

# Invest in equality.

## Celebrating outstanding achievements of women in the communications industry.

MONDAY, MAY 6, 2019 AT 12 NOON, SHERATON NEW YORK TIMES SQUARE  
HOSTED BY **Bloomberg Media Group**

PRESENTED BY



NEW YORK WOMEN  
IN COMMUNICATIONS

# We're invested in you.

To all of this year's honorees and scholarship recipients: thank you for leading the way. Your work inspires all of us to do more in advancing equality in every element of the media and communications fields and beyond. We're all grateful for your work and for the tremendous example you set for generations to come.

## Congratulations!

2019 Matrix Honorees:

Padma Lakshmi

Kate Lewis

Jeanine D. Liburd

Susan Magrino

Norah O'Donnell

Kathy Ring

Lisa Sherman

Sally Susman



**Bloomberg  
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# Celebrating outstanding achievements of women in the communications industry.

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# ONLINE AUCTION — BID NOW!

Bid on exciting lots that benefit the New York Women in Communications scholarship program. Check back often as new items get added. This year's hot lots include:

Power lunch with **Susan Magrino**

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Meet & greet with **CBS This Morning Co-Anchors**  
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NEW YORK WOMEN  
IN COMMUNICATIONS

Connect. Create. Communicate.

## WHO WE ARE

Founded in 1929, New York Women in Communications (NYWICI) is the premier organization for female communications professionals. Today, the 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.

Each year, we award scholarships ranging from \$2,500 to \$10,000 to high school seniors, college and graduate students, and offer educational programs, including an annual Student Communications Career Conference for women beginning their careers or embarking on career transitions. We also award empowerment grants to more seasoned NYWICI members. To date, we have awarded more than \$1.7 million in scholarship support to over 320 women.

As women who connect, create and communicate, NYWICI members serve as role models, career advisors and mentors.



**SUSAN  
MAGRINO**  
Chairman & CEO,  
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# Congratulations to the 2019 Matrix Honorees!

Women who power what's possible  
in communications, media and beyond



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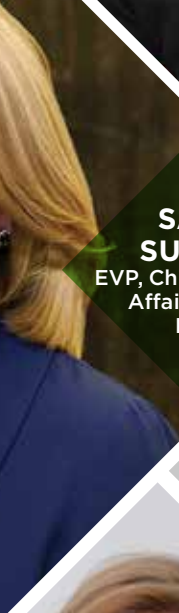




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**PADMA  
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Host & Executive  
Producer,  
"Top Chef"



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WOMEN WHO CONNECT THE WORLD

# 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 2019 Matrix Awards Luncheon. Proceeds from the luncheon are used by NYWIC to develop and maintain a full calendar of affordable programs and special events, as well as for networking and support systems for the organization's members and the community-at-large.

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CONDÉ NAST CELEBRATES NEW YORK  
WOMEN IN COMMUNICATIONS AND  
THE 2019 MATRIX HONOREES

CONDÉ NAST  
IT STARTS HERE.





THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007



May 6, 2019

Dear Friends:

I am delighted to welcome everyone to the 2019 Matrix Awards, hosted by New York Women in Communications.

New York has always been at the forefront of progress in media and entertainment, and we are the proud home to talented communications professionals of all backgrounds who work hard to inform and engage our diverse residents. My administration is working hard to foster gender equality, support Minority and Women-owned Business Enterprises, and build a more inclusive and economically mobile city for every resident, and I am pleased to count New York Women in Communications as a tremendous ally in our mission. Established in 1929, NYWICI unites women media professionals in the five boroughs and beyond and provides them with programs and resources to help them network, share knowledge, and advance their careers. Today's event is a wonderful opportunity to applaud everyone associated with NYWICI for their efforts to shape and strengthen our vital communications sector and empower the female leaders who are moving it forward.

On behalf of the City of New York, congratulations to this year's honorees. Please accept my best wishes for a terrific event and continued success.

Sincerely,

Bill de Blasio  
Mayor



# CONGRATULATIONS TO THE 2019 MATRIX AWARDS HONOREES

**Padma Lakshmi**, Top Chef

**Kate Lewis**, Hearst Magazines

**Jeanine D. Liburd**, BET Networks

**Susan Magrino**, Magrino PR

**Norah O'Donnell**, CBS News

**Kathy Ring**, Starcom USA

**Lisa Sherman**, The Ad Council

**Sally Susman**, Pfizer



# From the President



Welcome to the 2019 Matrix Awards Luncheon! This marks the 49th consecutive year that New York Women in Communications (NYWICI) has gathered to celebrate the accomplishments and contributions of extraordinary women in our industry.

On behalf of the board and our entire organization, I offer my heartfelt congratulations to this year's Matrix Award honorees. The Matrix Award, our industry's highest tribute, is given to a select group of outstanding leaders who exemplify excellence, the courage to break boundaries and steadfast commitment to championing the next generation of female leaders. They are truly "Women Who Connect the World." On this special day, we welcome them into our Matrix Awards Hall of Fame,

a pantheon of women who have left indelible impressions on our industry and the communities we serve.

Thank you to Bloomberg Media Group for hosting this year's luncheon and for your invaluable partnership. I would also like to thank all of our sponsors and supporters who have helped make today's event possible. Proceeds from the Matrix Awards go toward a full range of scholarships and educational programs for women, whether they are just beginning their careers or pivoting to embrace new possibilities. NYWICI is proud to be the largest provider of communications scholarships for women in the United States and has given more than \$1.7 million in scholarships to young women of outstanding promise.

As the premier organization for female communications professionals, New York Women in Communications supports women in every discipline at every stage of their careers, and helps them navigate the ever-changing communications landscape. Founded in 1929 by a group of pioneering women journalists advocating for equal pay to their male counterparts, NYWICI has been investing in equality for 90 years. We know that equal pay, equal opportunity and equal representation will change the way we live and the futures we envision. If we can see it, we can be it.

At a time of communications discipline convergence and an increasingly competitive industry ecosystem, the women we honor today are in the

vanguard of transformation, changing the ways we connect, create and communicate, and are beacons of light for those who would follow in their footsteps.

They, like the Matrix Awards, inspire all women in communications to reach their full potential.

**"The women we honor today are in the vanguard of transformation, changing the ways we connect, create and communicate."**

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

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

A handwritten signature in blue ink that reads "Judith Harrison". The signature is fluid and cursive, with a large, stylized "J" and "H".

**Judith Harrison**  
**SENIOR VICE PRESIDENT, DIVERSITY  
& INCLUSION, WEBER SHANDWICK**





# Accountability is everything.

## With the right frameworks, we can invest in a more equal future.

48<sup>%</sup>

of companies include  
Diversity and Inclusion goals in  
performance reviews\*

\*Source: 2019 Bloomberg Gender-Equality Index which includes  
230 global companies in 36 different countries and regions

# From the Matrix Host



“We’ve seen first-hand that taking a data-based approach to gender parity allows us to put frameworks into place that weave change into the very fabric of business.”

Bloomberg Media Group is thrilled to sponsor the New York Women in Communications 2019 Matrix Awards. We are immensely grateful to this organization, and inspired by the women being honored. Their achievements have set a new standard for the communications field and for generations of leaders to come.

The theme of this year’s event is Invest in Equality. At Bloomberg we have a philosophy: “if you can’t measure it, you can’t manage it.” It’s why we created our Bloomberg Gender-Equality Index (GEI), the world’s only standardized reporting framework for gender-equality with participation from 230 global companies that are committed to transparency in gender reporting and advancing women’s equality in the workplace. You can see the various metrics from this year’s GEI shown throughout the award program, designed by our creative team.

As a global media company with over 2,700 journalists and analysts in more than 120 countries, Bloomberg recently launched the New Voices initiative to increase the representation of women on our platforms. Through this initiative, we’re establishing a definitive global list of leading experts in business and using a data-driven system to track our progress in meeting ambitious goals. At the same time, we’re providing media training for women and other diverse executives who are underrepresented across the airwaves.

We’ve seen first-hand that taking a data-based approach to gender parity allows us to put frameworks into place that weave change into the very fabric of business. But gender equality isn’t just the right thing to do; as the GEI, New Voices initiative and the Matrix Awards demonstrate, it’s good for business.

Beyond all the great work and much deserved celebration today, we still have our work cut out for us. That means advocating for more women on every communications platform and seated around every conference room table. And it means investing in equality as you would any viable aspect of business. It’s the key to ensuring a truly diverse and equal future for the industry.

Thank you and congratulations to all of the honorees and scholarship recipients for your remarkable contributions to media and communications. Your work is a call-to-arms to do more and be better. We’re all invested in your success.

