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TRADEFLOCK

MOST EMPOWERING
**WOMEN
LEADERS**
FROM USA 2023

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TRADEFLOCK

JOURNEY OF LEADERS

Vol 08 • Issue 04 • June 2023

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Editor Note

BREAKING GLASS CEILINGS WITH (OR WITHOUT) GLASS SANDALS. IN THEIR OWN TERMS!



BEHIND EVERY SUCCESSFUL WOMAN IS HERSELF

In today's evolving business landscape, this sentence rings truer than ever as women leaders continue to break barriers and redefine success on their own terms. Their rise to prominence in the realm of business is a testament to their unwavering determination, exceptional talent, and ability to inspire transformative change. In this edition of TradeFlock's 'Most Empowering Women Leaders From USA 2023', we shine a spotlight on the extraordinary journey and impact of women leaders, highlighting their crucial role in shaping the future of entrepreneurship and corporate leadership.

From boardrooms to executive positions, women leaders have shattered glass ceilings, challenging long-standing norms, and redefining what it means to be successful in the business world. They have proven themselves as trailblazers, strategic thinkers, and visionaries, bringing fresh perspectives and innovative ideas to drive organisations forward.

The significance of women leaders goes far beyond mere representation. Research consistently demonstrates that gender-diverse leadership teams yield remarkable benefits, including improved financial performance, enhanced creativity, and increased employee engagement. Women leaders possess unique skills, experiences, and insights that contribute to robust decision-making and foster a culture of inclusivity.

One of the distinguishing qualities of women leaders lies in their ability to cultivate environments that empower individuals to thrive. They prioritise mentorship, career development, and work-life balance, recognising the importance of nurturing talent and supporting the holistic well-being of their teams.

Despite remarkable progress, women in business still face significant challenges. Gender bias, limited opportunities, and underrepresentation persist, requiring concerted efforts to level the playing field. As we celebrate the achievements of women leaders, it is crucial to address these systemic issues and advocate for equal opportunities, recognising that diversity is not just a matter of fairness but a strategic imperative for sustainable success.

In this edition, we delve into the remarkable journeys and accomplishments of women leaders across diverse industries. From ground-breaking entrepreneurs and visionary CEOs to trailblazing innovators and impactful change-makers, their stories serve as a beacon of inspiration, challenging the notion that gender should be a barrier to success.

Together, let us celebrate the growing importance of women leaders in business. Their presence redefines success, inspires others, and contributes to a more inclusive and prosperous business landscape. By recognising their remarkable achievements and advocating for gender equality, we pave the way for a future where women leaders thrive, businesses flourish, and society benefits from the transformative power of their leadership.



A stylized handwritten signature of Vipin Kumar in black ink.

Vipin Kumar

Editor, TradeFlock

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MOST EMPOWERING WOMEN LEADERS FROM USA 2023



08

Amy Perry

President and
Chief operating officer,
Banner Health



12

Emma Butler

Founder and CEO
Liberare



18

Fay Sien Goon

Chief Financial Officer
AppFolio

SPOTLIGHT

10

From Glass Cliffs To
Glass Slippers

14

Funding Challenge For
Women Entrepreneurs

20

The Rise Of Mompreneurs

24

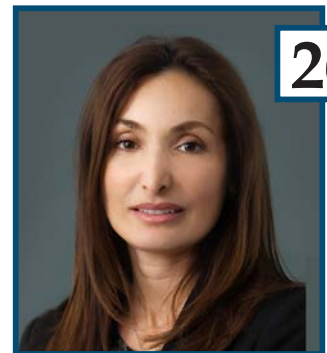
Beyond Pink & Blue



22

Nazzic Keene

Chief Executive Officer,
SAIC



26

Sophie Ross

Global Chief Executive Officer,
Technology
FTI Consulting

BIG TAKE

17

Unleashing Potential:Decoding the
Enigma of Women Leadership
By Shriya Nagi

29

Relationships and Finding
Allies in Business
By Vasanta Chigurupati

EDITORIAL NOTE

07

Cracking The Code

LIST OF MOST EMPOWERING WOMEN LEADERS FROM USA 2023

NAME	DESIGNATION	COMPANY
Amy Perry	President and COO	Banner Health
Audrey Gato	Vice President of Strategic Initiatives	Phreesia
Emma Butler	Founder and CEO	Liberare
Fay Sien Goon	Chief Financial Officer	AppFolio
Katherine Kostereva	Chief Executive Officer	Creatio
Nata Dvir	Chief Merchandising officer	Macy's Inc.
Nazzic Keene	Chief Executive Officer	SAIC
Pamela Sutton-Wallace	Chief operating officer	Yale New Haven Health System
Sophie Ross	Global CEO, Technology	FTI Consulting
Stephanie Buckner	Chief Operating Officer	Altair

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CRACKING THE CODE:

