRIX HONOREES.**

dentsu





NEW YORK WOMEN
IN COMMUNICATIONS

WHO WE ARE

Founded in 1929, New York Women in Communications (NYWICI) is the premier organization for female communications professionals. Today, the 96-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 55 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 370 women have received the NYWICI Matrix Award. Each year, we award scholarships ranging from \$1,500 to \$10,000 to high school seniors, college and graduate students, and offer educational programs, including a Communications Career Conference 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 390 women. As women who connect, create and communicate, NYWICI members serve as role models, career advisors, and mentors.



FROM THE NYWICI PRESIDENT



Welcome to the 2025 Matrix Awards!

New York Women in Communications (NYWICI) is proud to celebrate the 55th annual Matrix Awards – our emerald anniversary – reaffirming our commitment to growth, to fostering meaningful connections and to honor the outstanding achievements of women shaping the dynamic landscape of communications and media.

Like an emerald, these Matrix Honorees are luminous leaders that possess an inner strength and resilience that allows them to not only withstand the challenges of our industry but to emerge as powerful forces for change. They are the architects of impactful narratives, the champions of authentic voices, the fearless advocates who amplify the voices of others and the catalysts for meaningful progress.

Relationships – authentic and strong – are the cornerstone of the communications industry and are the very foundation upon which NYWICI is built. NYWICI serves as a vital hub for networking opportunities, professional development, mentorship, learning, and collaboration between peers, C-suite leaders, and rising stars.

The unwavering support of our dedicated members and hard-working Board, who volunteer their time and talent so generously, is the lifeblood of our organization. Their commitment ensures our continued strength and our ability to deliver impactful programs and events working together with our outstanding staff. I welcome you to learn more about the organization and encourage you to become a corporate partner or an individual member.

As we celebrate these vital connections, I extend my deepest gratitude to our esteemed sponsors. Your generosity is invaluable and empowers us to not only recognize the exceptional women of today but also to invest in the promising talent of tomorrow, ensuring the next generation of professionals can thrive in an ever-evolving world.

On behalf of the NYWICI Board of Directors, we continue to celebrate the unbreakable brilliance of extraordinary women in communications, those who carry the torch of our nearly century long legacy.

Join us in congratulating the 2025 Matrix honorees!

BRANDI BOATNER

President, New York Women In Communications
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LEADING
LUMINARIES

A Night of Glamour,
Grit & Gratitude

THE NYWICI TRAILBLAZER AWARDS

SAVE THE DATE

SEPTEMBER 16, 2025
FORBES ON FIFTH, NYC

2025 NYWICI TRAILBLAZERS COMING SOON!

Celebrate NYWICI's next generation of women who helped light the way,
in the worlds of communications, marketing, advertising & public relations

Our First Class of Trailblazers Honored in October 2024



Laura Correnti

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and Giant Spoon

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Said Differently



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The 2024 NYWICI Trailblazer Award Sponsors

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Interested in sponsoring NYWICI's 2025 Trailblazers Awards – email donna-jean.plante@nywici.org

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 2025 Matrix Awards. Proceeds from the event are used by NYWIC 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.

HEARST



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THE 55TH ANNUAL MATRIX AWARDS

2025 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 the 2025 Matrix awards.

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BY THE NUMBERS

\$2M+
awarded in scholarships
since 1998

390+
young women to date
have received scholarships

370+
women have been awarded
Matrix Awards since 1971

LEADING LUMINARIES

A Night of Glamour,
Grit & Gratitude



NEW YORK WOMEN
IN COMMUNICATIONS

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Celebrates the women moving industries forward —
unapologetically and with unmatched vision.

They don't just break glass ceilings,
They shatter expectations.

They don't follow the rules,
They rewrite them.

They don't play the game,
They change it.

Congratulations To This Year's
Matrix Awards Honorees



*“‘Higher Learning’ is more than just my podcast.
It’s the principle that blending resourceful conversation
and multiple perspectives gets to the truth.”*

EMCEE
RACHEL LINDSAY

Author, Attorney, and Media Personality

LEADING LUMINARIES

BLENDING PERSPECTIVES TO FIND THE TRUTH

Rachel Lindsay is an accomplished author, attorney, and media personality. She co-hosts the podcasts Higher Learning and Morally Corrupt with The Ringer, using the platform to engage in “honest, meaningful, and resourceful conversations.” The magnitude of serving as emcee for this year’s Matrix Awards is not lost on Rachel: “Being invited to host this spectacular event, standing alongside women who shine so brightly, is an honor.”

A prominent voice in media, Rachel made history as the first Black lead on Season 13 of ABC’s *The Bachelorette*, following her appearance on Season 21 of *The Bachelor*. Her extensive media work continued to grow, including roles as co-host of MTV’s *Ghosted: Love Gone Missing*, *Bachelor Happy Hour*, and guest hosting on *First Take*, *The View*, *The Real*, *Access Hollywood*, and *NFL Network*. She has also showcased her media savvy with appearances on *CNN*, *HLN*, *ABC*, *NBC*, *ESPN*, *E! News*, *Bravo*, *Entertainment Tonight*, *Good Morning America*, *Jimmy Kimmel Live*, *The Ellen Show*, and more.

An avid sports fan, Rachel’s prior media work included hosting multiple *ESPN Radio* programs. Earlier in her career, she combined her passion and expertise while working with the *Milwaukee Bucks*, the *NBA*, the *National Sports Law Institute*, and the *University of Texas at Austin’s Media Relations Department*.

In 2022, Rachel authored a collection of essays titled *Miss Me With That: Hot Takes, Helpful Tidbits, and a Few Hard Truths*, followed by her debut novel *Real Love* in 2023.

THIS YEAR’S MATRIX AWARDS WINNERS HAVE BEEN DUBBED “LEADING LUMINARIES”—WHAT DOES LEADING LUMINARY MEAN TO YOU? HOW DOES IT FEEL TO BE HOSTING THIS YEAR?

I was listening to Phylicia Rashad on a podcast discussing one of her most famous quotes: “Light is not heavy.” Those words deeply resonated with me because they shifted my perspective—reminding me that being in the public eye doesn’t have to feel like a burden. Instead, they reinforced the importance of never allowing anyone to dim your light.

This quote highlights that your light is a gift, and with it comes a responsibility. When you know who you are and what you stand for, you can move through life with grace and confidence, unshaken by external pressures or expectations. That is the essence of a true luminary.

Being invited to host this spectacular event and stand alongside women who shine so brightly is an honor I do not take lightly.

WITH A SUCCESSFUL PODCAST, YOU ARE ALSO A LUMINARY. HOW ARE YOU EMPOWERING YOUR AUDIENCE THROUGH YOUR PODCAST AND WHY IS COMMUNICATION SO IMPORTANT IN THE CURRENT WORLD WE’RE LIVING IN?

One thing I have always strived to do is remain transparent—with myself and with others. Otherwise, I wouldn’t be able to look myself in the mirror.

We are living in uncertain and challenging times, and people are searching for clarity. I feel a deep responsibility to provide a safe space and build a community where truth is upheld and falsehoods are challenged. It’s easy to become exhausted—to the point of ignoring or hiding from the realities of our world—but those with platforms have a duty to hold those in power accountable and confront harmful rhetoric and actions.

This truth fuels me to keep going, using my podcast as a space for honest, meaningful, and resourceful conversations.

POSTER CHILD INFLUENCER MARKETING AGENCY SALUTES TONIGHT'S MOST INFLUENTIAL MARKETER:

LESLIE BERLAND

POSTER CHILD
INFLUENCER STRATEGY

*Congratulations to this year's
Matrix Awards honorees and
scholarship recipients*

We're proud to celebrate your
extraordinary accomplishments
and how you continue to pave
a bright future for all.



🥂 Girrrlllll shake things up!!!

Matrix Award Honoree ❤️🔥

🚴 Trailblazer 💖💖💖💖 MG

Verizon ❤️ StreamH... Talk

American Express Peloton

Twitter... -maker

GO... GO!

CO... 🧑🏻

We got you Leslie Berland ✨

🔪 Slaying... n!

Yaass... Mary

Shi... Congratulations!!!! 💪

You... Game-changing visionary

👁️ Luminary ⚡ Legendary 🦄

🙌🙌 We your fan girrrlllll 🙌🙌

💜💜 WPP 💜 Ogilvy ❤️'s you



Today's leaders shape the leaders of tomorrow.



**Publicis Groupe proudly
celebrates Leslie Berland,
Matrix Award Honoree 2025.**

verizon



“The most important thing you can do as a leader is to have a clear vision and create clarity for the people around you — so they feel empowered to be their most creative selves, to ask questions, to stay curious, to feel safe disagreeing, and to know that through mistakes, you learn.”

LESLIE BERLAND

EVP, Chief Marketing Officer, Verizon

LEADING LUMINARIES



BREAKING THE MOLD

Leslie Berland is a visionary brand leader with over two decades of experience reshaping iconic brands including American Express, Twitter, Peloton and now Verizon. Leslie's leadership style blends creativity with empathy—something she credits to her biggest inspiration: her dad. Growing up, she'd often visit his office where he served as CEO of an outplacement firm, and what she remembers most was how everyone who worked for him spoke about his kindness. He instilled in her the belief that people are at the heart of everything. That people-first principle has guided her throughout her career to lead her teams with clarity, intention, and a deep understanding of what resonates most.

WHAT DOES EFFECTIVE STORYTELLING MEAN TO YOU RIGHT NOW, IN 2025?

To me, it's having your finger on the pulse of what's happening in the world and understanding your audience. Research is critical to deeply understand who we're trying to reach and who we're talking to, how they think, feel, their perceptions, their struggles, and what their lives look like, so you can break through with messages that are crisp, clear, honest and bold.

HOW DO YOU STAY FOCUSED WHEN THINGS ARE ALWAYS CHANGING SO QUICKLY?

We've been talking about unprecedented, chaotic times for the past five years, so change has really become the norm. But in my experience, lots of noise and swirl on the outside can lead to heightened creativity. Regardless of what's happening in the world—positive, negative, hard, challenging, inspiring—there's always an opportunity for us as women and as marketers, to channel that energy to do breakthrough and impactful work.

YOU'VE WORKED FOR ESTABLISHED COMPANIES LIKE VERIZON AS WELL AS INNOVATIVE ONES LIKE TWITTER. WHAT'S THE COMMON THREAD IN HOW YOU APPROACH YOUR ROLE AS CMO?

I've worked with iconic brands throughout my career. There's so much about these companies that's different, yet much is quite similar. A company like Twitter may have been smaller, but had an outsized impact, whereas Verizon is a massive company that touches so many people on a grand scale. At both, it comes down to the people, the teams leading the work, and how we address the company's challenges. I've been fortunate to have worked for and with leaders who are open and empowering, which has been perfect for me, because I love to move quickly and to get big things done.

HOW DOES NEW YORK ENERGIZE AND INSPIRE YOU?

I have lived in New York for a very long time, and I very much pull from the energy of Manhattan, the mystery of the city and the curiosity that comes from just walking down the streets every day,

interacting with people. There's no city like New York, and I feel very privileged to be here.

VERIZON REBRANDED ABOUT A YEAR AGO, SHIFTING FROM BEING A TELECO BRAND TO WHAT YOU CALL A LIFE BRAND. HOW HAVE CUSTOMERS RESPONDED AND WHAT'S NEXT AS YOU EVOLVE IN THIS DIRECTION?