With warm regards,

A handwritten signature in black ink, reading "Justin B. Smith". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Justin B. Smith  
CEO, BLOOMBERG MEDIA

EMCEE

# Mika Brzezinski

By Jennifer Dixon



# Taking Center Stage

At this time a year ago, Mika Brzezinski — TV news-show host and money role model to countless women — was honored with a Matrix Award, saying, “It’s all about being exactly who you are, knowing who that is. Knowing what that value is, and getting it across.” Today, she takes the Matrix stage as emcee.

It’s been an action-packed 12 months for Brzezinski. She continues to co-host MSNBC’s “Morning Joe” in the midst of an endlessly turbulent news cycle, and to tussle publicly with President Trump. And she republished her 2011 bestseller *Knowing Your Value: Women, Money, and Getting What You’re Worth* in expanded form, “updated for the challenges women face in the age of Trump.”

“We’ve been set back on so many levels,” Brzezinski said, “but we’re also emboldened and we’re pissed and we’re inspired.”

No stranger to life’s challenges herself, Brzezinski claims she’s been fired more times than she can count, including a rather public dismissal from CBS in 2006 (Brzezinski and several colleagues were rumored to have lost their jobs to cover incoming anchor Katie Couric’s salary). “Any guy would’ve said, ‘I’m going to do way better,’ ” said Brzezinski of life after her CBS departure. “I did end up doing way better, but I had no idea that I would — I walked into job interviews wearing that firing on my face.”

“Way better” indeed. Brzezinski joined forces with co-host (and now-husband) Joe Scarborough to launch “Morning Joe” in 2007. Brzezinski immediately inspired Scarborough with her courage and work ethic, dedicating up to 20 hours a day to help develop the program. Scarborough

recalled one early phone conversation while Brzezinski was in the midst of a nine-mile run. “All of a sudden, I hear this UGH,” he said. “Mika’s phone had gone flying and she ran into a parked car because she was so focused on [planning] the show.”

From its inception Brzezinski believed in “Morning Joe,” while Scarborough worried about its success. “I was very insecure and lacked confidence when the show started,” he said. “I believed we were lucky to have people like Dan Rather and U.S. senators and pop culture icons come on.” The first week Brzezinski schooled Scarborough, telling him to relax and not appear too eager with guests. “She said, ‘This show is going to be at the center of the universe, and how people start their day,’” he said.

**“I feel responsible to help women know their value and to communicate it effectively.”**

“Everything she said came true, but it took me a while to follow her advice.”

The early years of “Morning Joe” included guest segments with Brzezinski’s father, the late National Security Advisor to President Jimmy Carter, Zbigniew Brzezinski. “I found myself personally nervous interviewing him,” she recalled. “It really ripped off the veil.” Not only that, the elder Brzezinski — by all accounts a brilliant debater — used what his daughter called “verbal weaponry” on Scarborough. “Joe was a little overconfident, and my father could be cutting,” she said. “Watching the two of them spar about the Middle East, I would just slink back in my chair.”

Born in New York City, Brzezinski spent her formative years in McLean, Virginia, while her father rose through the government ranks in neighboring Washington, D.C.

After enrolling in Georgetown University, she moved on to Williams College, graduating in 1989 with a degree in English. In 1993, she married investigative reporter Jim Hoffer, with whom she shares two college-age daughters, Carlie and Emilie. “This business is so tough on family,” Brzezinski said of her chosen career. She initially set her sights on becoming a 6 p.m. anchor for a local affiliate. “That was a job you could aspire to, and still be impactful on your family,” she said. “I wanted to be in television journalism, but I could have never imagined *this*.”

Never one to rest on her laurels, Brzezinski continues to leverage her celebrity to grow the *Know Your Value* platform. “I didn’t know I had it in me,” she said. “I feel responsible to help women know their value and to communicate it effectively.”

Brzezinski certainly knows her worth, and that of her fellow journalists, particularly at a time when politicians are quick to label any negative coverage “fake news.” She said: “During these challenging times for the media, I’m proud of my fellow journalists, news hosts and the networks for making a concerted effort to double down on real journalism.”

Jennifer Dixon is the Vice President of Finance Communications at Morgan Stanley. An earlier version of this article appeared in the 2018 Matrix Journal.

Lisa and James Cohen and **Galerie Magazine**  
congratulate Susan Magrino as a  
“WOMAN WHO CONNECTS THE WORLD”







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

Each of you sets a shining example of what women in the communications industry can achieve, and for that, we salute you!

Padma Lakshmi: "Top Chef"

Kate Lewis: Hearst Magazines

Jeanine D. Liburd: BET Networks

Susan Magrino: Magrino PR


Norah O'Donnell: CBS News

Kathy Ring: Starcom USA

Lisa Sherman: The Ad Council

Sally Susman: Pfizer





“We all should  
have the  
equal chance  
of bettering  
ourselves and  
living fully.”

HONOREE

# Padma Lakshmi

By Hilarey Wojtowicz



## The Universal Connector

Padma Lakshmi may be a well-known food expert, as host and executive producer for Bravo's "Top Chef," but her entire career began because of one decision to model. Though it happened completely by chance while studying abroad in Madrid, that moment propelled Lakshmi to become India's first supermodel, an author, culinary mogul and advocate for women's and immigrants' rights.

Years later, Lakshmi realizes that she wouldn't have the career she does today if it weren't for that life-changing experience.

### WHY DID YOU MAKE THE SWITCH FROM MODELING TO COOKING?

I always enjoyed cooking, but never thought I would pursue it professionally, until I wrote a cookbook based on how I lost the weight I had to gain for an acting role. I've been fortunate to have skills like

cooking and writing that helped me pivot to a new career after modeling.

### WHAT ARE YOUR FAVORITE DISHES TO MAKE?

I eat a mostly plant-based [diet] at home. I make khichdi, a lentil and rice porridge, on Sundays, or I'll have something like mixed curry or beans and rice for a weekday lunch. I love a simple roasted chicken paired with a green salad. I think mastering food basics is a necessity for home cooks. Then you can riff on a new version of a recipe every so often. Regardless of what I eat, I try to have 50 percent of my total intake be vegetables and fruits.

### WHAT DOES FOOD MEAN TO YOU?

Food is the universal connector between all people. It's the thing that connects us to our heritage. It's a way not only to feed

ourselves but to nourish each other and commune with family. Food is a vehicle for celebrating every milestone in our lives. It's also been a creative outlet for me, and a way to show affection for those I love and care about. You can tell a lot about people by their relationship to food.

**"As an immigrant, I've always believed that America was a shining beacon of hope for people wanting to make a better life for themselves."**

**You've made amazing strides through co-founding the Endometriosis Foundation of America, research initiatives and your work with the American Civil Liberties Union for women's and immigrants' health and civil rights. WHAT DO YOU HOPE TO ACCOMPLISH ACROSS ALL OF THESE AREAS IN THE COMING YEARS?**

I hope to make it easier for people with reproductive health issues like endometriosis to get diagnosed earlier,

The **WALT DISNEY** Company  
— *is proud to support* —

The Matrix Awards

**New York Women  
In Communications**

— *Congratulations* —  
TO THE HONOREES

**Padma Lakshmi**

**Norah O'Donnell**

**Kate Lewis**

**Kathy Ring**

**Jeanine D. Liburd**

**Lisa Sherman**

**Susan Magrino**

**Sally Susman**

[thewaltdisneycompany.com/philanthropy](http://thewaltdisneycompany.com/philanthropy)

so that no one has to suffer for as long as I did without proper care or treatment. As an immigrant, I've always believed that America was a shining beacon of hope for people wanting to make a better life for themselves. I believe immigrants make this country great, and it's America's culture and history that define us as a nation. We take the best qualities from each respective culture to create a culture that is uniquely American. It would be tragic for our country to now negate all of that. I want to remind Americans that unless you are from a Native American tribe, we're all immigrants.

#### WHAT ADVICE WOULD YOU GIVE YOUNG WOMEN FOR NAVIGATING THEIR CAREERS?

Seek out mentors. I didn't have this when

I was starting out, so I now meet with a few young women periodically to discuss their business ventures or various goals and what it takes to achieve them. Find a woman you admire, ask her to coffee or lunch, and ask her for specific advice or help in a concrete area. I guarantee whomever it is will most likely be flattered you asked, and will help if they have the time. But be specific. Women who are in a capacity to help are busy with demands on their time already. They don't need new friends. What most care about is being able to help a young person with resources and wisdom they've gained.

#### WHO WAS THE FIRST PERSON YOU TOLD ABOUT YOUR MATRIX AWARD?

My mother.

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

I'm honored to be receiving a Matrix Award, and to be recognized by New York Women in Communications in the company of my fellow honorees. My goals in my advocacy have always been to level the playing field and help achieve equality of opportunity to those who need it, whether it's in women's health or civil rights for immigrants and women. We all should have the equal chance of bettering ourselves and living fully. It's lovely to be recognized by an organization that has been fighting for an equal playing field for professional women in communications for almost 100 years.