Women Leaders Pioneering the Tech Revolution in India

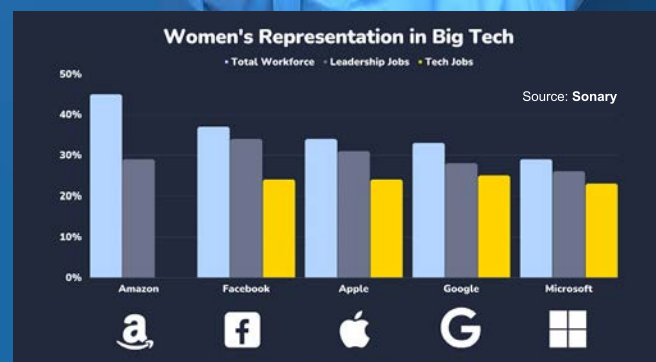
In the realm of technology, India is witnessing a groundbreaking phenomenon as women leaders shatter the glass ceiling and spearhead the country's tech revolution. These trailblazing individuals are not only challenging gender norms but also transforming the face of the male-dominated tech industry, igniting a paradigm shift in India's business landscape.

The rise of women leaders in the tech sector is a testament to their tenacity and unwavering commitment to success. According to recent data, the number of women holding leadership positions in the Indian tech industry has experienced a remarkable growth of 45% in the past five years. This surge in female leadership is propelling India towards greater gender inclusivity in the traditionally male-centric field.

One of the driving factors behind this transformation is the increasing emphasis on gender diversity and inclusivity within the tech industry. Companies are recognising the value that diverse leadership brings to innovation and overall business performance. As a result, they are actively implementing policies and initiatives to attract and retain talented women professionals.

Furthermore, the success stories of Indian women leaders in technology are inspiring a new generation of female entrepreneurs and technologists. By sharing their journeys and achievements, these pioneers are breaking down barriers and fostering a supportive ecosystem that encourages more women to pursue careers in technology. This ripple effect is gradually closing the gender gap in the industry, creating a more balanced workforce and paving the way for a brighter future.

While progress is undeniable, challenges persist. Despite the upward trajectory of women in tech leadership, their representation in the industry remains relatively low, with



women comprising only 25% of the total tech workforce in India. This underscores the need for continued efforts to address gender biases and create an enabling environment that empowers women to thrive in the tech domain.

To overcome these barriers, stakeholders across sectors must collaborate to foster mentorship programs, networking opportunities, and skill-building initiatives tailored for women. By investing in education, upskilling, and providing equal opportunities, India can unlock the untapped potential of its women workforce, driving economic growth and innovation in the digital era.

Cracking the code of gender disparity in the tech industry requires a collective endeavour to dismantle gender stereotypes and create a level playing field. Embracing the power of women leaders in technology will not only revolutionize the sector but also contribute to India's journey towards becoming a global tech powerhouse.

As India's tech revolution gains momentum, it is imperative to acknowledge and celebrate the women leaders who are at the forefront, defying odds and reshaping the future. Their resilience, vision, and unwavering determination serve as beacons of inspiration for generations to come as they pave the way for a more inclusive and equitable tech landscape in India. ♦