We relaunched the Verizon brand in a very short time, which is a testament to how agile and creative the people at Verizon are. And the impact so far has been incredible—we're already seeing the needles moving in a meaningful way. Thinking about what's next, our team shows up every day wondering how do we do something that hasn't been done before? How do we do this so it's very ownable to Verizon? Every day we're pushing, looking to reinvent how it's done.

THE MATRIX AWARDS IS CELEBRATING ITS 55TH ANNIVERSARY; OUR THEME THIS YEAR IS "LEADING LUMINARIES." WHO DO YOU THINK HAS BEEN A

GREAT FEMALE LUMINARY IN THE LAST HALF CENTURY?

When I think about luminaries, I think about culture, music, art and fashion. In my mind, one of the brightest luminaries is Rihanna. From the very beginning, she's shown up as her authentic self, courageously, bravely, in the way that only she can. She's been raw. She's been honest. Over time, she's made an impact through music, fashion, body diversity, beauty and now motherhood. I think of luminaries right now as people who own who they are, who show up unapologetically and who express themselves in a very authentic way. That is Rihanna.

WHAT DOES BEING NAMED A LUMINARY YOURSELF MEAN TO YOU?

Being a luminary is not just someone who shines, but someone who shines a light on others. We are only as strong and as bright as the people we work with, our teams, the people around us, whether it's the people in our personal lives, our colleagues, or even our leaders. To me, being a luminary is a reflection and a collection of people who are pushing towards the same goals with you.

PRESENTER

HANS VESTBERG

Chairman and Chief Executive Officer
Verizon



"Leslie's superpower is that she 'gets it.' She gets our customers and understands who they are, who they want to be, and what connections are most important to them. She gets our society and our culture and knows how to tell Verizon's story in new and compelling ways. Because Leslie gets it, she has been able to make an outstanding impact on Verizon in an amazingly short time. Congratulations, Leslie. Your award is well deserved."

Congratulations, Leslie Berland!

2025 MATRIX HONOREE

verizon

Leslie Berland
EVP, Chief Marketing Officer



From your friends at



**Proud to be on
team verizon**



x x x x

CONGRATULATIONS, DUSTEE! 🍾

You are so deserving of this Matrix Award. Thank you for your leadership, dedication, and commitment to supporting and empowering women. You inspire us every day.

x x x x

From your friends at
TrailRunner International



**TCV Congratulates
DUSTEE JENKINS
& the 2025 Matrix Honorees.**



P&G congratulates

**TENESHIA JACKSON
WARNER**

2025 MATRIX
HONOREE

You are a shining luminary,
making lasting contributions
to the industry and the world.

Storytellers.
Leaders.
Innovators.

To all the 2025 Matrix Award Honorees — your voices are shaping industries, breaking barriers, and most importantly, inspiring us all. Celebrating you and this incredible milestone.



“Our greatest blessing is discovering God’s dream for our lives—and having the faith to follow it. We’re pushing the industry to see multicultural consumers as multidimensional—whole people with layered identities. We can no longer be defined by limiting labels. We are not one thing. We are MORE.”

TENESHIA JACKSON WARNER

EGAMI Group, Founder and CEO

LEADING LUMINARIES

EGAMI IS IMAGE SPELLED BACKWARDS

Two decades ago, Teneshia Jackson Warner had a big dream of creating and founding an award-winning multicultural agency—and what a success it's been! As a self-proclaimed dreamer herself, Teneshia is a true champion for dreamers on their own journeys. Her dedication to mentorship has allowed her to amplify this to many long-time mentees, one even describing her as being filled with “authentic compassion, fortitude and a nurturing spirit.”

Teneshia's agency dream made her into a powerhouse entrepreneur. As the Founder and CEO of EGAMI Group, one of the country's most successful multicultural and now multidimensional marketing firms, Teneshia has spent the last 17 years building more than just a business—she's built a purpose-driven movement. That includes recognizing that multiculturalism and multidimensionalism must co-exist to understand her clients' consumers in a whole new way.

Her team isn't just working for her vision; they're part of it. From winning prestigious awards like the Cannes Lion Grand Prix to landing features in *Forbes* and *Essence*, Teneshia's career is what happens when passion meets perseverance. She's also a dynamic speaker and best-selling author of *The Big Stretch* and *Profit With Purpose*—books that empower readers to chase big dreams with bold strategy. And through her Dream Project initiative, she's helping aspiring entrepreneurs turn their ideas into reality. A proud HBCU grad and Alabama native, Teneshia now calls NYC home, where she continues to inspire, uplift, and lead with heart.

NYWICI IS CELEBRATING ITS 55TH ANNIVERSARY THIS YEAR. WHO HAS BEEN ONE OF THE GREAT FEMALE LUMINARIES IN THE LAST HALF CENTURY?

Oprah Winfrey. Across every platform she's created—from *The Oprah Winfrey Show* to OWN, her podcast, and even *Oprah Live*—there's a consistent thread: her intention to use her gifts to help us become our best selves.

IN A RAPIDLY EVOLVING COMMUNICATIONS INDUSTRY, HOW DO YOU SHINE AS A GUIDING LIGHT?

Showing up as a human being, and shining a

bright light moment to moment every day. As CEO of EGAMI Group we're connecting brands with multidimensional audiences, and supporting them in seeing, acknowledging, and uplifting multicultural audiences.

IN CHALLENGING AND DIFFICULT TIMES, HOW DO YOU STAY INSPIRED AND RESILIENT?

When you go after your dreams, you have to have the tenacity to fight any obstacles that stand between you and that dream. I'm a big fighter in that way.

WHAT DOES EFFECTIVE STORYTELLING MEAN TO YOU IN 2025?

Effective storytelling isn't just about clearly articulating an idea or message — it's about forging real connections. At its core, it's driven by a genuine desire to understand people and build authentic, lasting relationships.

AS A LEADER, HOW DO YOU ASSERT YOUR POSITION IN THE SPACES YOU OCCUPY?

Trust my voice. If you're in the room, you have something to contribute; be bold enough to use it. Also, create spaces for my team and other voices to be heard.

HOW DO YOU ILLUMINATE THE PATH FOR PEOPLE TO JOIN YOU IN THOSE SPACES?

By operating on purpose, I align with the vision. It becomes a magnetic force for others to join this collective vision. When you operate on purpose, you create spaces for others in a shared dream.

HOW DID YOU REINVENT YOUR PERSONAL BRAND WHEN YOU FOUNDED AND CREATED EGAMI?

I looked at my image from the inside out, and asked

what I would find inside? I found my passions, purpose, and what I wanted to contribute to the world. My tenacious personal brand evolved and grew into EGAMI Group.

WHY DID EGAMI GROUP REPOSITION ITS BRAND IDENTITY AND FOCUS ON MULTIDIMENSIONALISM VS. MULTICULTURALISM?

At EGAMI Group, we've spent 17 years helping brands connect with multicultural audiences. But recent research shows those audiences are evolving—expanding how they define identity. Today, multiculturalism is multidimensional. It's no longer just about race or ethnicity—it's about honoring the whole self. Our rebrand reflects this shift: a deeper, more human understanding of culture and identity.

WHAT ADVICE WOULD YOU GIVE DREAMERS LOOKING TO FIND THEIR PURPOSE?

Looking to find your purpose is not a linear process. As you live, your purpose becomes revealed to you more and more on a day to day basis. Approach every day as an adventure.

PRESENTER

CAROLYN HEARNS

Special Education Teacher — The Autism Unit
Dothan City Schools



"Teneshia has always been a light—I've called her 'Sunshine' since she was a child because of the wonder and warmth she carries into every room. Her true superpower is her ability to pour into others and help them believe—not just in themselves but in the dreams that God has placed within them. Whether she's speaking to one person or a room of thousands, Teneshia has the rare gift of making each person feel seen, heard, and empowered. Her words reach straight to the heart, enrolling people into their own purpose and helping them reconnect with the gifts they may have forgotten or set aside. The ripple effect of her impact is undeniable. She inspires people to take their God-given dreams off the shelf and pursue them with boldness. Her presence activates potential—one person at a time—and that activation spreads, creating waves of transformation in families, communities, and the world."

candle

Candle Media congratulates

Dustee Jenkins

Chief Public Affairs Officer – Spotify

For receiving the
Matrix Award





“I’m so grateful to have had people in my life who helped me see the power of language—how the words we speak can create change and shape the world around us.”

DUSTEE JENKINS

Chief Public Affairs Officer, Spotify

LEADING LUMINARIES



WORDS MATTER... TREMENDOUSLY

With a generosity of spirit and enthusiasm to the core, Dustee Jenkins is a communications powerhouse with nearly 20 years of experience leading major corporate strategies and shaping the reputations of some of the world's most-loved brands. A past NYWICI President, she's made waves in the industry, from building best in class teams, to spearheading response to tough consumer crises.

Since joining Spotify in 2017, she's played a key role in the company's NYSE listing, ultimately leading the brand's evolution both internally and externally as it grew to become not only a leader in music, but also a powerhouse in podcasts and audiobooks across 180+ markets.

Dustee started her career working in government public relations under the George W. Bush administration, and served as Press Secretary for U.S. Senator Kay Bailey Hutchison. From a small Texas town to NYC, no matter the challenge, she's always been at the center of the action, making her unique impact.

NYWICI IS CELEBRATING THE 55TH MATRIX AWARDS THIS YEAR. AS A PAST NYWICI PRESIDENT, WHO AMONG THE MEMBERS WOULD YOU SAY IS A LUMINARY?

Cathie Black (Matrix winner and former chairman and president, Hearst Magazines) has been a luminary and a mentor to me over the years and really embodies what NYWICI is all about — celebrating other women, pushing other women, challenging them, supporting them, being in their corner.

IN A RAPIDLY EVOLVING COMMUNICATIONS INDUSTRY, HOW DO YOU SHINE AS A GUIDING LIGHT AND LUMINARY?

I make my voice heard and bring the best ideas I can think of to the table. I'm willing to listen to others. I love a good debate, but I also know that I'm going to be judged on my actions. How you accomplish the objective is as important as the win itself.

AS A LEADER, HOW DO YOU ASSERT YOUR POSITION IN THE SPACES YOU OCCUPY?

Narratives move faster than ever. I've learned that silence is a strategy, and one sometimes you must deploy, because not everything deserves and warrants a response. It's up to us as communicators to really try to shape those narratives.

IN CHALLENGING AND DIFFICULT TIMES. HOW DO YOU STAY INSPIRED AND RESILIENT?

I take inspiration from others, watching my team succeed, learn and grow. My resilience comes from running toward really messy problems and treating them like a puzzle to figure out how to put the pieces together. Some can take a really long time, and then others come together quite quickly. I'm willing to have the patience to sit through the big, messy ones.

WHAT DOES EFFECTIVE STORYTELLING MEAN TO YOU IN 2025?

I think about effective storytelling as this big wall of sound. Rather than just being one voice or one sound coming from one place, you can create sound from all directions using all different mediums. And that's pretty powerful.

WHO IGNITED THE SPARK WITHIN YOU TO TAKE THIS CAREER PATH?