Hilarey Wojtowicz is the senior career and finance editor for Swirled, a millennial women's newsletter company.

#### PRESENTER

## Sarah Barnett

As President, Entertainment Networks, Sarah Barnett oversees AMC, BBC AMERICA, IFC and SundanceTV. Her role includes direct oversight of AMC Premiere, the company's premium SVOD service, which offers fans the ability to watch original series without commercials and a variety of other benefits.

Previously Barnett was President and General Manager of BBC AMERICA. Under her leadership the network had unprecedented growth, received an Emmy® for "Orphan Black," and enjoyed breakthrough ratings with hit series such as "Doctor Who" and "Killing Eve."

Named head of SundanceTV in 2009, Barnett redefined the channel as a timely and vital television brand by introducing distinctive dramatic series. Barnett launched the network's scripted strategy and has overseen a slate of high-quality, auteur-driven series that have consistently captured critical acclaim and industry awards, including "Carlos," "Rectify," "Top of the Lake" and "The Honorable Woman," among others.

Prior to this role, Barnett was senior vice president of marketing for SundanceTV and oversaw all strategic and creative marketing for the brand. She joined SundanceTV from a previous stint at BBC AMERICA, where she served as vice president of on-air and creative marketing and executive-produced several original shows. Before BBC AMERICA, Barnett spent 12 years with the BBC in London.



Barnett has been included in The *Hollywood Reporter's* Women in Entertainment Power 100 List, *Variety's* Gotham Power List and *Variety's* Women's Impact Report. She was inducted into the 2014 class of Multichannel News' Wonder Women and has been named to the CableFAX Top 100 and Most Powerful Women list for the past six years.

Barnett earned her Bachelor of Arts degree in history of art from the University of Warwick in the United Kingdom.





“I never wanted  
to be the star,  
but I like being  
the support.”

HONOREE

# Kate Lewis

By Rachel Bowie



## Content Innovator

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Kate Lewis first came to Hearst as vice president of content operations and editorial director for Hearst Magazines Digital Media in 2014. Now, five years later, she is chief content officer of Hearst Magazines, tasked with marrying print and digital and — in her own words — “producing the best version of these storied brands on whatever platform we’re publishing on.” (Ahem, no small job in a media landscape that changes at lightning speed.) But with 25 years of experience under her belt working in a range of positions at powerhouse publishers including Condé Nast, Lewis has something other people don’t: institutional knowledge of an industry she’s witnessed the evolution of first-hand for decades and a desire to thoughtfully guarantee its footing in the future.

### WHAT IS YOUR FAVORITE PART OF THE JOB?

One of the things that drew me to editorial and keeps me there is that we’re a team. No story gets published, no video gets made, no event gets photographed without the input of many. I love that so much and I also love the people I work with, the ideas they have and the way it all comes together.

**“One of the things that drew me to editorial and keeps me there is that we’re a team. No story gets published, no video gets made, no event gets photographed without the input of many. I love that so much.”**

### You’ve worked in print for decades. HOW WOULD YOU DESCRIBE ITS EVOLUTION?

Print has had to evolve from when it had a chokehold on the audience, because it was the only game in town, to today when it has to fight for a place in the media diet of consumers. In both scenarios, print has to be vigilantly ambitious. When you have all the attention, people will really notice if you’re not great. And when you’re vying for attention, people will only notice if you are great. To some extent, what “great” is in print has changed — there’s not as much need for lightweight content. We are surrounded by that on the web. But the idea that print still helps you navigate the next, the unknown, what’s coming up, still holds very true.

### WHERE DID YOU GROW UP AND HOW DID THAT SHAPE YOUR CAREER PATH?

I grew up in New York and my mother was an ad lady, so I grew up on TV commercial sets and with groups of creative people. I subscribed to every magazine I heard of, especially the women’s market brands. This was destined from an early age.



NEW YORK WOMEN  
IN COMMUNICATIONS

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## CONGRATULATIONS TO ALL OF THE MATRIX WINNERS ON THEIR WELL-DESERVED AWARDS!

The Gift of Courage Fund supports causes and organizations like NYWICI to help girls and young women recognize their full potential.

One of those programs — The Gretchen Carlson Leadership Initiative (GCLI) — offers underserved women across the country the opportunity to attend free workshops to learn more about workplace harassment as well as receive training on how to become more civically and politically involved.

Over the last two years we've visited 13 cities with more to come!

We'd love to have your help with our mission!

For more information or to donate, please visit <https://www.gretchencarlson.com/gift-of-courage>

**SINCE YOU STEPPED INTO YOUR NEW ROLE AT HEARST, WHAT'S THE ACCOMPLISHMENT YOU'RE MOST PROUD OF?**

There are two things. First, we lived in a split world — print and digital divided. I am proud of having brought those teams together, into conversation and co-creation, now operating as one single team with no difference. Second, I am proud of the way I've socialized the data we have at our fingertips and encouraged everyone to access it and use it as part of their creative thinking.

**WHAT'S YOUR MOST RECENT "PINCH ME, I CAN'T BELIEVE THIS IS MY JOB" MOMENT?**

There have been a number of times when someone who I thought was a really big deal treated me like a peer and I realized, oh right — they think I am like them now! I suppose this is related to that oft-worn affliction of imposter syndrome. I am still settling in to this skin. There have been

obvious moments, introducing Oprah and Michelle Obama onstage in September, and lesser so, like just this week eating lunch on the Universal lot with the head of E! television. Right next to the Lew Wasserman booth.

**WHAT DO YOU LOVE TO DO WHEN YOU'RE NOT WORKING?**

I am weirdly domestic. I love to bake and organize. A lot. The first habit my family relishes, the second one they detest. And I live to travel. We'll have gone to Africa twice this year! We went to Morocco for the new year and are heading to Kenya in August. My eldest child is only three years away from going to college, and so I feel some pressure to squeeze in as many adventures as I can while she can't say no.

**WHAT WOMAN IN COMMUNICATIONS DO YOU MOST ADMIRE?**

I could never ever pick just one. There are so many women I have looked up to at

points in my career and so many women who have helped guide me at other points. And there are so many women who work for me who inspire me and motivate me, too. I have been blessed, especially on the editorial side, to have so many women around me — leading brands, writing stories, taking pictures, editing racks of clothes, directing videos.

**WHO WAS THE FIRST PERSON YOU TOLD ABOUT YOUR MATRIX AWARD?**

My husband! He is a media veteran himself and my biggest cheerleader, so he was delighted with the win — and to get the free lunch. My kids are just as excited about it. Maybe because they get to skip school, but I think also because they recognize how much I give to my work and they're happy it's being acknowledged.

Rachel Bowie is Senior Editor of Special Projects for PureWow.com.

**PRESENTER**

# Jessica Pels

Jessica Pels is the newly named Editor-in-Chief of Cosmopolitan, the largest young women's media brand in the world. In her hybrid role, she oversees the content and editorial operations for the magazine, web, social, video, and editorial innovation projects.

Most recently, Pels served as the digital director of Cosmopolitan, where she led the site to its highest readership of all time. She also served as the digital director at Marie Claire, before which she worked in print as the features editor at Teen Vogue and held various editorial positions at Glamour.



Pels is an alumna of New York University, where she earned a BFA in film production from Tisch School of the Arts.



“You can focus on theory, or you can focus on making people ready for the workplace ... to put them in place for opportunities where they can thrive and grow.”



HONOREE

# Jeanine D. Liburd

By Mandy Carr



## From Politics to Empowerment

Jeanine D. Liburd is currently Chief Marketing and Communications Officer for BET Networks, but she didn't start out in communications or TV. She started out in policy, but she got frustrated with the "politicalness" of it.

"I became acutely aware of how critical the media is in informing people of their rights," she said, "and also the impact that media and television specifically, at the time, could have on people's engagements and thus their empowerment."

Liburd was also ready to move back to New York from Washington, D.C. The combination of all that pushed her to make the move. She's now been at Viacom for 19 years and has seen a lot of changes at the company and has worked in many different roles. We sat down with her to learn more about her career.

### WHAT STEPS HAVE YOU TAKEN TO GET WHERE YOU ARE NOW?

I worked at a strategic communications firm. They had a lot of people who worked on [political] campaigns who were part of their workforce. What they appreciated about people who worked on campaigns was their ability to do intense problem solving, move quickly, and manage a lot of different inputs to come up with a solution. I was lucky enough to get Oxygen Media as one of my first big clients — the launch of Oxygen Media. That was my first deep dive into this thing we call cable.

From there I went to MTV. Those were the two big steps.