Most Empowering Women Leaders

From USA 2023

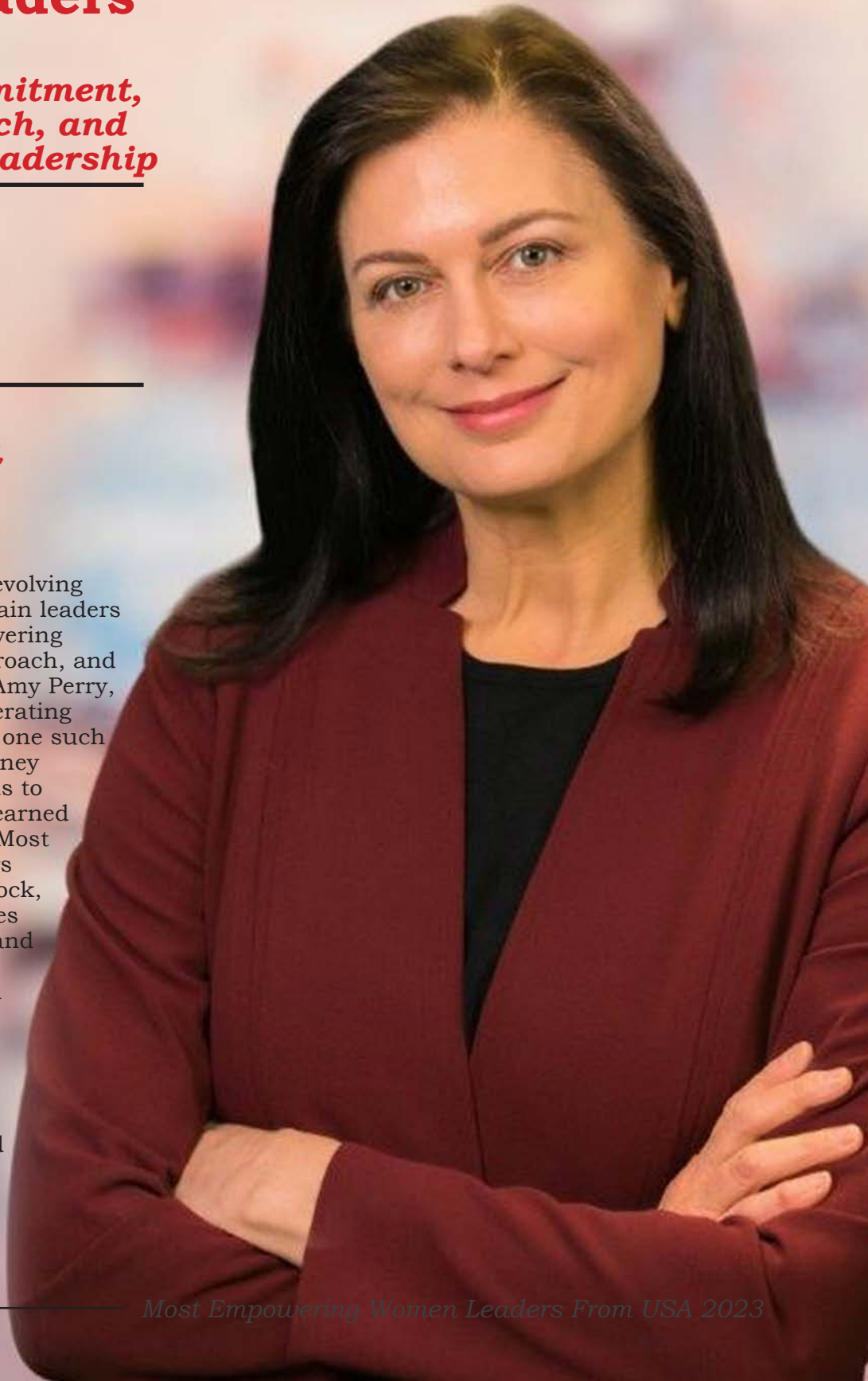
Unwavering commitment, visionary approach, and transformative leadership

AMY PERRY

President and Chief Operating officer, Banner Health

In the dynamic and ever-evolving healthcare industry, certain leaders stand out for their unwavering commitment, visionary approach, and transformative leadership. Amy Perry, the President and Chief Operating Officer of Banner Health, is one such leader. Her remarkable journey and significant contributions to the healthcare sector have earned her the prestigious title of "Most Empowering Women Leaders From USA 2023" by Tradeflock, an accolade that underscores her exceptional leadership and influence in the field.

Amy Perry's academic and professional trajectories have been nothing short of exemplary. With a solid foundation in health administration, Amy's academic journey is marked by a relentless pursuit of knowledge and excellence. Her career began in the trenches of healthcare



administration, where she quickly distinguished herself through her analytical prowess and strategic thinking.

Before joining Banner Health, Perry held various leadership positions across several prestigious healthcare organizations. Each role saw her initiating and leading transformative projects, streamlining operations, and enhancing patient care delivery, laying the groundwork for her future successes at Banner Health.

Amy Perry's career is dotted with significant milestones that reflect her strategic vision and operational excellence. At Banner Health, she has been instrumental in spearheading initiatives that have profoundly impacted healthcare delivery and outcomes. Her efforts in integrating cutting-edge technology with patient care protocols have set new industry standards, making Banner Health a model for innovation and efficiency.

Amy's leadership style is characterized by empathy, transparency, and inclusivity. She believes in the power of collaborative leadership and is known for her ability to inspire her team to achieve collective success. "Leadership is not about being in charge. It is about taking care of those in your charge," Amy often says, reflecting her people-centric approach to leadership.

Like any leader, Amy has faced her share of challenges and setbacks. Early in her tenure at Banner Health, she navigated through the complexities of healthcare reform, adapting to changing regulations while ensuring the organization remained focused on its mission. Her resilience and strategic thinking turned potential obstacles into opportunities for growth and innovation.

Amy's leadership has not only transformed Banner Health but has also garnered her numerous accolades and awards. Being named "Most Empowering Women Leaders From USA 2023" by Tradeflock is a testament to her impactful leadership and her role as a mentor and inspiration to many in the industry. Under her guidance, Banner Health has achieved remarkable milestones in patient care, operational efficiency, and innovation.