Dr. Elizabeth With at the University of North Texas created space for me to share my story of coming from a tiny town and going to a school of 50,000 students. That instilled this confidence in me and a love of storytelling. There's been a consistent pattern in my life of people who have helped me understand how powerful a voice and words can be.

WHEN YOU WORKED AS PRESS SECRETARY FOR SENATOR KAY BAILEY HUTCHISON, WHAT DID YOU LEARN FROM HER THAT CONTINUES TO FUEL YOUR CAREER SUCCESSES?

She was unafraid to take on tough policy issues. She fought for things she thought were important. She was one of only nine or 10 U.S. senators at the time who was a woman, and she caucused with

women from all different political beliefs to get things done. She taught me the value of bringing women together to move mountains.

AS A PAST PRESIDENT OF NYWICI AND NOW AS CHIEF PUBLIC AFFAIRS OFFICER AT SPOTIFY, YOU'VE SEEN THE NEXT GENERATION OF UP-AND-COMING COMMUNICATORS. WHAT UNIQUE PERSPECTIVE DO THEY BRING?

One of the things I love about people who are new to the field is their energy and passion and their willingness to sit down with anyone and tell stories through different channels and platforms. The creativity oozes from them, and their hustle is pretty magical.

WHAT DOES BEING A LUMINARY MEAN TO YOU?

I think being a luminary is about how you think about all the things around you and making sure you're spotlighting them in the right ways. I try to show up and give it my all every day, shining the light on the great work that my company is doing, on my team and the people around me. And then, I go home and I try to shine the light on my family.

PRESENTER

BEATRICE YORK

Founder
BY-EQ



"Dustee is a true luminary in every sense of the word. She leads with clarity and conviction, using her superpower to build trust, empower and celebrate everyone around her."



Congrats Dustee!

From all of your friends
and colleagues at Spotify



Congratulations,
Dustee, on your
2025 Matrix Award!

From,
Your partners at Burson



SPOTIFY
HOUSE



CONGRATULATIONS

Love, Justin, Havanna & Hutch



CONGRATULATIONS TO DUSTEE JENKINS

and all the 2025 Matrix Honorees!



A WPP COMPANY



Congratulations to Lucy Kaylin and all the 2025 NYWICI Matrix Honorees!

Thank you for your leadership and dedication to
empowering the next generation of female leaders.



Spotify salutes

the brilliant 2025 Matrix honorees — including our own luminary, **Dustee Jenkins**. Thank you for lighting the way with your inspiring voices.



Leslie Berland
EVP, Chief Marketing Officer, Verizon

Teneshia Jackson Warner
Founder and CEO of Egami Group

Dustee Jenkins
Chief Public Affairs Officer, Spotify

Lucy Kaylin
Editorial Director of Hearst Magazines

Nkechi Okoro Carroll
Writer, Showrunner, Producer

Kristen Welker
Moderator of NBC's *Meet the Press*

Bellamy Young
Actress and Advocate

Congratulations to the 2025 Matrix Award Honorees!

TikTok is proud to support **New York Women in Communications** in their mission to empower industry leaders and celebrate our collective impact in shaping the future.





“These are such unprecedented times. So it’s incumbent upon those of us who are lucky enough to have platforms to be great observers of the culture and make sense of it all, through effective storytelling.”

LUCY KAYLIN

Editorial Director of Hearst Magazines

LEADING LUMINARIES





GOOD CONTENT IS TIMELESS

With a sharp eye for innovation and an unwavering commitment to editorial excellence, Lucy Kaylin bridges creativity and strategy, working closely with teams across the vast portfolio of Hearst Magazines, inspiring meaningful content and deepening audience engagement. Formerly editor-in-chief of *O, The Oprah Magazine* (now Oprah Daily), Lucy led the brand through an era of growth and acclaim, earning multiple National Magazine Awards and industry honors. Known for her sharp wit, unshakable work ethic, and fondness for Post-it Notes as her get-it-done secret weapon, Lucy juggles high-stakes leadership with grounded authenticity. “Committed, well-intentioned, funny. And anxious!” is how she describes herself, underscoring a relentless drive to excel and make an impact.

WHO IGNITED THE SPARK WITHIN YOU TO TAKE THIS CAREER PATH?

My father was a writer and an extraordinary person—very funny and smart, incredibly curious and a wonderful conversationalist. I’ll never forget when I got my first job in the business at Vogue. He was not a Vogue reader, but was so excited for me. He knew what a big deal this could be. I’m forever gratified by the pleasure he took in me getting that job. When I started writing profiles and articles for GQ magazine, I never submitted anything without reading it to him on the phone first and getting his invaluable notes.

THE MAGAZINE BUSINESS HAS CHANGED SO MUCH OVER THE YEARS. WHAT’S THE COMMON THREAD THAT RUNS THROUGH EVERY ROLE YOU’VE HAD?

Communication, whether it’s through an article you’ve written, through a package you’ve edited, or

communicating with your staff and the teams that you interact with throughout the day. You can be the smartest person out there, but if you can’t express your views, your intentions, your opinions, it doesn’t matter how smart you are. It’s all about the way we connect and move forward as media people, as people with a point of view.

IN THIS RAPIDLY EVOLVING INDUSTRY, HOW DO YOU SHINE AS A GUIDING LIGHT?

I try to focus on what matters. While I’m open to change and am a cheerleader of new ideas, I’m also keenly focused on the non-negotiables. For instance, quality storytelling, great writing, excellent journalism. It’s harder and harder because of the proliferation of content across ever-emerging platforms, but it’s also super exciting. The secret is keeping focused on both the short and the long game.

AS A LEADER, HOW DO YOU ASSERT YOUR POSITION IN THE SPACES YOU OCCUPY?

It's incredibly important to lead with kindness. I'm very aware of who's around me, and I'm interested in what's going on with people and what they might be going through. I lead with a decisiveness and fearlessness, and I think that's essential. If you don't have a gut you can trust, you wind up wasting people's time, and that's really unconscionable when time is at such a premium. If you're a leader, you've got to get everybody marching in the right direction and deployed in ways that are going to make us all shine.

WHAT DO YOU DO TO STAY INSPIRED AND RESILIENT?

I lean heavily on the loved ones in my life—my great girlfriends, my extraordinary family. But it's also about engaging in timeless content. Whenever I've had a hectic day here at the precipice of change in the media world, there's nothing quite like listening to some classical music, going to the Met, the opera, the theater, watching old movies. It's good for the soul, connecting with content that has stood the test of time.

HOW DOES NEW YORK ENERGIZE YOU?

I've lived in New York for a long time and worked here almost my entire career. I am properly addicted to the pace and the excitement. I love the diversity. It's a joy to partake in everything New York has to offer. I have a ritual, which is walking to work every morning. It's only about a mile, and I never wear earbuds. I'm just enjoying the sights and sounds, and I'm resetting. New York has been an extraordinary partner to me in my journey and in everything I've hoped to accomplish.

WHAT DOES BEING NAMED A LUMINARY MEAN TO YOU?

Being a luminary is recognizing the importance of lighting the way for others. I remember how people lit the way for me, how they opened doors and gave me opportunities, and I take extremely seriously the privilege that I have of doing the same. I really believe in all the young people I work with, and I'm grateful for the chance to provide guidance. It's an unmatched joy, helping others on their journey.

PRESENTER

MICHAEL SEBASTIAN

Editor-in-Chief
Esquire



"Lucy is a natural leader. She's a force of nature with the most deft and gentle touch. She is precise and attentive. She has the uncanny ability to engender trust and respect among the people with whom she works. She inspires excellence and makes everyone around her better. Better at their jobs, better contributors to the organization, better people. Her legacy will be not only the work she's produced over her storied career, but also the work of future generations."



Congratulations Nkechi!

You are one of a kind in everything you do, from your passion for storytelling to your gifts as a leader, and we are so honored to work with you. You truly are a leading luminary!

Love,
Greg, Sarah and all your
friends at Berlanti Productions

KAPLOW CONGRATULATES THE **2025 MATRIX HONOREES**

We are proud to support NYWICI in its mission to empower and celebrate the leading luminaries of our industry.



Longstanding champion of NYWICI scholars

KAPLOW.COM



“I’m living my true self unapologetically and trying to leave the world a little bit of a better place than how I found it.”

NKECHI OKORO CARROLL

Writer, Producer, Actor, Showrunner
Wife, Mother, Daughter, Writer, Sister, Dreamer, Believer
CEO/Writer/Producer at Rock My Soul Productions

LEADING LUMINARIES



MAKE NO APOLOGIES

Nkechi Okoro Carroll lights up a room by living her life unapologetically and with intention. Not only is Nkechi a dynamic storyteller, but she does so with an authentic passion for purpose.

As the creator and showrunner of NBC's *Found* and The CW's *All American*, Nkechi uses her platform to amplify voices often left out of the Hollywood spotlight. Through her company, Rock My Soul Productions, Nkechi champions underrepresented talent—especially Black writers—and crafts narratives that push for social change. *Found* is a prime example, tackling the real-life issue of missing people society tends to overlook.

Her path to TV was anything but typical. Nkechi started out working at the Federal Reserve, squeezed in theater gigs on the side, and eventually made the leap to film and television. In addition to being a 2025 NYWICI Matrix Honoree, she's a Critics Choice and NAACP Image Award nominee, and a 2024 Essence Black Women in Hollywood honoree.

Raised across four countries, she brings a global lens to her work, all while mentoring others and raising a family in Los Angeles.

WHAT DOES EFFECTIVE STORYTELLING MEAN TO YOU IN 2025?

It means not being afraid. When I'm unapologetic about the stories I want to tell and the type of characters I want to put on TV, it's content that can shift people's thinking.

NYWICI IS CELEBRATING ITS 55TH ANNIVERSARY THIS YEAR. WHO DO YOU SEE AS GREAT LUMINARIES IN THE LAST HALF CENTURY?

Maya Angelou – all the things she represented creatively as a woman, as an inspiration, as a leader and VP Kamala Harris – the first everything.

WHO IGNITED THE SPARK WITHIN YOU TO TAKE THIS CAREER PATH? DID THEY ALSO ILLUMINATE YOUR TRAJECTORY?

A number of women in the industry not only agreed to hold my hand about making my path, but very often, helped me push those doors open. People like Gina Prince-Bythewood, Shonda Rhimes and actresses that inspire me and make me want to write for them shine a light on my trajectory and what's possible.

IN CHALLENGING AND DIFFICULT TIMES, HOW DO YOU STAY INSPIRED AND RESILIENT?

By creating! Writing the world I want to see, the kind of relationships I want with my fellow humans, reminding everyone that we're a community.

AS A LEADER, HOW DO YOU ASSERT YOUR POSITION IN THE SPACES YOU OCCUPY?

As a woman, I have to step into spaces from a place of unapologetic undeniable excellence. I know what I know really well and I'm really good at what I do.

HOW DO YOU ILLUMINATE THE PATH FOR PEOPLE TO JOIN YOU IN THOSE SPACES?

By creating and mandating it. There's no door I walk through that I don't demand it's left open. I tell my mentees, I'm on the other side. I will reach and pull you through.

HOW DOES 'FOUND' GIVE YOU A PLATFORM TO TRANSFORM THE NARRATIVE AND BECOME A FORCE FOR CHANGE?