### WHAT MADE YOU STAY AT VIACOM FOR SO LONG?

It's the people and having the opportunity

to work on such a wide range of initiatives and businesses. I was at MTV Networks corporate. I started in 2000, so right when the CBS merger was happening. We acquired what was TNN, then Spike, now the Paramount Network. Nothing has stayed the same. We've been at the nexus of so much of that change. That kept me here.

**"If you're spending all of your time in your building, then you're probably not doing it right."**

### TV is a vastly changing landscape. WHAT NEW TRENDS ARE YOU ARE EXCITED FOR, AND HOW DO YOU KEEP YOUR SKILLS UP TO DATE IN A CHANGING INDUSTRY?

One, you have to stay out in the marketplace. If you're spending all of your time in your building, then you're probably not doing it right. I'm always grateful when someone asks me to come speak at a conference, but I'm also happy to go and hear what other

# WALKS

# THE TALK

**VIACOM AND BET APPLAUD JEANINE LIBURD  
FOR RECEIVING THE MATRIX AWARD.**

Jeanine is a remarkable leader who inspires not only with her words but also through a perpetual display of passion, energy and integrity.

**VIACOM BET★**

people are going through. I love to hear good case studies about what worked and what didn't work. What's really interesting right now is this whole influencer world. We always had to build strong press relationships, because that was important, but now it's important to develop these direct one-to-one relationships with consumers who can either help you or damage you. We've all seen death by a tweet.

**In addition to your work at BET, you sit on the board of many nonprofit organizations. WHY DO YOU CHOOSE TO DO THAT, AND HOW DO YOU FIND THE TIME TO DO IT?**

I don't know how I find the time to do it. But it goes back to your initial question

of what is interesting about the business. One of the organizations I love the most is ColorComm, because it is focused on women who are in the communications field and how they stay on top of their game. But also, and in my mind, much more importantly, how do we get younger people interested in the communications field and have them ready to take on bigger and better opportunities and just to grow? I try to stay working on organizations that feed those personal passions of mine.

**DO YOU BELIEVE IN WORK/LIFE BALANCE OR BLENDING, DEPENDING ON WHAT YOU CALL IT? HOW DO YOU MAINTAIN IT?**

I like the visual of a seesaw. Even if you

are balanced, you're probably only going to be there for a second. In the end, you're not comfortable in that space. So, you're most comfortable when you're all the way down, or if you're all the way up. For me, if I'm trying to balance, it only lasts for so long. If I'm at work, I'm at work, I'm doing it. And then when I'm off, I'm with family, then I'm on the other side of the seesaw and then that's what I'm doing. Sometimes the two balance in the middle. You've got to keep powering that seesaw up and down.

Mandy Carr is the Communications Manager for the New York Academy of Sciences. On the side, she runs a TV show blog, Primetime Addiction.

## PRESENTER

# Bob Bakish

Bob Bakish is President and Chief Executive Officer of Viacom Inc. He is responsible for growing Viacom's leading portfolio of global, multi-platform entertainment brands, including BET, Comedy Central, MTV, Nickelodeon and the world-renowned Paramount Pictures film and television studio. Viacom's 200-plus TV channels reach approximately 4.3 billion cumulative subscribers in more than 180 countries, making it the world's largest entertainment company across TV.


Bakish is focused on developing new content, expanding distribution of Viacom branded content and pursuing strategic growth opportunities in the company's core businesses. He was appointed to this role in December 2016 after serving as President and CEO of Viacom International Media Networks since 2007. During this period, Bakish was responsible for more than doubling VIMN's revenue and consistently growing its profitability, while guiding a significant international expansion of the company's entertainment footprint.

In addition, Bakish built scale for Viacom in high-value media markets, overseeing the launch of Paramount Channel – the world's leading ad-supported movie network – and successfully acquiring large general entertainment networks including Channel 5 in the United Kingdom, Colors in India and Telefe in Argentina. Under his direction, online video consumption of VIMN's content rapidly accelerated through the launch of Viacom Play Plex and other innovative, multi-platform products.



Prior to his leadership of VIMN, Bakish held a series of corporate, sales and development positions at Viacom, joining the company in 1997 after serving as a partner with Booz Allen & Hamilton in its Media and Entertainment practice.

Bakish has an M.B.A. from Columbia Business School and a B.S. in Operations Research from Columbia's School of Engineering and Applied Science. He serves on the boards of both schools.



“You have to  
be willing to  
take a risk  
sometimes,  
because great  
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come out  
of risks.”

HONOREE

# Susan Magrino

By Gennifer Delman



## Brand-Builder Extraordinaire

"Keeping people happy is the number one function in public relations — whether it's your client, the media or a colleague," said Susan Magrino, chairman and CEO of her eponymous firm, Magrino PR. Most PR professionals would agree — and you can consider Magrino the proof point. The industry legend created her own agency in 1992 at age 30, going on to build a 50-employee company with a client roster that's both recognizable (Martha Stewart) and buzzworthy (Whispering Angel wine). When asked what it means to win a Matrix Award, the firm's leader mused, "I feel honored; it's really, really exciting. And as important as it is to receive this kind of recognition, it's also given me pause to reflect a lot." Here, Magrino shares some of those reflections with NYWICI.

### TELL US ABOUT AT LEAST ONE PERSON WHO HAD A BIG IMPACT ON YOUR PROFESSIONAL LIFE.

Definitely my early bosses, mentors and clients — that is who you learn from. I really try to be that for my team; I'm always proud to see people I've trained or mentored go on and start their own business or take on a big challenge. I remember people who gave that to me (like Nancy Kahan, my first boss).

### WHAT ROLE DID YOUR FIRST FULL-TIME JOB PLAY IN SHAPING YOUR CAREER?

I was an English major and drawn to publishing; I thought I wanted to be a writer. I got into the publicity department [at Crown Publishing] and from that moment on it was game on! All that training was amazing for me; I was there for nine years and it laid the foundation

for my career in public relations. It gave me the confidence to do it on my own, and that's what I did. I said, "I don't ever want to look back with regret — I'm going to start my own PR firm." That was a wonderful moment and continues to this day.

**"Recognize when someone gives you an opportunity and know what to do with it. You might think, 'I can't do this,' but if that person believes in you and has your back, you can't set the bar high enough to achieve."**

### WHAT DO YOU CONSIDER TO BE YOUR GREATEST ACHIEVEMENT IN YOUR CAREER THUS FAR?

Building this business, creating our brand of Magrino, and evolving in the working world for 27 years and counting — I feel



## CONGRATULATIONS SUSAN

ON RECEIVING A 2019 MATRIX  
AWARD FROM NEW YORK WOMEN  
IN COMMUNICATIONS

the  
**Dunning**  
group, inc.

**M**  
MAGRINO



very proud of that. It would be hard to choose any one moment, because I've been very fortunate enough to have a lot of good ones and I've learned from all of them.

#### **WHAT HAVE YOU LEARNED FROM FACING SOME OF YOUR CAREER'S TOUGHEST CHALLENGES?**

How you handle a challenge is as important as how you handle a success. You need to always think about leaving the door open and think about the next time. The other thing you get is perspective; I'm content with who I am, where I am, and what I'm doing. You have to be willing to take a risk sometimes, because great things can come out of risks.

#### **HOW HAS YOUR AGENCY ADJUSTED TO THE CHANGES IN JOURNALISM IN RECENT YEARS?**

PR has many more pieces and opportunities than ever before: It's a new world with a need to adapt a new way of thinking and an entirely new generation. We have to translate [a brand's] value, and what's the new way of doing that? Is it experiential? Is it Instagram? Is it through a partnership? Those are really big parts of what PR is now. PR needs to formally broaden the definition of what it really is; it's a misunderstood field and industry.

#### **WHAT DO YOU ENJOY DOING IN YOUR SPARE TIME?**

I love collecting; I love estate sales! I really don't want to talk to anyone on early Saturday because I'm out driving

on the hunt — a treasure hunt! — for something fabulous. You never know what you might find. I probably picked that habit up from my friend and client Martha Stewart.

#### **DO YOU HAVE A MANTRA THAT YOU FOLLOW?**

Determination and hard work always equal achievement. It's not that I wasn't told failure isn't an option, it's that it just never entered my mind.

#### **WHAT KEEPS YOU UP AT NIGHT?**

I think about all the possibilities of tomorrow! What do we have to solve this week? In PR it's never done! I don't beat myself up. Instead I think, "What more can we do?"

Gennifer Delman is a New York-based publicist and freelance writer working at Small Girls PR.

#### **PRESENTER**

# Martha Stewart


Martha Stewart is an Emmy Award-winning television show host, entrepreneur, best-selling author of over 90 books, and America's most trusted lifestyle expert and teacher. Millions of people rely on her as a source of useful "how-to" information for all aspects of everyday living — cooking, entertaining, gardening, home renovating, collecting, organizing, crafting, healthy living, holidays, weddings and pet care. The Martha Stewart brand reaches approximately 100 million consumers across all media and merchandising platforms each month. Her branded products can be found in over 70 million households and have a growing retail presence in thousands of locations.