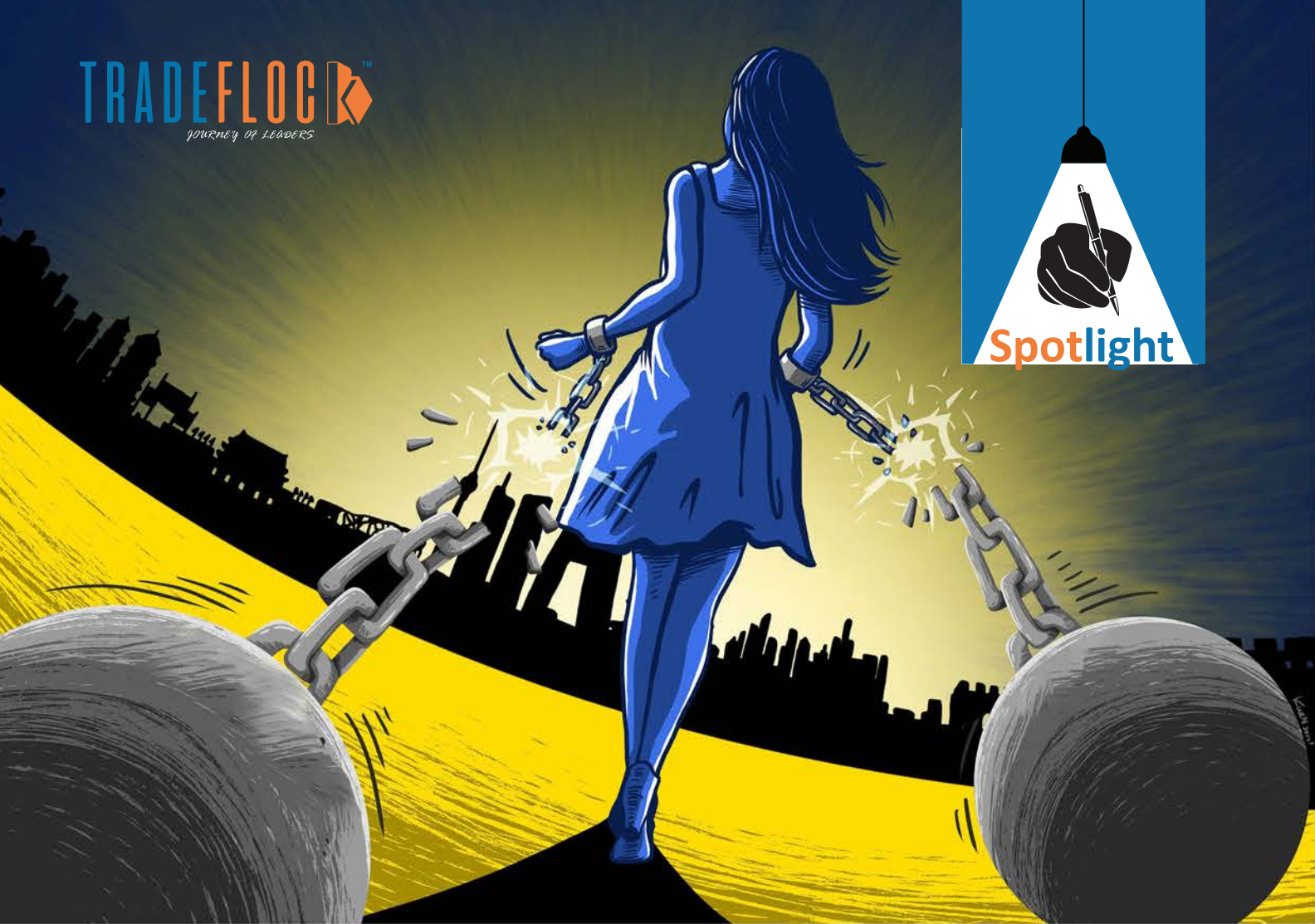
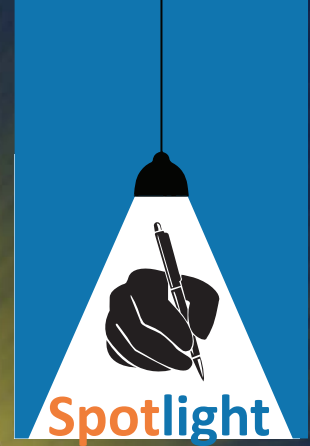
Looking ahead, Amy envisions a future where healthcare is more accessible, personalized, and driven by innovation.

She is committed to leading Banner Health towards these goals, leveraging technology and data analytics to enhance patient care and outcomes. "Our journey towards excellence is perpetual. We are constantly evolving to meet the needs of the communities we serve," she shares, highlighting her forward-thinking vision.

Innovation in healthcare isn't just about the next technological breakthrough; it's about reimagining how we connect with and care for each patient

Under Amy's leadership, Banner Health has seen unprecedented growth and innovation. The organization has been at the forefront of adopting telehealth, enhancing patient engagement through digital platforms, and implementing cutting-edge treatments and care protocols. These achievements have not only bolstered Banner Health's position as a leading healthcare provider but have also significantly improved patient satisfaction and outcomes.

Amy Perry's leadership journey at Banner Health is a testament to her unwavering dedication, visionary approach, and transformative impact on the healthcare industry. As she continues to lead with empathy, innovation, and strategic insight, Amy Perry remains a beacon of inspiration and a driving force behind Banner Health's success and its commitment to excellence in patient care. ♦



From Glass Cliffs to Glass Slippers:

The Resilience of Women Leaders in Male-Dominated Industries

Did you know that women leaders in technology, finance, engineering, and construction have achieved remarkable milestones despite facing pervasive gender bias? According to a study by McKinsey, companies with diverse leadership teams are 21% more likely to experience above-average profitability. This demonstrates that the inclusion of women in traditionally male-dominated fields is not just a matter

of fairness but also contributes to superior financial performance.