The show comes into people's homes and challenges their perceptions about how they've been treating their neighbors and moving through the world. If even one person looks at their neighbor differently or sees a missing person poster and stops to take a little more time, it matters. *Found* allows me to do that in the missing community in a profound way.

HOW HAS NEW YORK ENERGIZED AND INSPIRED YOU?

New York is unapologetic and bold. It represents so many different cultures coming together to create one New York culture. We're not just us, we're global citizens and we're all in this together.

HOW DO YOU THINK MORE COMMUNICATORS CAN DISCOVER OTHER UNTOLD STORIES THAT NEED A LIGHT SHINED UPON THEM?

I encourage fellow communicators to take in the environment around them, bring more people into that space, other voices into that conversation, and expand perspectives by including diverse voices in their work.

AS A LUMINARY, HOW DO YOU INTEND TO ILLUMINATE AND MAINTAIN A PATH FOR CHANGE?

By giving the next generation of writers an opportunity where there may not have been one, to get through the door in this industry.

PRESENTER

ENUMA OKORO

Author, Writer, Lecturer,
and Curator



"Nkechi is such a multi-talented individual and she use her talents not just to create but also to lift others up and to make room at tables. She has this remarkable ability to see a situation and very quickly map out all the different possible ways that situation can play out. It not only makes her the kind of person you want beside you in a time of crisis or valuable decision-making, but it also makes her great at weaving thoughtful and captivating stories. And stories, as we know, are a medium for shifting worlds. Good stories speak to us, they move us, and they remind us about the possibilities we have for how we inhabit the world. To be a great storyteller is an invaluable superpower in my book. And Nkechi has that power."



LET'S RAISE A GLASS TO THIS YEAR'S MATRIX HONOREES

Leslie Berland

EVP, Chief Marketing Officer, Verizon

Nkechi Okoro Carroll

Writer, Showrunner, Producer

Dustee Jenkins

Chief Public Affairs Officer, Spotify

Lucy Kaylin

Editorial Director of Hearst Magazines

Teneshia Jackson Warner

Founder and CEO of Egami Group

Kristen Welker

Moderator of NBC's *Meet the Press*

Bellamy Young

Actress and Advocate



Congratulations to the 2025 NYWICI Matrix Honorees

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



Dotdash
meredith



“Receiving a Matrix Award is a pinch-me moment. It’s deeply humbling to think I’m being honored in the same great group of women who have come before me, like Savannah Guthrie, Hoda Kotb, and the great Andrea Mitchell.”

KRISTEN WELKER

Moderator, *Meet the Press*;
Anchor, *Meet The Press Now*

LEADING LUMINARIES



DON'T BACK DOWN

Kristen Welker made history as the first Black journalist to become moderator of *Meet the Press* and has carved a distinct identity through her incisive, persistent questioning and calm demeanor, even when facing the most contentious interview subjects. Previously, Kristen served as NBC News' chief White House correspondent, covering multiple presidential administrations and earning widespread acclaim for her moderation of the 2020 debate between President Trump and then-Vice President Biden.

A Philadelphia native and Harvard graduate, Kristen began her career in local news before she rose to national prominence. At her core, she is deeply committed to her role in the Fourth Estate, steadfast in her responsibility to hold political leaders accountable and represent the voices of Americans across the political spectrum.

NYWICI IS CELEBRATING THE 55TH MATRIX AWARDS THIS YEAR. IN YOUR OPINION, WHO HAS BEEN ONE OF THE GREAT FEMALE LUMINARIES IN THE LAST HALF CENTURY?

I have to say my colleague, Andrea Mitchell. She's one of the greatest journalists, and she's inspired a generation of journalists behind her. She's someone who always sets the bar high. She's been a mentor to me, a friend and really, like a family member.

WHAT DOES EFFECTIVE STORYTELLING MEAN TO YOU IN 2025?

From my perspective, effective storytelling is making sure we're hearing from a wide range of voices, from across the political spectrum. I'm so proud that we started a segment called "Meet the Moment" on *Meet the Press*, which seeks to bring in people who impact our politics, our culture and our discourse. For example, I spoke to Michael Phelps about mental health and to

Amanda Gorman about the power of poetry and giving rise to women's voices. "Meet the Moment" really speaks to the future of storytelling.

WHO IGNITED YOUR PASSION FOR JOURNALISM?

My parents ignited the spark for me to become a journalist because they were so engaged in our community through politics. My mother ran for Council when I was in high school, and I was fascinated by the political coverage of her campaign. It was at that moment that I knew I wanted to be a political reporter—to be on the front lines of our democracy.

YOU'VE HAD SOME GREAT FEMALE MENTORS. WHAT ADVICE DID THEY GIVE YOU THAT HAS MADE THE STRONGEST IMPACT ON YOUR CAREER?

Andrea Mitchell, as well as the incredible Savannah Guthrie, both gave me great advice when I was

starting out at NBC News, which is to be confident and to believe in myself. I have taken their words with me every step of the way. Whether I'm facing a tough interview or about to moderate a debate, their words have given me strength in some of my most challenging moments.

SPEAKING OF CHALLENGING MOMENTS, WHAT WAS THE MOST CHALLENGING ASSIGNMENT YOU'VE EVER HAD?

When I moderated the 2020 presidential debate between President Donald Trump and then-Vice President Joe Biden. Political tensions were running high, the nation was facing the COVID-19 pandemic, and it was against that backdrop that I had to moderate a debate. My strategy was to make calls to Americans across the country to understand what topics they wanted to hear about. It was a grueling preparation process, where we often practiced outside so that we could be socially distanced, sometimes in the dark of night. But it was one of the most extraordinary experiences I've ever had.

WHAT WAS THE MOST MEMORABLE OR UNEXPECTED MOMENT YOU'VE HAD DURING AN INTERVIEW?

When I had the chance to sit down with President Zelenskyy of Ukraine in Munich in February, it was at a pivotal moment in the war with Russia. We had asked his advisers if he would speak in English, and they said it was unlikely, given the gravity of the moment. When I met him, I had a chance to talk to him for a few minutes to try to convey the importance of the American people hearing from him in English. I wasn't sure what he was going to do when we started our conversation on camera, but he spoke English from the very first question. It was a bold and brave moment, and it was incredibly impactful for the American audience. It is something I will never forget.

WHAT'S THE MOST IMPORTANT LESSON YOU WANT YOUR CHILDREN TO LEARN AS THEY GROW UP?

The most important thing I'd like to impart to my daughter and son, Margot and John Zachary, is to pursue a career you love that lets you contribute to the community around you. My hope for my kids is that when they go to work, it won't feel like work, and at the same time, they'll be doing important work for the world around them.

PRESENTER

ANDREA MITCHELL

NBC News Chief Foreign Affairs Correspondent
and Chief Washington Correspondent
2015 Matrix Winner



"Kristen is a luminary whose superpower is brilliance and hard work—she does more preparation than anyone I've ever met! She also has a supernatural ability to become incredibly calm under the most intense pressure—like moderating a presidential debate. But her superpower is that no matter what the demands on her, she always puts everyone around her first, by being incredibly kind and thoughtful about her colleagues."



SoSha is a proud NYWICI partner, providing AI-powered technology to help New York Women in Communications create and share engaging social media posts about NYWICI's impactful initiatives.

CONGRATULATIONS TO THE 2025 NYWICI MATRIX HONOREES

www.sosha.ai

Forbes Congratulates the 2025 NYWICI Matrix Honorees (and Leading Luminaries)

Forbes is proud to celebrate these
incredible women who are lighting the
way for the next generation!

Forbes

LESLIE BERLAND

EVP, Chief Marketing Officer, Verizon

TENESHIA JACKSON WARNER

Founder and CEO of Egami Group

DUSTEE JENKINS

Chief Public Affairs Officer, Spotify

LUCY KAYLIN

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Writer, Showrunner, Producer

KRISTEN WELKER

Moderator of NBC's *Meet the Press*

BELLAMY YOUNG

Actress and Advocate



*“When you use your light as a spotlight, other voices can be heard.
And when you learn about other people, you learn about yourself.
You don’t know what you do know until you hear a wider range of truth.”*

BELLAMY YOUNG

Actress, Producer, Advocate

LEADING LUMINARIES



BE PRESENT, LISTEN, AND LEAD WITH CURIOSITY

Acclaimed actress and singer Bellamy Young is best known for her award-winning portrayal of First Lady (and then President) Mellie Grant on ABC's *Scandal*, a role that earned her the title of "the most badass First Lady in TV history" from *Rolling Stone*. Off-screen, Young is a passionate advocate and storyteller, guided by empathy born from her own experience of being adopted as a child and a lifelong curiosity about human connection. "I think that's what my soul came in to do—listen," she says. In 2018, she began working with CARE, a global organization fighting poverty by empowering women and girls. Most recently, she launched the podcast *She Leads with CARE*, spotlighting transformational stories of women changing their own lives, their communities, and the world. Whether on stage, on screen, or in service to others, Bellamy leads with presence, compassion, and a belief that listening—with intention—can move us all forward, together.

WHAT DOES EFFECTIVE STORYTELLING MEAN TO YOU IN 2025?

I'm so glad to be alive now because in 2025, no longer is it someone else telling your story through their lens. Now, it's lived experience. That's where we know the truth is, and that's where we can best serve each other, by finding out what's real and hearing about someone else's experience. Real storytelling for me right now is letting people speak for themselves.

WHEN DID YOU FIRST FEEL THE SPARK TO TAKE THE ACTING CAREER PATH?

I'm adopted, and I didn't have the worst childhood, but I didn't have the best childhood, either. I spent a lot of time pretending I wasn't where I was. So my muscle for pretending got strong quickly, and acting really saved me. I feel so lucky to get to practice this craft. The human condition is so delicate and beautiful—to get to be a student of it, and to get to embody it, is humbling.

YOU'RE A LEADER IN MANY WAYS—ACTING, SINGING, PODCASTING, ADVOCACY. HOW DO YOU ASSERT YOUR POSITION IN THE SPACES YOU OCCUPY?

What I try to do is listen. I try to be present, to lead with my curiosity, and never assume. I want to hear what everyone else has to say, where everyone is coming from, what their position is on something, then I can give my truth, my position. But the other thing I also try to do is make sure everybody is getting a chance to talk. When I talk, I look at my more reticent neighbors, and make sure to ask what they think, too.

HOW WOULD YOU SAY NEW YORK ENERGIZES AND INSPIRES YOU?

New York, you are my heart's home. There is not a time that I cannot walk with presence in New York and have a million answers given to me. She has challenged me. She's never easy. But she has never let me down. And there's nowhere else you

want to be in a crisis, because nobody's got your back like a New Yorker.

YOU'RE AN AMBASSADOR FOR THE HUMANITARIAN ORGANIZATION CARE. WHO AMONG YOUR GUESTS ON THE "SHE LEADS WITH CARE" PODCAST DID YOU FIND MOST COMPELLING?

The women I talked to are all my favorite, but I'll pick a story that shows how CARE helps women change their own lives. A woman named Lillian works in the CARE office in Tanzania. Lillian went into this one village to ask the women there what they needed to change their lives. And they said, it would be great if we didn't have to take care of our kids while we harvest in the fields because it makes our job harder to do both at the same time. And Lillian said, okay, let's create a childcare. They started with their own 20 kids, and now two years later, they're building a brick-and-mortar school and a daycare for 93 kids. I just love this story because it shows what might happen if we all just asked our communities, what do you need to change your lives? How can we help?