In 2015, Stewart merged her company with Sequential Brands Group, Inc. (Nasdaq: SQBG), one of the world's leading brand management companies with a portfolio of consumer brands in the home, fashion and active categories that generate over \$4 billion annually in global retail sales. While continuing to oversee the brand she



founded, she also now serves as Chief Creative Officer and a member of the Board of Directors at Sequential.

Among her many other honors, Stewart received a NYWICI Matrix Award in 1996.



“Sometimes  
they don’t  
appreciate  
your worth  
until you insist  
on and lay out  
what it is.”

HONOREE

# Norah O'Donnell

By Julia Corbett



## The Power of Listening

Norah O'Donnell is fearless in her pursuit for the truth. It's what makes her one of the most trusted and admired journalists in the world. Her career has taken her from the Pentagon on 9/11 to traveling with former Secretary of Defense Donald Rumsfeld to conducting exclusive interviews with the most powerful and influential global figures.

Her platform is far-reaching as co-host of "CBS This Morning," contributor to "60 Minutes," and former Chief White House Correspondent for CBS News, after over a decade at NBC. She has received numerous awards for her groundbreaking reports.

Growing up in a military family, O'Donnell took an early interest in world events and developed a deep understanding of service and sacrifice. "My mother was the foundation of the values that led me to be a journalist," she said. The most foundational of them all: to listen.

### WHAT DREW YOU TO JOURNALISM?

From an early age I was deeply curious about the world. My father was a doctor in the Army and drafted during the Vietnam War. What happened in Washington and in the world affected my family. During the first Gulf War, he was one of the first deployed and gone for over a year, stationed in Saudi Arabia.

Because of that we always had the newspapers in our house. I also watched the news every night. Barbara Walters was one of the few role models that we had, a woman on television interviewing the most powerful people in the world.

### WHO MADE THE BIGGEST IMPACT ON YOUR LIFE?

My mother! She said one of the most important things you can do is to listen to somebody and hear what they're saying. That's one of the most critical elements

of being a journalist. Journalism is not only about fact finding, but furthering understanding. At the heart is listening to different voices to find the truth. That's the kind of trusted journalist I want to be; no matter what political party someone is from, they know they have a trusted journalist who will listen to them.

**"Journalism is not only about fact finding, but furthering understanding."**

### WHAT WAS THE MOST PIVOTAL MOMENT IN YOUR CAREER?

I would say covering the Pentagon after the 9/11 attacks. I was at NBC News, reporting on what was happening at the Pentagon and in Washington. I actually did a standup where I walked across the [Arlington] Memorial Bridge. There were no cars on it. The city was completely shut down. There were only full-on Army tanks rolling by.

I then traveled the world with then-Secretary of Defense Donald Rumsfeld,

*Congratulations*  
**NORAH O'DONNELL**  
ON YOUR 2019  
**MATRIX AWARD**



FROM YOUR FRIENDS AND COLLEAGUES AT

 **CBS NEWS**



including the first visit to Afghanistan by any high-ranking official. It set off a period that has defined most of my journalistic career — all the wars we've been involved with and the toll it has taken on our armed services and veterans.

The second pivotal moment was the decision to join CBS News. That was the beginning of a journey I had no idea would take me to the morning show and the stage I'm on now.

### **WAS THERE A TIME WHEN YOU HAD TO FIGHT FOR YOUR WORTH?**

We fight for our worth at every stage of our careers. You not only have to prove your worth every day, you have to

promote your work and fight for equal pay or perhaps more than equal pay.

When I was asked to join "CBS This Morning," I was very clear that I was not going to leave Washington and move my family for a job in New York unless I was paid equally as my co-host. I held very firm on that. Sometimes they don't appreciate your worth until you insist on and lay out what it is.

### **Last year, you delivered news about men at CBS accused of sexual harassment. HOW DID YOU DEAL WITH THAT?**

There's no doubt this was the most challenging but also the most productive year of my career. I thought long and hard

on what to say that would stand the test of time and send a message about [this] pivotal point in history. At the same time, I decided to put my head down and do the best work of my career.

At the time the Charlie Rose story came out, I had just been at the Air Force Academy, reporting on women who had been assaulted, harassed and retaliated against. That story gave me a real appreciation for what victims go through. That's what led me to what I said on the air: Women cannot achieve equality until there is a reckoning and a taking of responsibility.

*Julia Corbett is an editor at Accenture Interactive.*

## **PRESENTER**

# Gayle King

Gayle King is co-host of "CBS This Morning." An experienced television journalist, King interviews top newsmakers and delivers original reporting to "CBS This Morning" and all CBS News broadcasts and platforms. She is also editor-at-large of the award-winning *O, the Oprah Magazine*.

Since joining CBS News in 2011, King has conducted revealing and news-making interviews with world leaders, political figures and celebrities.

King previously hosted "The Gayle King Show," a live, weekday television interview program on OWN: The Oprah Winfrey Network. The program, which featured a broad variety of topics that included politics and cultural developments, was also broadcast on XM Satellite Radio, where it premiered in 2006.


Before that, King worked for 18 years as a television news anchor for CBS affiliate WFSB-TV in Hartford, Conn., during which period, she also hosted her own syndicated daytime program. Prior to joining WFSB, King worked at several other television stations in Kansas City, Mo., Baltimore, Md., and Washington, D.C.

King has received numerous awards for her extensive work as a journalist, including three Emmys. She was inducted into the Broadcasting & Cable Hall of Fame in 2018.



In 2017 she was a Variety Power of Women honoree and in 2010 honored with both the Individual Achievement Award for Host-Entertainment/Information and NYWICI's Matrix Award. She was honored with an Alfred I. duPont-Columbia Award as part of CBS News' division-wide coverage of the Newtown tragedy. King was honored in 2008 with the American Women in Radio & Television Gracie Award for Outstanding Radio Talk Show.

King graduated from the University of Maryland with a degree in psychology.



“No matter  
what you are  
doing or are  
asked to do,  
always ask  
‘why?’ ”

HONOREE

# Kathy Ring

By Rodeena Stephens



## Advertising Game-Changer

Kathy Ring has changed the game for women in media. As CEO of Starcom USA, Ring has worked her way to the top of one of the largest media networks in the world for more than three decades.

Ring's career at Starcom started in 1983 as a buyer/planner. In just a few short years, she was promoted to media supervisor, then elected a vice president in 1988. Throughout her career, Ring has spearheaded advertising and marketing strategy for some of the world's leading brands, including McDonald's, General Motors, Coca-Cola Company, Kraft Heinz and more. Her innovative strategies and perseverance opened the door for her to lead the agency's Los Angeles operation, where she helped grow the office to nearly 300 employees. In addition to leading the L.A. office, Ring oversees a number of Disney brands. She has proven to be a force to be reckoned with.

### WHICH WOMEN IN COMMUNICATIONS DO YOU ADMIRE?

Women who walk with purpose, who chart their own path and are accountable for their choices. And women who purposely surround themselves with people different than them in order to enhance their learning and their life. I think back to my first boss, Sally Hunter, who was brilliant and fearless and totally owned who she was. And of course, Elisabeth Badinter, a feminist writer and the chairman of the board of the Publicis Groupe.

### WHO WAS THE FIRST PERSON YOU TOLD ABOUT YOUR MATRIX AWARD?


My family. They are my number one source of support. They have lived through my career with me and all of the choices that come along with that, and of course, all of the wonderful experiences that it has provided.

### WHEN DID YOU REALIZE YOU WANTED TO PURSUE A CAREER IN COMMUNICATIONS?

As a college student, I truly struggled to commit to a single major. I was interested in so many things, and the idea of narrowing my range of interests was not very attractive. Advertising and marketing struck me as the exact opposite — a career where one had to understand communication and business, human behavior and sports and culture and marketing, and integrate all of the pieces into a workable whole. Along

**“There is no ‘right’ path. You may make a lateral move, but you’ll gain a different experience that teaches you.”**

with a lifetime of learning, because in marketing there are very few right or wrong answers and its pursuit of the best alternative based on data and learnings and experiences.

 **Starcom** is proud to have a  
strong, compassionate and talented  
CEO at the helm.



***Congrats, Kathy,  
on this amazing achievement!***



### WHAT IS YOUR MOST MEMORABLE CAREER MILESTONE?

Probably pitching the Disney media business, winning and moving across the country from Chicago to Los Angeles ... without any safety net. To start up a new office in a new city with a new client in a new category with all new people was really a great challenge, along with [moving] my husband and three kids under 10. It was a huge change, one that I actively pursued, and it was a rocky 12 months. I think that all the learning, making it through, and building a thriving operation, has had a lot of influence on how I approach challenges to this day.