Breaking free from the shackles of gender inequality, a powerful wave of resilience is sweeping across male-dominated industries, spearheaded by an extraordinary group of women leaders. These trailblazers, undeterred by the skewed dynamics of power and societal expectations, have shattered glass ceilings and defied long-held stereotypes. In this profound

journey of determination and strength, they have not only conquered seemingly insurmountable obstacles but have also paved the way for a more inclusive and progressive future.

Breaking the Stereotypes

In the face of biased perceptions and limited mentorship opportunities, women leaders have triumphed against the odds. Research conducted by Catalyst, a nonprofit focused on advancing women in the workplace, found that Fortune 500 companies with a higher representation of women on their boards outperformed those with lower representation by a staggering 53% in terms of return on equity.

The impact of women leaders extends far beyond their achievements. A report by the Peterson Institute for International Economics revealed that companies with at least 30% female leaders are more likely to foster a culture of innovation. This highlights the transformative power of diverse perspectives, as women leaders bring fresh insights, empathy, and a collaborative leadership style to the table, enhancing organisational growth and innovation.

Recognising the importance of mentorship and support networks, women leaders are actively engaged in empowering their fellow women professionals. Research from the Harvard Business Review indicates that women who have access to strong networks and mentorship opportunities are more likely to break through gender barriers and achieve leadership positions. By actively participating in mentoring programmes and industry networks, these women create a support system that ignites a powerful ripple effect of change, inspiring countless others to pursue their dreams.

The journeys of these remarkable women leaders serve as living embodiments of the extraordinary heights that can be reached when determination meets opportunity. A study published in the Journal of Applied Psychology revealed that women leaders who succeed in male-dominated industries often display higher levels of resilience and perseverance compared to their male counterparts. Their triumphs challenge the prevailing gender norms and inspire future generations of aspiring women leaders to pursue their ambitions without limitations.

A Step Forward

As we celebrate the awe-inspiring achievements of these women leaders, it is imperative that we, as a society, continue to challenge the prevailing gender norms that hold us back. By fostering inclusive work environments and dismantling the barriers that limit women's progress, we can create a future where gender equality thrives and the contributions of all individuals are recognised and valued.

To achieve this, organisations must prioritise diversity and inclusion by implementing policies that promote equal opportunities, fair compensation, and unbiased hiring practices. Leadership teams should actively seek out and support talented women, providing mentorship and sponsorship to help them navigate the challenges of male-dominated industries. Creating supportive networks and affinity groups can also foster a sense of belonging and provide a platform for women to share experiences, exchange ideas, and amplify their voices.

Education and awareness play crucial roles in challenging gender stereotypes and biases. By promoting gender equality in schools and universities, we can empower young women to pursue careers in any field of their choosing, free from the limitations of societal expectations. Encouraging girls to explore subjects traditionally dominated by men, such as STEM (science, technology, engineering, and mathematics), can help close the gender gap and ensure diverse perspectives in these crucial sectors.

Lastly, individuals must also play their part in dismantling gender inequality. By examining our own biases, challenging stereotypes, and advocating for equal treatment, we contribute to a culture that values and respects the capabilities of all individuals, regardless of gender. Supportive allies can use their privilege and influence to amplify women's voices and champion their advancement in male-dominated industries.

The journey towards gender equality and inclusivity is ongoing, but with the remarkable resilience and trailblazing efforts of women leaders, we are moving closer to a more equitable future. Together, we can continue breaking down barriers, celebrating achievements, and paving the way for a society where all individuals can thrive and contribute their unique talents to the world. ♦

Most Empowering Women Leaders

From USA 2023

Innovation Intertwines with Tradition

EMMA BUTLER

***Founder and CEO,
Liberare***

In the intricate tapestry of the fashion industry, where innovation intertwines with tradition, Emma Butler emerges as a luminary. Her venture, Liberare, stands as a testament to the power of clothing to transform and empower. Spearheading the adaptive fashion movement, Butler's journey from a compassionate observer of her mother's struggles to the CEO of a pioneering brand has been nothing short of inspirational. Recognized as one of the "Most Empowering Women Leaders From USA 2023" by Tradeflock, Butler's narrative is a compelling saga of innovation, empathy, and leadership.

Emma Butler's narrative is deeply personal and universally resonant. Witnessing her mother's battle with chronic pain and the consequent challenges of daily dressing, Butler experienced firsthand the glaring oversight in fashion's inclusivity. This formative experience ignited a passion that would later become Liberare. With a background enriched by empathy and a keen eye for design, Butler embarked on a mission to redefine the boundaries of fashion. Her collegiate years further solidified her resolve, as encounters with friends facing similar challenges underscored the pervasive need for adaptive clothing.