LILLIAN SOUNDS LIKE QUITE A LUMINARY! WHO ELSE WOULD YOU SAY HAVE BEEN SOME OF THE GREAT FEMALE LUMINARIES IN THE LAST HALF CENTURY?

People who are sharing stories and moving us forward, like Christian Amanpour, Toni Morrison, Shonda Rimes. Also, people who are leading the way, like Greta Thunberg, who at 15 was moved to do something about climate change, and Opal Lee who at 89 walked from Texas to DC to institutionalize Juneteenth as a federal holiday. I think of luminaries as the people who get up every day and share the light inside of them. Even if feels like just one step, in the aggregate, that's how the miracles are made.

WHAT DOES BEING A LUMINARY MEAN TO YOU?

I love that you've chosen the word luminary, because leadership usually implies dichotomy of leaders/ followers, us and them. But luminaries remind us that we all have a light inside of us and that we will be called upon at different times to shine, like stars in the sky. Everyone can feel like a luminary, and everyone can know, "This is my moment to shine."

PRESENTER

TONY GOLDWYN

Actor, Director, Writer,
and Activist.



"Bellamy's superpower is her empathy. Every person who enters her orbit is flooded with loving attention, respect and acknowledgment of their intrinsic value and their humanity. One cannot help feeling uplifted in her presence and challenged in the best way to pay that positivity forward."

REFLECTIONS FROM PAST MATRIX HONOREES

As part of this year's Matrix Awards celebration, we invited past Matrix honorees—our leading luminaries—to reflect on the enduring impact of receiving this prestigious recognition. These remarkable women continue to inspire us, not only through their groundbreaking accomplishments, but through the wisdom and guidance they offer the next generation.

We asked each honoree: ***How did receiving the Matrix Award affirm your path, and what advice would you share with women striving to make their mark in the industry?***

Their responses spoke volumes. More than a professional milestone, the Matrix Award represents a profound moment of affirmation—recognizing a lifetime of hard work, vision, and exemplary contributions to the field of communications. Many described it as a turning point: a moment when their voices, impact, and leadership were not just acknowledged, but elevated.

Receiving a Matrix doesn't just reflect past success—it opens new doors, expands influence, and deepens the responsibility to lift others as they rise. It is a legacy-builder, a source of pride shared with teams, mentors, and organizations who helped shape the journey.

For these leading luminaries, the Matrix Award is both a culmination and a catalyst—marking how far they've come and inspiring how much further they, and all women in communications, can go. Their reflections remind us of the power of perseverance, the value of community, and the importance of using one's platform to light the path for those who follow.



"In 1982 when I received the Matrix Award it was such a huge honor. Being recognized for one's professional accomplishments is the best compliment a young woman with big ambitions could receive and I have always been very proud. Congratulations to all the Matrix awardees here tonight!"

CATHIE BLACK Former President of Hearst Magazines | 1982 Matrix Honoree



"For me, the Matrix Award felt like a full circle moment—a validation of every twist and turn, every moment of doubt, every surge of belief. To women striving to make their mark, I would say: lead with your whole heart, stay curious as you create your own, unique path, and be fearless in everything you do."

DEVIKA BULCHANDANI Global CEO of Ogilvy | 2022 Matrix Honoree



"Receiving the Matrix Award several years ago was a very moving moment in my career, not only because my former boss, Hillary Rodham Clinton, presented me with the award but also because it was a recognition that I was successfully managing the integration of a broad set of marketing and corporate affairs functions to drive results and deliver value to my company. My advice to women striving to make their mark is to work hard, have confidence in what you bring to the table, stand up for your convictions and ideas, think out of the box, advocate for innovation, communicate regularly and clearly about what you are accomplishing, lead by example, and be open to new and interesting assignments and paths."

LISA CAPUTO EVP and Chief Marketing, Communications & Customer Experience Officer, Travelers
2007 Matrix Honoree



"I received my Matrix award shortly after I came forward at Fox News in 2016 with my story that I'd been sexually harassed by the former chairman and CEO Roger Ailes. I had no idea at the time that I'd help to ignite a movement and that my advocacy that followed would help so many women no longer be silenced by spearheading two bipartisan laws on Capitol Hill. Being recognized with the Matrix award gave me the confidence to embark on that mission and for that I'll be forever grateful. A quote I've lived my life by is one I love to pass along. It says: 'One woman can make a difference—but together we rock the world!' Now more than ever we need to galvanize women to help one another and continue to raise all of us up."

GRETCHEN CARLSON Journalist and Co-Founder Lift Our Voices | 2017 Matrix Honoree



"Accolades are a funny thing for me. You'd think an honor like this would be about looking back—how did I get here? What were the highlights? But instead, the Matrix Award shifted my focus forward. This vote of confidence, this acknowledgment of what I had accomplished so far, made me want to go further. I assumed that standing on that stage, looking out at a curated, elite audience, I'd feel like a pretty big deal. Instead, I felt rather small. But not in a diminishing way—in a way that reminded me there's always more to do. With a room full of support looking back at me, all I could think was the next chapter starts tomorrow. I find that when people I admire, admire me back, I embrace the mantra we wrote in 2016 for the FCB agency: #NVRFNSHD."

SUSAN CREDLE InterPublic Global Creative Advisor | 2017 Matrix Honoree



"Connecting and caring in how I lead is one of my superpowers. Congratulations to all the amazing scholarship winners! I hope this gives you the confidence to channel your own superpowers and to feel confident in shining bright. Think about the little and big moments that have shaped you and learn from and embrace what makes you uniquely you. And remember, others are watching. This is the first in many recognitions that will be a part of your journey!"

JILL CRESS Chief Marketing & Experience Officer, H&R Block | 2024 Matrix Honoree

REFLECTIONS FROM PAST MATRIX HONOREES



"Receiving a Matrix Award for my career in Public Relations made me recognize that despite the daily challenges of client demands (and there were many!), my strong work ethic was key to my success and my agency's reputation. I encourage young women launching their careers to find a mentor, network with colleagues, attend NYWICI programs and always be on time for a ZOOM or in-person meeting—how you conduct your business leads to long-term success and a stellar reputation."

JOANNIE DANIELIDES President, Danielides Communications, Inc.
Past NYWICI & Foundation President | 2008 Matrix Honoree



"The Matrix Awards were an incredible moment for me to look back on where I've been and recommit to the values that still drive me—excellence, creativity, inclusion, and empowerment. I feel grateful and inspired to have been celebrated alongside such fearless, accomplished women."

NINA GARCIA Editor In Chief at ELLE Magazine | 2024 Matrix Honoree



"Looking back at my 'Matrix moment' nearly three decades later, I know that being 'seen' by my peers in such a meaningful way lifted, empowered and sometimes sustained me for years to come both professionally and personally. I will always be grateful."

BETTY HUDSON Former National Geographic Society & NBCUniversal | 1997 Matrix Honoree



"A time to reflect and celebrate the journey."

LIZ KAPLOW Founder, CEO, Kaplow Communications
NYWICI Past President | 2016 Matrix Honoree



"It is such an honor to be in the same company of Matrix Award winners. This remains the greatest honor I have received in the industry and I am so grateful to play a small role in the important work of New York Women in Communications."

JACKI KELLEY Chief Client Officer & Chief Business Officer, IPG | NYWICI Past President
2013 Matrix Honoree



"Be bold. Be confident. Take chances. Be kind. I am humbled and still learning from this cohort of amazing women."

DEBBY A. KRENEK Newsday Publisher | 1999 Matrix Honoree



“Receiving the Matrix Award meant so much to me because I’ve watched so many women I admire so deeply be recognized with it in the past. The great gift of my career is that I get to work on something every day that is so aligned with my interests and passions, and feels organic to who I am. My work is to help the public to recognize independent journalism as good and fair and relevant to them, and important to our society, and to build the business to support it. The homework for being CEO of The New York Times is to read, listen to, watch and engage deeply with The Times and other high-quality journalism outlets. That’s something I would do even if I wasn’t paid to. And so my advice to women starting in this industry is to find what you’re passionate about. Find something that speaks to you in the same way. It’s not that it will make the work easy — good work is hard work — but it will make it fun, and will be important.”

MEREDITH KOPIT LEVIEN CEO, The New York Times | 2024 Matrix Honoree



“Receiving the Matrix Award confirmed in my mind that my career switch was the right decision: for young women in my field, they need to read constantly, books and online sites.”

ESTHER NEWBERG Partner, Creative Artists Agency | 1997 Matrix Honoree



“When Hearst CEO Cathie Black told me I would receive the Matrix Award for Advertising, I had just been thrust into the CEO position of my agency at a very challenging time. I felt so honored and grateful, knowing the women of NYWICI had my back. Whenever you get a chance to raise your hand to support a woman, do it!”

MARY LOU QUINLAN Author, Speaker | NYWICI Past President | 1997 Matrix Honoree



“I can easily recall that special day I received the Matrix Award—I felt the industry had publicly recognized my achievements and the welcome into that exceptional class of women leaders was so empowering. It encouraged me to continue to be the best that I could be. To the next generation of leaders: My mantra has always been ‘slow and steady wins the race’—be patient, work hard, be the best at whatever task is at hand, and be a great team player. If you are passionate about your work and think about ways to contribute to the companies you work for—you will be rewarded.”

ABBE RAVEN Chairman Emeritus, A+E Networks | 2011 Matrix Honoree



“It was such an honor to receive the Matrix Award in 2009 along with an inspiring group of fellow female leaders. I imagine that for many, receiving a Matrix award marks a career pinnacle. For me, it was a meaningful milestone in what has continued to be an exciting and fulfilling journey. After my Matrix honors, I spent another 10 years in the advertising business and then launched a business with some pretty incredible fellow female leaders, which I continue to head today. And who knows what’s next!”

LINDA SAWYER Co-Founder & CEO, Skura Style | 2009 Matrix Honoree

REFLECTIONS FROM PAST MATRIX HONOREES



"The Matrix Award is the Oscar of the communications business. The fact that our peers are the judges makes the recognition even more precious. It's an honor to be among the ranks of past, present and future Matrix Award winners. These leaders know that it's a mistake to consider communications a soft skill—it's a rock-hard competency!"

SALLY SUSMAN Chief Corporate Affairs Officer, Pfizer | 2019 Matrix Honoree



"Winning a Matrix Award is one of the highlights of my career and life. I've won many awards since then, but the excitement of receiving an award alongside legendary women, including Amy Tan, Whoopi Goldberg, Martha Stewart, and the equally luminous presenters such as Marianne Williamson, who spent an afternoon with me so her introduction could be even more personal. The whole experience was a memory of a lifetime! Thank you, NYWICI, with all my heart!"

PATRICE TANAKA Founder, Joyful Planet LLC | Co-Founder three PR & Marketing firms
NYWICI Past President | 1996 Matrix Honoree



"Receiving the New York Women in Communications Matrix Award was an incredibly affirming moment in my journey of purpose. It served as a powerful reminder that the work I've dedicated my life to—amplifying diverse voices, fostering equity, and pushing for systemic change in the creative industries—is being seen, valued, and making an impact. This honor wasn't just about me; it was a reflection of the resilience, brilliance, and contributions of so many individuals who have been historically overlooked in our field. It reaffirmed that the path I've chosen, while not always easy, is absolutely necessary."