### WITH 30-PLUS YEARS AT STARCOM, WHAT ARE YOU MOST PROUD OF?

The culture. We have a truly interdependent culture of lifelong

learners and where people work together to solve client business challenges.

### HOW DO YOU KEEP YOUR EMPLOYEES MOTIVATED?

We work to create a culture of inclusivity and authenticity. And a place where people are empowered – we say people are “owners and not renters.” That means that they are invested in making Starcom their home and creating the place and environment that they can thrive in, and where they can be their true authentic self.

I have been privileged to work with, and mentor, some amazing people. I love seeing the whole person, and many times, seeing potential and possibilities in someone that they may not see in themselves. And working to grow and nurture their special talents. I have

always felt that I had the runway to create anything I wanted for myself at Starcom, and I want every team member to feel that same way.

### WHAT ADVICE WOULD YOU GIVE TO COLLEGE STUDENTS PURSUING A CAREER IN COMMUNICATIONS?

Always be curious. No matter what you are doing or are asked to do, always ask “why?” Seek to understand how things work, how and why people make decisions and what moves people to action. And that it’s important to curate different experiences. There is no “right” path. You may make a lateral move, but you’ll gain a different experience that teaches you, and will equip you for something even better in the future.

Rodeena Stephens is a professor and department co-chair, Communications, Media and Journalism Department at Westchester Community College.

## PRESENTER

# Renetta McCann

Renetta McCann has been recognized as one of the leading innovators and most influential executives in the advertising, marketing and media industries, with a global reputation for not only building brands, but also the organizations and leadership to sustain them.

McCann began her career at Burnett, working to become the CEO of Starcom MediaVest Group Worldwide. Under her leadership, client billings exceeded \$26 billion and the global workforce rose to over 6,000 people. After two years as CEO, she assumed the role of Chief Talent Officer of VivaKi.

After nearly 30 years of communications management and leadership, she went back to the books, earning an M.S. in Learning and Organizational Change from Northwestern University. She worked as an executive coach and organizational change consultant before rejoining Burnett in fall 2012. Since her return, McCann has served as Leo Burnett’s Chief Talent Officer.

Along the way, McCann has been an active volunteer and contributor to various industry and civic organizations. Currently she serves on the Executive Committee of the Chicago Community Trust, the Marketing Committee of the Robert and Ann Lurie Children’s Hospital and the Legacy Giving Committee of the YWCA of Metropolitan Chicago.



In 2002, she was named “Corporate Executive of the Year” by *Black Enterprise* magazine and was selected Ad Woman of the Year by the Chicago Advertising Federation. *Essence* named her one of “50 Women Who are Changing the World” and she received a Matrix Award in 2006 from NYWICI. She has appeared in the pages of *Advertising Age*, *Business Week* and *Chicago magazine*.



“I like to say,  
‘A boat that  
doesn’t rock  
doesn’t move.’  
I’m a firm  
believer that  
change is  
fundamental  
to growth.”

HONOREE

# Lisa Sherman

By Liz Harish



## Changing the Conversation

Inspired by change makers and drawn to compelling stories, Lisa Sherman has redefined what content is and the purpose and social good it can serve. From going out on her own to establish the Women's Sports Network to launching the groundbreaking LGBTQ network LogoTV at Viacom, Sherman has shown the power that communications and honest authentic storytelling can have. Now as President and CEO of the Ad Council, she is driving the organization's mission to create compelling campaigns that inspire ongoing conversation around current issues our nation is facing. Combining passion, purpose and natural persistence, Sherman puts her all behind ideas and ideals that matter to her most.

### WHAT INSPIRES YOU?

In my current role at the Ad Council, I often have the unique opportunity to meet the people touched by the issues

and causes that we represent. [These range] from Lizzie Velasquez — who went from being a bullied teen on the Internet to an outspoken anti-bullying role model — to Jeannette McCoy, a survivor of the Pulse nightclub shooting who has become a mentor for other gay Latina women. Change makers inspire me. They are the reason that I do what I do. Their courage and passion inspire me every single day.

### WHAT ARE THE BIGGEST SHIFTS YOU'VE EXPERIENCED IN THE ADVERTISING INDUSTRY OVER THE PAST DECADE?

The last few years have brought an incredible velocity of change in the communication industry that isn't slowing down any time soon. I, for one, am excited by it. There has never been a better time or more ways to connect and engage consumers. We have more tools than ever to change hearts, minds and behaviors.

### WHAT AD COUNCIL INITIATIVES ARE YOU MOST EXCITED ABOUT?

What I'm most proud of is the Ad Council's ability to harness the power, talents, resources and generosity of our industry to take on the most pressing issues facing our country. Today that means tackling issues like gun safety, the opioid epidemic and sexual harassment. Any time we can use education and awareness to spark the individual action that can change a life, we do.

**"Most of my favorite moments are those where I took a big leap of faith."**

### WHAT ARE SOME OF YOUR PROUDEST MOMENTS IN YOUR CAREER?

Most of my favorite moments are those where I took a big leap of faith. One was the day that we launched the Women's Sports Network. I'd spent 17 years at the same company, and here I was launching a business of my very own — one that married my love for sports and my



What does it mean  
to lead with purpose?

It means standing  
up for those  
who can't stand  
up for themselves.

**Congratulations Lisa**

**and all of the 2019**

**Matrix Award honorees**

**for leading with purpose.**



# PURPOSE



passion for marketing. I'd come to know that when something is right, you feel it in your gut. That move enabled me to take the leap to start something new.

At Viacom, I had the privilege of launching LogoTV. I got to see firsthand the power that communications and honest, authentic storytelling can have to broaden the imagination of people. I knew that harnessing this power for the LGBT community was an unprecedented opportunity I couldn't pass up.

And of course, there's the day I found out I'd gotten the job at the Ad Council and was able to fully match my purpose with my passion. To say that it was a lightbulb or an "aha" moment for me would be a gross understatement. It wasn't a lightbulb...it was a lightning bolt that radiated through my entire body.

**You've said your favorite song is Fleetwood Mac's "Landslide" and that it's about not being afraid of change. HOW HAVE YOU EMBRACED CHANGE IN YOUR LIFE?**

Stevie Nicks said it best: "Time makes you bolder, even children get older, and I'm getting older too." Through lots of practice, I have learned to get comfortable being uncomfortable. Stretching outside of my comfort zone always feels scary, but the upside far outweighs the discomfort of stepping out. Whether it was leaving a big company and a comfortable job after 17 years to start my own business, stretching myself to do something new at Viacom despite limited television experience, or choosing to live my life honestly, the results have always been positive and empowering.

I like to say, "A boat that doesn't rock doesn't move." I'm a firm believer that change is fundamental to growth.

**WHAT IS ONE PIECE OF ADVICE YOU RECEIVED IN YOUR CAREER THAT YOU WOULD SHARE WITH THOSE ENTERING THE INDUSTRY?**

It's so important that you find a place and work that enables you to be your authentic self. For me, coming out was definitely an inflection point in my career. I realized how much of my energy had gone into hiding and was able to transfer that energy into my work. So my advice: Be you. It will bring out your best.

Liz Harish is a Public Relations Director at MetLife, leading internal and external communications for MetLife Auto & Home.

## PRESENTER

# Bruce Gordon

Bruce S. Gordon is the former President and CEO of the NAACP. He was appointed in August 2005 and served for 19 months. Prior to that, Gordon had a 35-year career in telecommunications. His final role was as president of the Retail Markets Group for Verizon Communications.

Gordon currently serves on the board of Northrop Grumman Corporation and is a diversity consultant to Fortune 500 companies. Gordon is a trustee of the Newport Festivals Foundation, a member of the Advisory Boards for New York Urban League and Bishop John T. Walker School for Boys, and a member of the Executive Leadership Council. He is the former Chairman of the Board of ADT Corporation and previously served on the boards of CBS Corporation, Tyco International, Southern Company, Office Depot, Best Foods, Infinity Broadcasting, and Bartech Group; previously chaired the Chancellor's Advisory Board on Student Motivation in the New York Public School System; and was a trustee of Alvin Ailey American Dance Theater Foundation, U.S.



Fund for UNICEF, The Barnes Foundation, Gettysburg College, and Lincoln Center.

Born in Camden, New Jersey, Gordon received a B.A. from Gettysburg College, a M.S. from the Massachusetts Institute of Technology as an Alfred P. Sloan Fellow, and an honorary doctorate from Gettysburg College.

Congratulations

**LISA SHERMAN**

on receiving the 2019 Matrix Award from the  
New York Women in Communications

facebook



When you add women  
to any equation,  
there's a return on equality.



Congratulations to the incredible  
Matrix Awards Honorees!  
You are each an inspiration and role  
model to us all.