The seeds for Liberare were sown in Butler's heart long before its official inception. The brand's journey, initially under the name Intimately, encapsulates years of research, ideation, and a steadfast commitment to inclusivity. Launched in 2022 but rooted in endeavors that began in 2018, Liberare quickly distinguished itself through its innovative approach to design. By prioritizing accessibility without compromising on aesthetics, Butler carved a niche for Liberare in the adaptive fashion landscape.

At the helm of Liberare, Butler embodies a leadership ethos grounded in empathy, innovation, and inclusivity. She champions a collaborative work culture, where creativity and open dialogue flourish. Butler's leadership



Our mission at Liberare transcends clothing. It's about dignity, inclusivity, and the right of everyone to feel confident and beautiful



transcends conventional hierarchies, fostering an environment where every team member's voice contributes to the collective mission. This democratic and hands-on approach has been pivotal in Liberare's journey, reflecting in the brand's empathetic and functional designs.

The path to redefining fashion inclusivity was fraught with obstacles. Industry skepticism and the technical intricacies of designing functional yet stylish adaptive clothing posed significant challenges. Butler's resilience in the face of these obstacles showcases her determination and belief in Liberare's mission. By transforming these challenges into stepping stones, Butler has steered Liberare toward innovation and success, proving the power of perseverance and vision.

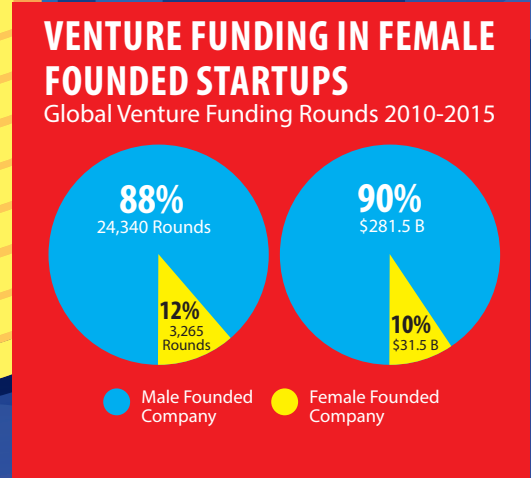
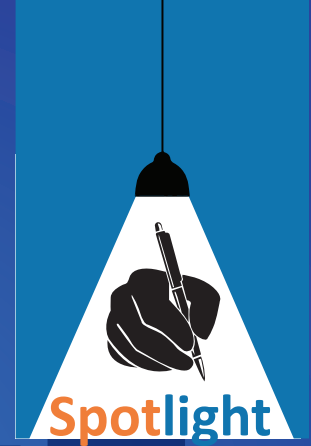
Emma Butler's innovative leadership and Liberare's impact on fashion inclusivity have not gone unnoticed. Being named one of the "Most Empowering Women Leaders From USA 2023" by Tradeflock is a milestone that celebrates Butler's contributions to the industry and society at large. This accolade, among others, underscores the transformative influence of Butler's vision and the tangible difference Liberare has made in the lives of many.

Butler envisions a world where fashion transcends aesthetic appeal to become a

vessel for empowerment and accessibility. Her forward-looking ambitions for Liberare extend beyond expanding its product line. Butler is committed to breaking down barriers and ensuring that fashion is inclusive, dignified, and empowering for everyone. This vision propels Liberare's ongoing mission and underscores its potential to instigate broader change in the industry.

Since its launch, Liberare has revolutionized the way adaptive clothing is perceived and utilized. Products like the front-closure bra exemplify Liberare's commitment to innovation, combining practicality with elegance. This breakthrough product, among others, reflects Liberare's ethos: to create clothing that is not only accessible and comfortable but also imbues a sense of beauty and confidence in its wearers.

Emma Butler's narrative with Liberare is a poignant reminder of the transformative power of fashion when driven by empathy and innovation. Her recognition as one of the "Most Empowering Women Leaders From USA 2023" by Tradeflock is more than an accolade; it's a testament to the impact of Butler's vision and Liberare's mission. As Liberare continues to evolve under Butler's stewardship, it remains a beacon of hope, empowerment, and innovation in the fashion industry, inspiring a more inclusive future for all. ♦



The Funding challenge for **WOMEN ENTREPRENEURS:** A Deeply Rooted Injustice

One notable example is the story of Payal Kadakia, the co-founder of ClassPass, a popular fitness subscription platform. In the early stages of building her company, Payal faced significant hurdles when seeking funding. Despite having a strong concept and a clear market demand for her platform, Payal encountered scepticism and bias from potential investors. Many questioned her ability to execute the business plan and doubted the scalability of the venture.

Undeterred, Payal persisted and eventually secured funding through a mix of personal savings, grants, and angel investments. However, her experience highlighted the systemic gender bias that exists in the investment landscape. To address this issue, Payal became an advocate for

women entrepreneurs and co-founded a platform called The Expat Woman, which provides resources and support to empower women in entrepreneurship.