TIFFANY R. WARREN EVP, CDIO, Sony Music Group | Founder & President, ADCOLOR
2022 Matrix Honoree



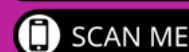
"New York Women in Communications' commitment to uplifting leaders and building community has played a valuable role in my own career and for so many of my peers, and I was deeply humbled to receive the Matrix Award in 2009. This year's theme of gratitude resonates so strongly with me. My advice is to appreciate the strengths of the people around you and the small things that make a positive difference, especially during challenging times. The more you can cultivate a discipline of gratitude, the more you can inspire others."

SHERRIE WESTIN President and CEO, Sesame Workshop | 2009 Matrix Honoree

WOMENHEARD



WomenHeard, presented by New York Women in Communications, is 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 and more. Guests also share their advice on universal career topics, such as mastering job interviews and time management. The goal of WomenHeard is to create a comfortable space to have the conversations that will help women succeed.

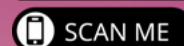


WomenHeard Changemakers podcast series is all about inspiring conversations with industry groundbreakers, including Matrix winners and past NYWICI presidents. Hosted by Georgia Galanoudis, NYWICI Past President, these interviews uncover personal and professional stories of inspiration and resilience. Through this series, we'll learn the motivations that have propelled these Changemakers to use their platforms to open doors, elevate diverse voices and ensure a more equitable future for all.

Listen and subscribe now at nywici.org/podcast

DONATE NOW

Make a lasting impact on the lives of future leaders in communications by donating today to the NYWICI Scholarship Fund. Your generosity can help pave the way for talented individuals to pursue their dreams and aspirations. By donating, you are not just giving financial support; you are investing in the future of our industry and empowering the next generation of communicators to thrive. Your contribution, no matter the size, will make a meaningful difference in the lives of deserving students, providing them with the resources they need to succeed.



MATRIX HALL OF FAME

Every year since 1971, NYWIC has awarded outstanding women in communications the prestigious Matrix Award. The long list of past winners reads like a Who's 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.

2024

Kristin Chenoweth
Jill Cress
Nina Garcia
Meredith Kopit Levien
Jennifer Lowney
Nancy Reyes
Rakia Reynolds

2023

Esi Eggleston Bracey
Christine Elliott
Moirra Forbes
Maureen J. Reidy
Donna Speciale
Clarissa Ward

2022

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

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,
and 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
Mellody 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

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 Thurst

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



NEW YORK WOMEN IN COMMUNICATIONS PAST PRESIDENTS

2024Laura Brusca
2023.....Georgia Galanoudis
2021-2022.....Dustee Jenkins
2020-2021Ashley Miles
2018-2020Judith Harrison
2017-2018Meredith Long
2016-2017Jacki Kelley
2015-2016.....Linda Descano
2015-2016.....Kim Kelleher*
2014-2015.....Judith Harrison
2014-2015.....Linda Descano*
2013-2014.....Judith Harrison
2013-2014.....Liz Kaplow*
2012-2013Susan Schulz
2012-2013Nancy Weber*
2011-2012Susan Schulz
2011-2012Catherine Mathis*
2010-2011Joan Cear
2010-2011Linda Kaplan Thaler*
2009-2010Joan Cear
2009-2010Denise Warren*
2008-2009.....Kristine Welker
2008-2009.....Nancy Rabstejnek
Nichols*
2007-2008Betsy Morgan
2007-2008Kristine Welker*
2006-2007Nancy Rabstejnek
Nichols*

2006-2007Betsy Morgan*
2005-2006.....Jyll Holzman
2005-2006.....Betsy Morgan*
2004-2005.....Joannie Danielides
2004-2005.....Jyll Holzman*
2003-2004.....Gail Blanke
2003-2004.....Joannie Danielides*
2002-2003Debra Shriver
2002-2003Patrice Tanaka*
2001-2002Eileen Ast
2001-2002Debra Shriver*
2000-2001Mary Lou Quinlan*
1999-2000Elizabeth Crow*
1998-1999Barbara Brennan*
1997-1998.....Jacqueline Leo*
1996-1997.....Charlotte Tomic*
1995-1996.....Lynn Osborne*
1994-1995.....Susan Gessner*
1993-1994.....Eileen Roper Ast*
1992-1993Patricia O'Connell*
1991-1992Fortuna Calvo-Roth*
1990-1991Phyllis Kerle*
1989-1990.....Myrna Blyth*
1987-1989Mimi Bloomberg
Harmon*
1986-1987.....Marilyn M. Bockman*
1985-1986Teresa A. Zimmerer*

1984-1985Mary P. Manilla*
1983-1984Madeline Amgott*
1982-1983.....Carolyn Carter*
1981-1982.....Dr. Dorothy E. Gregg*
1980-1981.....Mary Jane O'Neill*
1979-1980.....Nancy L. Tschirart*
1978-1979.....Jane Levere*
1977-1978Barbara Smith*
1976-1977Angela Tedesco*
1974-1976Joan Lipton*
1973-1974Marlene Sanders*
1971-1973Sibby Christensen*
1970-1971Marcia Powell*
1968-1970.....Pat Ludorf*
1967-1968Dorothy Hopkins*
1965-1967Anita Diamant Berke*
1964-1965.....Dorothy Hopkins*
1962-1964.....Charlotte Friel*
1960-1962.....Ida Sioan Snyder*
1958-1960.....Mary Osborne*
1956-1958.....Lucile D. Kirk*
1954-1956.....Lorraine E. Simmons*
1952-1954.....Ruth K. Mumbauer*
1950-1952.....Helen Staeuble*
1948-1950.....Sunny Charif*

*NYWICI Operating Board President

REFLECTIONS FROM PAST NYWICI PRESIDENTS



"I attended my very first Matrix luncheon as a junior copywriter, and listening to the amazing honorees filled me with unbridled joy and inspiration. 'Imagine winning this someday,' I thought. What an incredible goal for a young professional just starting out in her career. Attaining my lifelong dream proves that with grit and determination, we women can do anything. And as a former president of NYWICI it has been an honor and a privilege to help mentor and support all the brilliant future luminaries to come."

LINDA KAPLAN THALER, 2010-2011 NYWICI Past President
CEO & President of Kaplan Thaler Productions | 2000 Matrix Honoree



"Leading a group of passionate volunteers to help other women succeed was a seminal moment in my career. It was when I realized how many women want to lift each other up and support each other. I will always cherish the time I have spent working with and supporting NYWICI as President and then as a Matrix honoree."

KIM KELLEHER, 2015-2016 NYWICI Past President
Chief Commercial Officer, AMC Networks | 2018 Matrix Honoree



"Leading NYWICI through COVID-19 and the Black Lives Matter movement—while launching my own company—proved one truth: purpose-driven leadership drives real impact. NYWICI gave me the platform to create lasting change when women needed it most, launching #WomenHeard to tackle the mass exodus of women from the workforce and create solutions that will endure for generations."

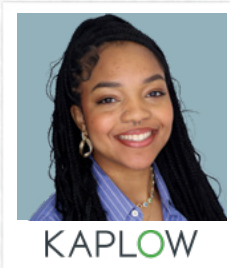
ASHLEY MILES, 2020-2021 NYWICI Past President | Founder & CEO, Franklyn West



"My years as an active member of NYWICI brought me some of my most cherished lifelong friendships, including those with past presidents Fortuna Calvo-Roth, Lynn Osborne, and Susan Gessner. Sadly, some dear friends, like Patricia O'Connell and Eileen Ast, are no longer with us, and I miss them deeply. Being a passionate member of the association during a time when we were actively promoting women in communications and encouraging young women to pursue these professions was one of the greatest joys of my life. As chair of the Education Committee, I spearheaded the launch of the College Communications Conference, ensuring that scholarships and job opportunities were accessible to college women across the state. Long before LinkedIn and job boards became the norm, we even organized a Jobs Fair at the conferences with reps from all industries. But the biggest thrill was always attending the Matrix Awards. In the end, networking and relationships remain the true treasures of NYWICI."

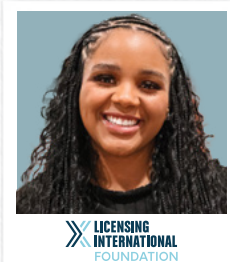
CHARLOTTE TOMIC, 1996-1997 NYWICI Past President | Tomic Communications

2025 NYWICI SCHOLARSHIP RECIPIENTS



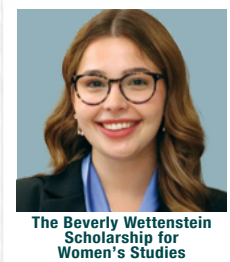
BRITTAN ALEXANDER | THE KAPLOW SCHOLARSHIP

Brittan Alexander, a junior at NYU studying Media, Culture, and Communications, is passionate about visual storytelling and brand narratives. Originally from Columbus, Ohio, she leads in NYU's Academic Achievement Program, supporting students of color. She's interned across the entertainment industry and has run a freelance portrait business for four years, BAlexanderPhoto. Known for capturing authentic moments, she aims to use media and technology to connect diverse communities and elevate underrepresented voices through creative, meaningful storytelling.



ASHLEY CRAIG | THE BRAND MARKETING SCHOLARSHIP FUNDED BY LICENSING INTERNATIONAL FOUNDATION

Ashley Craig, a sophomore at the University of New Haven, is majoring in Communication Multi-Platform Journalism and Media with a dual MBA. She's a Dean's List student with a 3.96 GPA, member of Alpha Lambda Delta and Zeta Phi Beta. An anchor and journalist for Charger Bulletin, Ashley's reporting has influenced policy. In addition to being a top NE10 shot put athlete, Ashley is active in the Black Student Union, and volunteers with a variety of organizations. She aims to become an entertainment attorney, specializing in areas such as brand licensing and contract negotiation.



LEAH DANNEHY | THE BEVERLY WETTSTEIN SCHOLARSHIP FOR WOMEN'S STUDIES

Leah Dannehy, second-year student at Stony Brook University studying Mass Communication and Sociology, is on the MBA Fast Track Program with a concentration in Marketing. Involved in University Scholars honors program on campus, Leah serves on the Executive Committee as Marketing Intern. She's active in the Women in Business Club and a member of its Event Committee. Leah is passionate about creative storytelling and how it can connect, inspire, and engage diverse audiences.



HANDE ERKAN | THE NYWICI PAST PRESIDENTS' SCHOLARSHIP

Hande Erkan, a 2023 Baruch College graduate in Marketing Management and Journalism, is passionate about storytelling and impact-driven marketing. A 2022 NYWICI Alumni Scholar, she has contributed to NBC News, TBWA, and Youth Communication, where she now works amplifying youth voices. A long-time NYWICI volunteer, she's created content for WomenHeard, Next Level You, and the Matrix Awards. This year, she's pursuing a Master's in Digital Marketing to continue growing and giving back.



ROSIE FELLIG | THE NYWICI FILM AND TELEVISION SCHOLARSHIP

Rosie Fellig (she/her) is a Presidential Scholar at Brandeis University, double majoring in Film, Television, and Media Studies and Linguistics. She writes, edits, and produces video essays on film and culture via her YouTube channel, @fromrosiewithlove, and is currently directing her short film Other Line. Rosie interns at Boston Jewish Film and Prototipe Media and is passionate about storytelling across media. Her award-winning writing has been recognized by Scholastic and Polyphony Lit.