**xo,**  
***The Female Quotient***

#FQLounge  
@FemaleQuotient  
TheFemaleQuotient.com



“Embrace risk;  
trust your  
gut; marry  
confidence and  
compassion.”

HONOREE

# Sally Susman

By Jennifer Dixon



## The Greatest Positive Impact

Sally Susman's resume knows no boundaries. Pfizer's Executive Vice President and Chief Corporate Affairs Officer has risen through the ranks of four industries in three cities during her 30-plus-year (and counting!) career.

"There is no greater growth trajectory than changing your sector," said Susman. She should know. After two government stints in Washington, D.C., she moved on to financial services, overseeing European Corporate Affairs for American Express in London. She then pivoted to personal products and the coveted role of Executive Vice President of Global Communications at the Estée Lauder Companies in New York before landing at Pfizer in 2007. The LinkedIn Influencer's current position constitutes a triple threat, leading a 250-strong team of Communications, Government Relations and Corporate Social Responsibility employees for the pharmaceutical giant.

PRWeek recently crowned Susman the top in-house professional of the last 20 years, and "the epitome of the modern

CCO (Chief Communications Officer)." We caught up with the Matrix winner on motherly advice, her posse and the greatest humanitarian crisis of our time.

**"I bring my true self to work in the hope that it will set an expectation."**

**YOU WEAR A LOT OF HATS AT PFIZER. TELL US ABOUT YOUR REMIT.**

My role includes three areas:

- 1. Communications** The press office, internal, external, digital and brand communications, and the annual report.
- 2. Government Relations & Policy** The Washington office and employees at the state level, as well as colleagues overseas in large [world] capitals. Industry leadership on policy issues and stakeholder advocacy efforts.
- 3. Corporate Social Responsibility** The Pfizer Foundation, programmatic work

in healthcare, impacting global health and minimizing healthcare disparities.

The most interesting part is the power of these three pieces working together and getting all of the elements moving in harmony.

**DESCRIBE YOUR MANAGEMENT STYLE.**

It's fairly personal. I bring my true self to work in the hope that it will set an expectation.

I also encourage [my staff] to take risks and be creative. I like to innovate. I don't know of any other Fortune 50 company that offers creative writing classes. And I had a 70-year-old intern. He held my position at Merrill Lynch, and after I watched the movie "The Intern" I asked him to come and work with us.

**WHO WAS THE FIRST PERSON YOU TOLD ABOUT YOUR MATRIX AWARD?**

Lisa Sherman, a fellow honoree. Lisa and I have been friends for a long time — we've known each other for over 30 years. We are in a posse together. We met in D.C., and we both longed to win a Matrix Award and the fact that we won together is thrilling.





Iman Jilani



Adekunle Onadipe



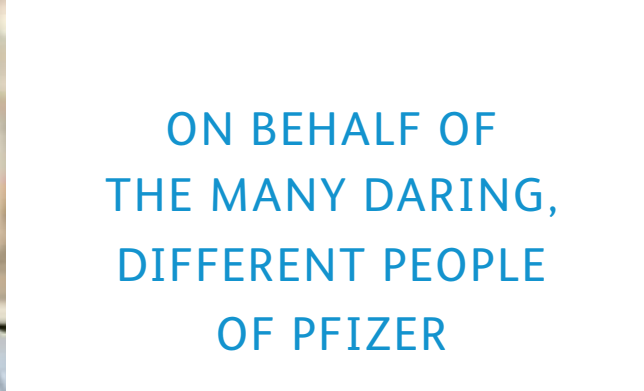
Guoyun Bai



Ricky Fernandes



Herbert Medina



Sonal Bhatia



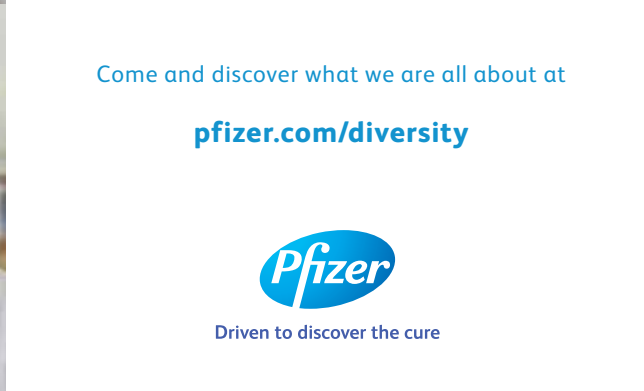
Regina McDonald



Charles Cain



Farhan Hameed



Karen Walters



Elaine Ravasco



Adekola Alagbe



Kelly Voight



Patrick McCann

ON BEHALF OF  
THE MANY DARING,  
DIFFERENT PEOPLE  
OF PFIZER

ALL DRIVEN TO  
DISCOVER THE CURE,

Congratulations to the  
2019 Matrix honorees.

Come and discover what we are all about at

[pfizer.com/diversity](https://pfizer.com/diversity)



Driven to discover the cure

### HOW HAS YOUR EXPERIENCE AS A GAY WOMAN IN THE WORKPLACE EVOLVED FROM YOUR EARLY CAREER DAYS UP UNTIL TODAY?

My professional career and adult life have coincided with the gay civil rights movement. I came out to my family in the early '80s, and it was a tough response for fear that I wouldn't have a career, a spouse or a child. And I really worked both personally and within larger society to make those things possible. The fact that I do have a successful career, a 30-year marriage and a 25-year-old daughter — I'm extremely grateful and proud. I marched in parades, worked with the Human Rights Campaign and came out in all my jobs. At the beginning of my career I faced a stark choice. Taking the road of being honest has, in the end, proved a gift beyond measure.

### IF YOU COULD HAVE ONE CAREER DO-OVER, WHAT WOULD IT BE?

There have been times that I wish I moved more quickly and made decisions sooner. If I've faltered, it's been when I've hesitated.

### HOW DO YOU RELAX?

I love to walk and to read and to write. I'm a big fan of the poet Mary Oliver. She talks about nature. Walking stimulates my mind and spirit. I walk to or from work every day, and on the weekends I take hours-long walks. Just to think and breathe and exercise really stimulates my writing.

### WHAT CAREER ADVICE HAVE YOU GIVEN YOUR DAUGHTER?

To embrace risk; trust your gut; marry confidence and compassion.

### Workplace evolution is a hot topic right now. WHAT ARE YOU MOST EXCITED ABOUT AS YOU LEAD PFIZER'S RELOCATION TO HUDSON YARDS?

Doing anything in real estate in New York City is fascinating. I'm happy we've remained a New York City company. Pfizer's first headquarters was in Brooklyn; this [Midtown] location is our second, and Hudson Yards will be the third. Being in New York is very special. You've got the brightest, most hardworking people.

### TELL US ABOUT YOUR CHARITY EFFORTS.

I recently became the co-chair [with former Secretary of the Treasury Timothy Geithner] of the International Rescue Committee. It's the largest resettlement agency for refugees. It was started by Albert Einstein around World War II so that never again should people float around without a place to land. I've been on the board for eight years and am really humbled by the magnitude of the mission.

The refugee crisis is the humanitarian crisis of our time. I visited a refugee camp on the northern border of Kenya. But sadly this is not limited to any one region, including the current crisis at the southern border of the U.S. It's really important to me. If there's one message I'm trying to convey, it's that what I want to do and encourage others to do are those activities with the greatest positive human impact.

Jennifer Dixon is the Vice President of Finance Communications at Morgan Stanley.

## PRESENTER

# Albert Bourla, DVM, Ph.D.

Albert Bourla is Pfizer's Chief Executive Officer. He has over 25 years of leadership experience within Pfizer, holding a number of senior global positions across a range of markets and disciplines. Prior to becoming CEO in January 2019, Bourla served as Pfizer's Chief Operating Officer, responsible for the company's commercial strategy, manufacturing, and global product development functions.

Previously, he served as Group President of Pfizer's Innovative Health, encompassing Consumer Healthcare, Inflammation & Immunology, Internal Medicine, Oncology, Rare Disease and Vaccines business groups. In addition, he created the Patient and Health Impact Group, dedicated to developing solutions for increasing patient access, demonstrating the value of Pfizer innovations, and ensuring broader business model innovation.

Bourla began his Pfizer career in the Animal Health Division in 1993.



He is a Doctor of Veterinary Medicine and holds a Ph.D. in the Biotechnology of Reproduction from the Veterinary School of Aristotle University. He is a director on multiple boards: Pfizer, Inc., The Pfizer Foundation, PhRMA, The Partnership for New York City and Catalyst.