Payal's journey is just one example of the funding challenges that women entrepreneurs often face. It underscores the importance of addressing gender bias in the investment ecosystem and providing equal opportunities for all entrepreneurs to access the capital needed to grow and succeed.

Today, it can clearly be said that despite significant advancements in gender equality, the funding landscape for women entrepreneurs remains dishearteningly skewed. It is a glaring testament to the systemic biases and barriers that persist in our society.

The Gender Investment Gap: A Staggering Divide

The statistics are undeniably bleak. Recent data from reputable sources, including PitchBook and Crunchbase, reveals an alarming truth. In 2021, a mere 2.8% of venture capital funding was directed towards female-founded startups. This paltry figure screams inequality, illustrating a deeply rooted discrimination that continues to plague our entrepreneurial ecosystem.

Gender Discrimination: An Insidious Adversary

It is high time we confront the uncomfortable truth; gender bias remains an insidious adversary, silently eroding the opportunities available to women entrepreneurs. Numerous studies have unequivocally demonstrated that unconscious inequalities influence investment decisions, perpetuating the belief that women are less capable or inherently risk-averse. This flawed and outdated thinking stifles innovation and hampers economic growth.

Lack of Networks and Mentorship: A Vicious Cycle

The lack of access to networks and mentorship exacerbates the funding challenge for women entrepreneurs. Research conducted by the Diana International Research Network unearths a disheartening reality: men tend to have larger professional networks and enjoy stronger mentorship opportunities. These connections provide not only financial support but also invaluable guidance and introductions. As a result, women find themselves trapped in a vicious cycle, struggling to access the vital resources that could propel their ventures forward.

Cultural and Societal Barriers: A Hindrance to Progress

Let us not overlook the cultural and societal barriers that persistently hinder women from receiving their fair share of funding. Societal expectations, deeply entrenched gender roles, and limited access to resources, all play a significant role in perpetuating this injustice. Women are burdened with the expectation to juggle work and family responsibilities, often forcing them to compromise their

entrepreneurial ambitions. To break free from this cycle, we must actively challenge and reshape these societal norms, providing the necessary support systems to empower women entrepreneurs.

The Power of Diversity: Igniting Economic Progress

The importance of diversity cannot be understated. It is not merely a matter of equality; it is a catalyst for economic progress and innovation. Countless studies have consistently shown that diverse leadership teams lead to enhanced financial performance. By empowering women entrepreneurs, we unlock a vast pool of untapped talent, perspectives, and ideas, driving economic advancement and fostering a culture of innovation that benefits society as a whole.

Concrete Solutions: A Path Towards Equality

The time for half-hearted measures is over. We must implement concrete solutions to bridge the funding gap for women entrepreneurs. Governments, venture capital firms, and organisations need to adopt proactive policies that encourage gender diversity in entrepreneurship. Specific funds dedicated to supporting women-led startups, such as Kalaari Capital, Saha Fund, and AWE Funds should be established, and financial incentives must be provided to investors who actively support women-owned businesses. Only by taking bold and decisive actions can we create an entrepreneurial ecosystem that is truly inclusive and equitable.

The funding challenge for women entrepreneurs is not a fleeting issue but rather a deeply rooted injustice that demands urgent attention. The evidence is undeniable, and the time for change is now. Let us stand united in dismantling the barriers that hinder women from reaching their entrepreneurial potential. By creating an environment that nurtures diversity, equality, and inclusivity, we not only rectify an unjust imbalance but also unlock the limitless possibilities that lie within women entrepreneurs. It is our collective responsibility to foster a future where every aspiring entrepreneur, irrespective of gender, has an equal chance to thrive. ♦♦



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UNLEASHING POTENTIAL: DECODING THE ENIGMA OF WOMEN LEADERSHIP

Imagine this: a Swiss Army Knife, a compact tool that's versatile, flexible, and innovative. Now, let's draw a parallel to the world of design, where the same attributes are highly prized. Yet, we have a riddle to solve: women, making up more than half of our industry's vibrant workforce, are conspicuously scarce in leadership roles—hovering around a disheartening 27%. This disparity isn't just counterproductive; it's a missed opportunity to harness a dynamo of untapped potential.

What if we look at this situation through the lens of design thinking, just like we would a brand puzzle? The Swiss Army Knife model—embodying adaptability and versatility—provides a fresh perspective. It underscores that we don't need to change the women but the culture and systems that gatekeep the corridors of leadership.

Named after the ubiquitous multi-functional tool, this model is emblematic of versatility and adaptability. It's all about being ready for

any challenge, with a variety of tools at your disposal, just like a Swiss Army Knife has a tool for nearly every situation. Translating this to the world of design thinking implies that the same broad principles used to create a captivating identity or a unique branding project can be used to approach and solve almost any problem. The essence of this model is about embracing flexibility, adapting to various scenarios, and leveraging the right skills at the right time to unlock creative solutions. Like a Swiss Army Knife, a truly effective leader—regardless of gender—must be multi-dimensional and able to respond to diverse challenges with agility and finesse. And it is within this model that we can find the key to unlocking the untapped leadership potential of women in the industry.