Google

JANELLE HARRIS | THE GOOGLE SCHOLARSHIP

Janelle Harris is a Television and Digital Media Production major at Ithaca College's Roy H. Park School of Communications. She's written, produced, and directed studio and field projects, and quickly advanced as a news anchor and reporter. Minor in legal studies, Janelle aims to blend storytelling with advocacy. A woman with many passions spanning law, film, journalism, and service, her motto is "I'm a woman, I can have it all!" And with that mindset, she dreams of becoming a White House speechwriter, an entertainment lawyer, a non-profit founder, and a production house owner.



IPG

O'SHAY JELKS | THE INTERPUBLIC GROUP (IPG) SCHOLARSHIP

O'Shay Jelks, Strategic Communication MS candidate at Columbia University, recognizes the power of storytelling with a results-driven approach to human-centered marketing. Demonstrating her expertise connecting brands with audiences on a deeper level, she leverages digital media analytics to optimize engagement and differentiate brands. O'Shay's experience includes helping produce an Emmy Award-winning commercial campaign, developing strategies for brands like SpringHill, and blending creativity with data-driven insight. She's passionate about consumer behavior, emerging trends, and impactful brand experiences that foster authentic connections and impactful brand experiences.



LICENSING INTERNATIONAL FOUNDATION

DOROTHY KAM | THE BRAND MARKETING SCHOLARSHIP FUNDED BY LICENSING INTERNATIONAL FOUNDATION

Dorothy Kam is a communications professional pursuing an M.S. in Strategic Communications at Columbia University. With a journalism and art history degree from The University of Hong Kong, she's interned at Disney, Reuters, and NBC Universal. Trilingual and passionate about giving back, Dorothy is dedicated to community engagement. She teaches middle school students from Title 1 public schools in New York City, promoting STEM education among underprivileged youth. In her free time, she is helping build a satellite with the Columbia Space Initiative and working on publishing her first children's novel.



yahoo!

MARGUERITE (MAGGIE) KOCSMIERSKY | THE YAHOO SCHOLARSHIP

Marguerite (Maggie) Kocsmiersky is an Advertising and Marketing Communications major at the Fashion Institute of Technology, with a minor in French. She's involved in the Black Student Union, Phi Theta Kappa, and FIT Dance Company, where she also helps lead showcase advertising. Maggie interned with Kosi PR during New York Fashion Week, working with brands including Collina Strada, Allina Liu, and Sam Finger. Maggie is extremely passionate about social justice, specifically for women and marginalized groups, and hopes to one day combine her interest in PR with her advocacy.



NYWICI
NYWICI PAST
PRESIDENTS'
SCHOLARSHIP

ROSAMELIA SÁNCHEZ LARA | THE NYWICI ALUMNA SCHOLARSHIP

Rosamelia Sánchez Lara is a graduate student at NYU's Arthur L. Carter Journalism Institute, focusing on magazine and digital storytelling. She previously studied journalism at Temple University, where she wrote for The Temple News, Her Campus, and interned at The Philadelphia Citizen. Passionate about arts and culture, she enjoys writing features and commentaries. In her free time, she shares book reviews on her Instagram blog (@amelias_biblioteca) and writing essays on her Substack, "Reading Into It." Rosamelia was the 2024 Ellen Levine Memorial Scholarship Award winner.



JPMorganChase

KAI LINCKE | THE JPMORGANCHASE SCHOLARSHIP

Kai Lincke is a junior at Ithaca College, double majoring in Journalism and Education Studies. Originally from Wallingford, PA, she fell in love with journalism while working for her high school newspaper and yearbook. At Ithaca, she writes, photographs, and manages outreach for The Ithacan, an independent, student-run campus newspaper. Kai also reports for WICB and VIC Radio. Kai is passionate about community-driven reporting and hopes to cover education after graduation. When she's not busy reporting, Kai can be found on the water as a member of the women's rowing team or engaging with the Ithaca Athletics Leadership Academy.

PAST PRESIDENTS' SCHOLARSHIP

The following NYWICI Past Presidents ensured the success of the Past Presidents' Scholarship by being the inaugural founders.

Dustee Jenkins, Spotify	NYWICI President 2021-2022
Ashley Miles, Franklyn West	NYWICI President 2020-2021
Nancy Weber	NYWICI President 2012-2013

This scholarship, first offered in 2023, has the commitment in 2025 of the founders and the following Past Presidents Judith A. Harrison, Patrice Tanaka, and Linda Kaplan Thaler.



Quarter Horse PR 

From our team of women in communications to yours:
Congratulations to the 2025
Matrix honorees!





THE TRAILBLAZER SCHOLARSHIP 

SIDNEY NEWELL | THE DISNEY TRAILBLAZER SCHOLARSHIP

Sidney Newell is a dedicated Public Relations student at Penn State University with a passion for music and communication. Her experience in social media, analytics, and production is coupled with a commitment to continuously expand and build skills towards a career in the music industry. Sidney balances work with Penn State Athletics and Movin' On, while maintaining her lifelong love for music. A performing arts high school alum, music has always been central to her journey.



 d'expósito & partners
www.nycanalog.com

SHAYLA SANCHEZ | THE ESPERANZA SCHOLARSHIP

Shayla Sanchez is a proud Latina and graduate student at NYU, pursuing a Master's in Public Relations and Corporate Communications. Her work at Yonkers Partners in Education supports strategic communications efforts, empowering underrepresented students and promoting educational equity. A Cornell alum, her experience in nonprofit and corporate sectors includes an internship at Regeneron Pharmaceuticals. Passionate about social impact, Shayla uses strategic storytelling to amplify diverse voices, foster inclusivity, and drive meaningful change through thoughtful, mission-driven communication.



THE DAISY EXPÓSITO-ULLA SCHOLARSHIP

SOFIA STORROW | THE DAISY EXPÓSITO-ULLA SCHOLARSHIP

Sofia Storrow is a senior at Clayton A. Bouton High School in Voorheesville, NY. A high honor roll student, she leads as Class President, captain of varsity and JV soccer, and chair of Prom and Commencement Committees. She's active in Student Government, NHS, and three varsity sports. A YMCA Black and Latino Teen Achiever and church peer mentor, Sofia proudly joins NYWICI as a Rising Star and aspires to have a career in business and communications.



The Beth-Ellen Keyes Memorial Scholarship

PALOMA THOEN | THE BETH-ELLEN KEYES MEMORIAL SCHOLARSHIP

Paloma Thoen, is the Individual Giving Coordinator at the Chinese-American Planning Council and a master's candidate in Corporate Communications at Baruch College. A former RISE Fellow at the Institute for Nonprofit Practice and current fellow in CPC's Advocacy Leadership Fellowship, she's dedicated to fostering a city where individuals are provided resources and support to pursue their dream. Passionate about nonprofit work, Paloma aspires to serve as Director of Communications, championing radical change and social impact.





MADELINE VAJA | THE INTERPUBLIC GROUP (IPG) SCHOLARSHIP

A business student at NYU, Madeline Vaja has concentrations in Marketing, Economics, and Data Science. She drives her passion to craft compelling and effective marketing strategies, using analytics to explore how data driven insights shape brand narratives and enhance consumer engagement. With experience in market research, data visualization, and digital marketing, Madeline enjoys translating data into impactful business insights. She thrives in fast-paced, creative environments and is committed to continuous learning to build a career in marketing, where she can blend data-driven thinking with storytelling to drive meaningful engagement.



THE ELLEN LEVINE MEMORIAL SCHOLARSHIP 

NIA WATSON | THE ELLEN LEVINE MEMORIAL SCHOLARSHIP FUNDED BY HEARST

Nia Watson is a writer and reporter based in Harlem, passionate about audio storytelling and longform writing covering community, food, family, race, and health across NYC and the Hudson Valley. She has contributed to WJFF Radio Catskill, Amsterdam News, and Generations Now Journal. Currently completing her MFA thesis at NYU on women's health through race and healing, Nia is dedicated to telling stories that amplify underrepresented voices and reveal hidden histories through creative nonfiction.

2025 SPONSORED SCHOLARSHIPS

New York Women in Communications awards scholarships each year as part of our mission to empower future generations 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 BETH-ELLEN KEYES MEMORIAL SCHOLARSHIP

This scholarship is awarded in the spirit of Beth-Elle Keyes, who was deeply involved in NYWICI's Matrix Awards, scholarship, and mentorship programs. The recipient must plan to work within or provide communications services to nonprofit or community-focused organizations. Candidates must demonstrate a commitment to this sector through current and past activities, preferably in leadership roles.



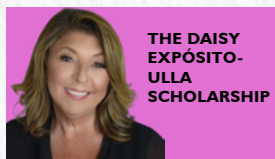
THE BEVERLY WETTSTEIN SCHOLARSHIP FOR WOMEN'S STUDIES

"Celebrate Women Every Day and Make History!" was the message and mission of Beverly Wettstein. Beverly was a national speaker, award-winning journalist, author, active NYWICI member, women's advocate, and historian who focused on the news coverage of women and women's issues. This scholarship is awarded annually in her name to a student pursuing a career in journalism with an interest in telling women's stories.



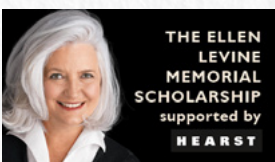
THE BRAND MARKETING SCHOLARSHIP FUNDED BY LICENSING INTERNATIONAL FOUNDATION

Awarded to a deserving individual who has an interest in a career in brand licensing. Majors could include advertising, marketing, design and other brand licensing industry-related programs.



THE DAISY EXPÓSITO-ULLA SCHOLARSHIP

A prestigious award designed to support and empower the next generation of leaders in marketing, advertising, and communications. Named after Daisy Expósito-Ulla, a trailblazing figure in multicultural advertising, this scholarship seeks to provide financial assistance to students who demonstrate academic excellence and creativity. Daisy is deeply involved in NYWICI and other organizations. She is a past Matrix Winner and has been inducted into the Advertising Hall of Fame.



HEARST

THE ELLEN LEVINE MEMORIAL SCHOLARSHIP

Ellen Levine was a trailblazer and innovator. After serving as editor in chief of Good Housekeeping and Women's Day, Ellen became Editorial Director of Hearst Magazines, creating blockbuster brands including O, The Oprah Magazine, Food Network Magazine and HGTV Magazine. Oprah Winfrey famously called her Queen Levine, and she was revered for her award-winning editorial work, much of which focused on issues related to product safety, women's health and much more. Ellen was also deeply involved with New York Women in Communications and received a Matrix Award in 1989. Supported by Hearst, this scholarship will be awarded to a rising college junior or senior who embodies Ellen's tenacity, dedication, and passion for ideas and is interested in pursuing a career in digital/print magazine journalism. The student must be available for a paid internship at Hearst Magazines in New York City.



THE ESPERANZA SCHOLARSHIP

Sponsored by Daisy Expósito-Ulla, Partner/President-CEO of d expósito & Partners. It is awarded to a student of Hispanic heritage pursuing the dream of a career in communications.