# MATRIX AWARDS

NEW YORK WOMEN  
IN COMMUNICATIONS

## HALL OF FAME

### 2018

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

### 2017

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

### 2016

Linda Boff  
Nancy Dubuc  
Lena Dunham  
Nancy Gibbs  
Carol Hamilton  
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  
Zenja 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 Thursh

## 1975

Madeline Amgott  
Aileen Corbett  
Elizabeth Janeway  
Charlotte Klein  
Judy Klemesrud  
Geraldine Rhoads  
Shirley Polykoff

## 1974

Shana Alexander  
Charlotte Curtis  
Susanne Loeb  
Joan Murray  
Rita Sands

## 1973

Jo Foxworth  
Sondra Gorney  
Lucy Jarvis  
Eileen Shanahan  
Gail Sheehy

## 1972

Mary Andrews Ayres  
Marylin Bender  
Pat Coffin  
Melba Toliver

## 1971

Gloria Steinem  
Theo Wilson

\*Special Award

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# 2019 SPONSORED SCHOLARSHIPS

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



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



**Bloomberg Media Group Scholarship and Internship** Interested in media, tech and/or finance, in good standing with college/university, ethnically diverse (African American/Hispanic), rising junior or senior, with interest in interning at Bloomberg.



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



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



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



**Interpublic Group (IPG) Scholarship and Internship** Awarded to an ethnically diverse student who is currently a college junior and has demonstrated an interest in a career in communications. Candidates must be able to fulfill a paid internship in New York City during summer 2019. IPG is the holding company for a large number of firms focused on communications. Some of the most well-known advertising and PR brands include McCann Worldgroup, R/GA, FCB, Deutsch, Weber Shandwick and Golin. Two scholarships awarded.



**Judy Corman Memorial Scholarship and Internship from Scholastic** Awarded to a student interested in communications and media relations and is a rising junior/senior in college who is able to fulfill a paid internship at the company's New York City headquarters during summer 2019.



**Kaplow Scholarship and Internship** Awarded to an ethnically diverse student interested in communications and media relations and is a rising sophomore/junior/senior in college who is able to fulfill the paid internship at Kaplow, a public relations and communications firm, during summer 2019.



**Meredith Corporation Scholarship and Internship** Awarded to a student who has demonstrated a commitment to a career in publishing (print, digital and/or marketing) and who has completed the sophomore year in college. Includes a summer internship in the Communications Department working on corporate and editorial CSR programs for college credit.



**Metamorphosis TLC Scholarship** Awarded to a student planning a career in journalism, with a preference for a student with an interest in covering STEM or education.



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



**The Patricia O'Connell Memorial Scholarship** Awarded to a student who has demonstrated a strong commitment to pursuing a career in journalism and to maintaining journalistic standards and professional ethics at the highest level.

**THANK YOU TO OUR SCHOLARSHIP SPONSORS!** To offer corporate support or an individual gift to the New York Women in Communications scholarship program, call 212-297-2133 or visit [nywici.org/donate](http://nywici.org/donate).



NEW YORK WOMEN  
IN COMMUNICATIONS

# 2019 SCHOLARSHIP RECIPIENTS



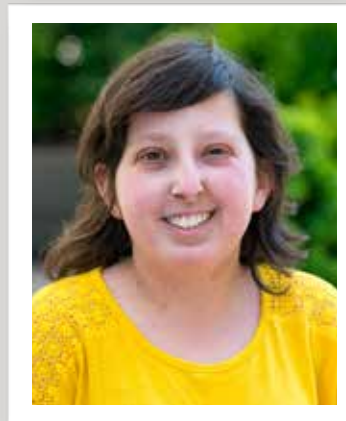
**Natalia Castelan**

Fairleigh Dickinson University  
— College at Florham



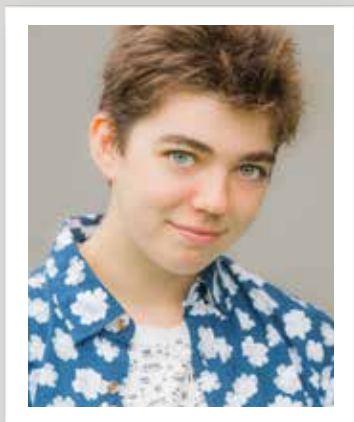
**Paula Chirinos**

Hofstra University



**Lily Coltoff**

American University



**Rachel Frank**

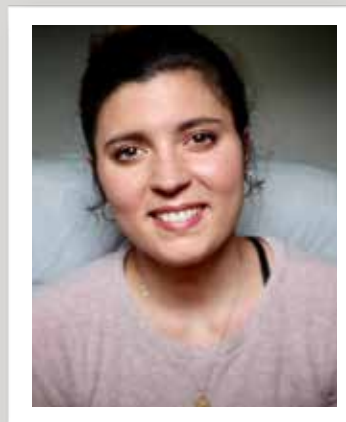
Hofstra University

CARLOZZI FAMILY  
SCHOLARSHIP



**Kayla Jennings-Rivera**

Rutgers University



**Felicia LaLomia**

Stony Brook University





**Sarah Lynch**

Marist College

**The Patricia O'Connell  
Memorial Scholarship**



**Ingrid Nin**

The City College of New York

Esperanza Scholarship funded by  
**d' dexpósito  
& Partners**  
newamericanagency.com



**Janie Peacock**

Pratt Institute

**NY  
WICI** Alumna Award  
of Excellence  
WINNER



**Danielle Pluchinsky**

Ithaca College



**Sena Pottackal**

New York University



**Ciara Rolle-Harris**

Montclair State University

**KAPLOW**  
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**Nicole Thorne**

Columbia University

**Bloomberg  
Media Group**



**Leigh Anne Tiffany**

Michigan State University



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Listen to this podcast series now at [nywici.org/podcast!](http://nywici.org/podcast!)

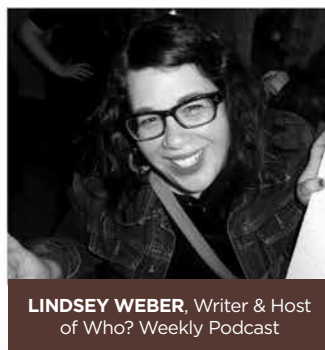
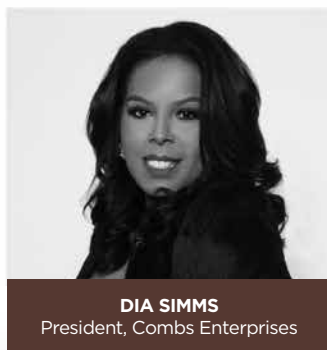
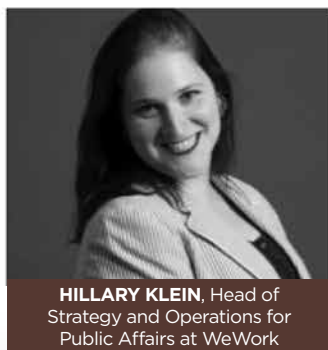


## COFFEE BREAK w/NYWICI

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# SCHOLARSHIP HALL OF FAME

## 2018

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

## 2017

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

## 2016

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

## 2015

Elena DeLuccia  
Naomi Ducat  
Salimah 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 Martine  
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  
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  
Natifa 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 Onwudino  
Chelsea Orcutt  
Kelli Plasket  
Charlotte Schaefer  
Sara Spruch Feiner  
Elizabeth Stoltz  
Kaitlin Tambuscio  
Taylor Trudon

## 2008

Aisha Al-Mustim  
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 Aflalo  
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



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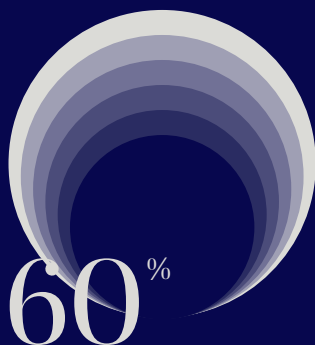
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- Discounts to support your business, financial and personal health



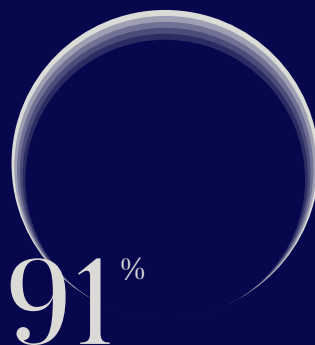
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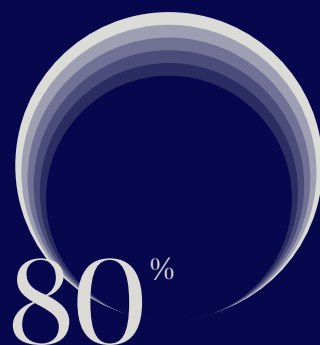
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of companies conduct  
equal pay reviews\*



of companies that found pay  
gap disparities fixed them\*



of companies train managers  
on unconscious bias\*

\*Source: 2019 Bloomberg Gender-Equality Index which includes  
230 global companies in 36 different countries and regions