THE GOOGLE SCHOLARSHIP

Awarded to a college student who demonstrates outstanding academic performance and a strong passion for communications. This scholarship celebrates students dedicated to using their skills to drive innovation and make a meaningful impact.



THE INTERPUBLIC GROUP (IPG) SCHOLARSHIP

Awarded to a student who is a rising college junior, senior, or grad student and has demonstrated an interest in a career in communications. Student will also be considered for a paid summer internship. Interpublic (NYSE: IPG) (www.interpublic.com) is a values-based, data-fueled, and creatively driven provider of marketing solutions. Home to some of the world's best-known and most innovative communications specialists, IPG global brands include Acxiom, Craft, FCB, FutureBrand, Golin, Initiative, IPG Health, IPG Mediabrands, Jack Morton, KINESSO, MAGNA, McCann, Mediahub, Momentum, MRM, MullenLowe Global, Octagon, UM and Weber Shandwick.



THE JPMORGANCHASE SCHOLARSHIP

A beacon of opportunity, awarded to exceptional and diverse college juniors and seniors who exemplify academic excellence and a fervent passion for marketing and communications in the finance sector. We are committed to empowering the next generation of leaders and opening doors to more possibilities in the world of finance.



THE KAPLOW SCHOLARSHIP

Awarded to a student who is a rising college sophomore, junior, or senior and nurturing their career in marketing communications or public relations. The Kaplow Scholarship includes training and mentorship to set the foundation for achieving success in an entry-level role and beyond.



THE ALUMNA SCHOLARSHIP

THE NYWICI ALUMNA SCHOLARSHIP

Awarded to a previous scholarship winner who has demonstrated continued academic excellence and ongoing engagement and leadership within NYWICI.



NYWICI FILM & TELEVISION SCHOLARSHIP

THE NYWICI FILM AND TELEVISION SCHOLARSHIP

Awarded to a deserving individual who has an interest in film or television and for a student who is pursuing a career either in front or behind the camera.



NYWICI PAST PRESIDENTS' SCHOLARSHIP

THE NYWICI PAST PRESIDENTS' SCHOLARSHIP

Awarded in the spirit of New York Women in Communications Past Presidents, this annual scholarship is supported by contributions from individuals who have served as NYWICI President. The recipient will be a rising college junior or senior who is pursuing a career in the communications field. The recipient must demonstrate effective leadership abilities and an innovative and entrepreneurial spirit in all aspects of their life and have a track record of engagement within NYWICI. The ideal recipient has the drive and potential to be a future NYWICI President.

THE TRAILBLAZER SCHOLARSHIP



THE TRAILBLAZER SCHOLARSHIP

Sponsored by Disney Advertising, the Trailblazer Scholarship is awarded to a college junior or senior who is passionate about creative storytelling and seeks opportunities to innovate, inspire and ignite movement. This scholarship celebrates the next generation of leaders looking to make their unique mark across the communications, advertising, public relations, marketing or other industry-related field.



THE YAHOO SCHOLARSHIP

Aims to empower the next generation of communications and marketing leaders. This scholarship is awarded to a college undergraduate who is passionate about storytelling at the intersection of these fields. It celebrates the next generation of leaders looking to make an impact and seeking opportunities that integrate social media, innovation including AI, and new technology into their career.

SELECTION PROCESS Recipients are chosen by the New York Women in Communications Scholarship Committee based on academic achievement, demonstrated leadership, participation in school and community-service activities, honors and other awards or recognition, work experience, and statement of goals and aspirations. Need and unusual personal and/or family circumstances are also considered.

SCHOLARSHIP HALL OF FAME

2024

Jordan Fong
Skylar Grady
Candace Guthrie
Britney Huston
Avery Loftis
Katrina Machetta
Jules Maluenda
Sarah Ng
Arion Peterson
Rosamelia
Sanchez Lara
Laila Wilson

2023

Kadija Abdoulaye
Talia Barrington
Brianna Boone
Joyce Chen
Amanda Dait
Laine Dubin
Gabriela Henriquez
Stoikow
Lilli Iannella
Molly Jacob
Aaliyah Simone
Kellogg
Laura Uzar

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 Ciruzzo
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 Vadhan
Melissa Vargas

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 Vadhan
Camden Weber

2012

Alexandra Carmichael
Katia Diaz
Laura Foti
Luisa Garcia
Grace Gavilanes
Melanie Hicken
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
Alexandria Clarke
Katie Corrado
Shira Engel
Camille D'Elia
Shira Engel
Amanda Ferrarotto
Luisa Garcia
Stephanie Guzmán
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 Guzmán
Megan Hess
Denise Horn
Amelia Jiménez
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 Onwudingo
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 Afalo
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

PAST SCHOLARSHIP RECIPIENTS REFLECTIONS

Why do you think it's important for organizations like NYWICI to invest in the next generation of women in communications?



"I believe that investing in the next generation of women in communications is crucial for ensuring diverse perspectives and voices within the industry. Organizations like New York Women in Communication provide mentorship, resources, and networking opportunities that help young women develop the skills needed to excel in a competitive field.

This support fosters leadership among women, empowering them to break through barriers and reach influential positions. By investing in emerging talent, these organizations create a pipeline of future leaders who can shape the future of communication in innovative and inclusive ways."

Joyce Chen, 2023



"Organizations like NYWICI need to invest in the next generation of women in communications because it is crucial to create communities where women can feel confident. My time with NYWICI has allowed me to expand my network, get inspired, and learn how the industry works. I was also given many opportunities to showcase my talents and learn

new skills. I feel empowered whenever I leave a NYWICI event and use what I learn every day in my full-time job in this industry!" **Molly Jacob, 2022 and 2023**

"With DEI programs disappearing, investing in the next generation of women—across backgrounds, cultures, and lived experiences—isn't optional, it's essential. NYWICI

champions that diversity, creating space for voices that don't just challenge the status quo—they rewrite the script. When we back women in all their complexity, we don't just get better stories—we get better leadership, better ideas, and a better future. Let's be real: the industry only wins when all kinds of women are at the mic." **Sarah Kajani, 2012**



"Organizations like NYWICI have helped me to feel confident in my ability to "get my foot in the door" at big-name media companies at the start of my career. NYWICI has also provided a built-in network and support system as I embark on the competitive career journey that is a career in media and communications. It puts me at ease to know that my fellow scholarship recipients are working just as hard and that we are cheering each other on because of it. Organizations like NYWICI invest in a future where the next generations will not need to work 10x harder than their male counterparts to be seen, heard, valued, and celebrated in media and communications." **Avery Loftis, 2024**



"Empowering the future leaders in communications allows organizations to tap into the immense potential of dedicated women ready to advance in their industry. Organizations like NYWICI recognize the value of fostering success through mentorship and community. As a former scholarship recipient, the career mapping services provided by NYWICI have helped me to develop an invaluable network and better position myself for success in future roles." **Laila Wilson, 2024**

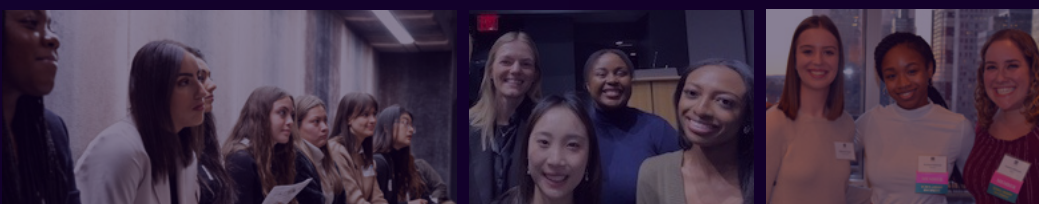


NEW YORK WOMEN IN COMMUNICATIONS

COMMUNICATIONS CAREER CONFERENCE

SEPTEMBER 25, 2025 | 12:00-5:00 PM AT SPOTIFY, NYC

NYWICI's half-day career event that brings together students and early career professionals in the communications field to connect, learn, and develop their skills.

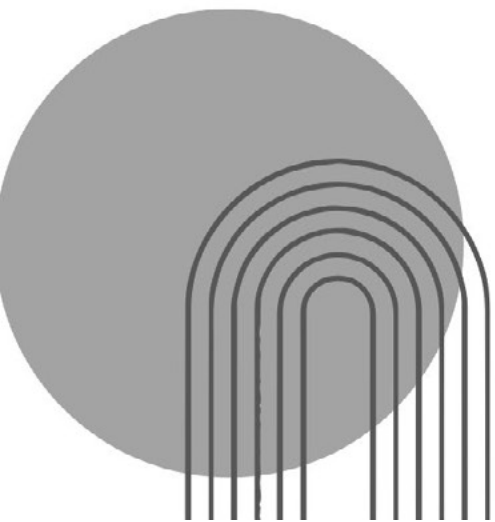




*Congratulations,
Nkechi!*

from

**ROCKMYSOUL
PRODUCTIONS**



Congratulations

2025 MATRIX AWARD HONOREES

Leslie Berland • Teneshia Jackson Warner
Dustee Jenkins • Lucy Kaylin • Kristen Welker
Nkechi Okoro Carroll • Bellamy Young

Here's to all the rule breakers.



WOMENHEARD



SCAN ME

CHECK OUT OUR RECENT PODCAST EPISODES!



Episode 94

REBECCA MINKOFF

Co-founder, Female Founder Collective

"I find that most often I take the risk and not only do I grow, I learn."



Episode 93

FRANCESCA LARSON

Founder & CEO, Studio Mosaic

"That 'people piece' has value. There's a value to having empathy in a corporate environment, in an organizational environment."



Episode 92

JUDY HERBST

Financial Expert and
Executive Director, Savvy Ladies

"Money should be working for you. It's never too late to level up!"



Episode 91

TRACY-ANN LIM

Chief Media Officer, JPMorganChase

"As part of a daily practice, I think about earning trust and earning reliability in the eyes of those that I work with — and work for."

Listen and subscribe now at nywici.org/podcast

THE TRADE DESK IS HONORED TO STAND ALONGSIDE NYWICI

We celebrate the Matrix Awards and this year's
Leading Luminaries — trailblazing women whose
vision, resilience, and leadership continue to shape
the future of our industry.



IBM salutes the
2025 Matrix honorees.

You inspire us with your excellence, with your dedication,
and by leaning into a brighter future while lighting the way
for those who follow.

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LEADING LUMINARIES

A Night of Glamour, Grit & Gratitude

Our honorees are luminaries who carry the torch with pride and purpose, illuminating the path for future generations. NYWICI is shining a light on those who have paved the way for others to follow.

In times of darkness and uncertainty, the luminaries are a beacon of hope and guidance. The light within our honorees showcases their unwavering spirit of human resilience and the power of perseverance. When faced with challenges and adversity, luminaries always keep their eyes fixed on the prize, remain steadfast in their convictions, and they never lose sight of their goals.

Luminaries lead by example, inspire others, and serve the greater good. A luminary is willing to sacrifice personal gain for the benefit of the collective and use their influence to make a positive impact on the industry and community.

Luminaries not only achieve great things, but they also leave a lasting legacy. They truly embody the human spirit, making meaningful contributions to the world.



NEW YORK WOMEN
IN COMMUNICATIONS

NYWICI.ORG     
@NYWICI #2025MATRIX #WOMENHEARD