Like a well-designed tool, women leaders bring a rich diversity of skills and insights. They are masterful at fostering collaboration, birthing innovation, and problem-solving with a unique flair. Yet, the industry remains skewed, and the question persists: why are women not breaking into leadership roles at a rate reflective of their representation in the field? Digging deeper, we encounter an inhibiting factor: the hesitation to step out of the comfort zone and the absence of an industry culture that empowers such leaps of

faith. This leaves the industry shortchanged, unable to harness the full breadth of talent and perspectives.

In light of this, recognising the problem is merely our first stride. The long road ahead requires tangible action: to build systems that not only inspire but support women in taking on larger roles and equip them to venture beyond their comfort zones.

Here's something else to chew on: empowering women in leadership is not merely an equality box to tick—it's also good for business. Women rule the roost when it comes to consumer spending and shaping culture. So, integrating more women into leadership translates into more alignment with the market and, as a result, a creative and innovative upsurge.

Here's the big picture: the key to unleashing the unexplored potential of women lies in embracing a Swiss Army Knife approach, appreciating diversity, and championing risk-taking. In doing so, we get a shot at an industry that accurately mirrors the variety of voices that fuel it. The responsibility rests on both women to dare to venture and the industry to be ready to catch them when they jump. Together, we can decode this enigma and unlock women's leadership potential. ♦



Shriya Nagi

MD and Chief Design Officer,
Kern Culture

Most Empowering Women Leaders

From USA 2023

A Beacon of Financial Excellence

FAY SIEN GOON

*Chief Financial Officer,
AppFolio*



In a technology landscape that is perpetually in flux, with startups and giants alike vying for supremacy, the role of a Chief Financial Officer transcends traditional boundaries. Fay Sien Goon, as the CFO of AppFolio, embodies this new era of financial leadership. Her acumen, coupled with a keen eye for innovation, has not only steered AppFolio through financial complexities but has also positioned the company at the forefront of the software industry. Honored as one of the "Most Empowering Women Leaders From USA 2023" by Tradeflock, Goon's journey is a beacon of strategic mastery and leadership excellence in the tech world.

The narrative of Fay Sien Goon's ascent in the financial sector of the technology industry is a compelling testament to her dedication, expertise, and visionary approach. With an educational background that provided a

strong foundation in finance and business administration, Goon embarked on a professional path that would see her breaking barriers and setting new benchmarks. Prior to her role at AppFolio, she navigated through a myriad of financial landscapes, each role more challenging than the last, amassing a wealth of experience and knowledge that would serve her well in the dynamic environment of tech finance.

Fay Sien Goon's tenure at AppFolio is marked by a series of strategic decisions that have fundamentally shaped the company's financial health and growth trajectory. One of her earliest and most significant contributions was leading the company through its initial public offering (IPO), a pivotal moment that not only provided the company with the capital necessary for expansion but also solidified its standing in the competitive tech market. This achievement was merely the beginning of a series of strategic

initiatives aimed at diversification of product offerings and expansion of market reach, underpinning AppFolio's commitment to innovation and customer service.

At the core of Goon's leadership philosophy is a firm belief in empowerment and accountability. She advocates for a leadership style that is inclusive, transparent, and nurturing, fostering an environment where innovation can thrive. "A leader's legacy is built through the success of their team," Goon asserts, emphasizing the importance of collective achievement and the empowerment of individuals within the organization. This philosophy has not only cultivated a culture of excellence at AppFolio but has also inspired her team to push the boundaries of what is possible in the realm of financial management and tech innovation.

The path to success is seldom without its hurdles, and Fay Sien Goon's journey is no exception. From navigating the intricacies of regulatory compliance in a tech-driven landscape to managing the financial risks associated with rapid expansion, Goon has faced her fair share of challenges. However, her strategic foresight and resilience have turned these challenges into stepping stones for growth, guiding AppFolio through periods of uncertainty with steadiness and confidence.

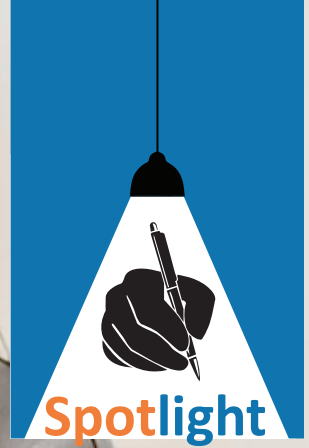
Under Fay Sien Goon's financial stewardship, AppFolio has not only achieved a successful IPO and significant financial milestones but has also garnered recognition for its commitment to innovation and excellence in software solutions. Goon herself has been the recipient of numerous accolades, including being named one of the "Most Empowering Women Leaders From USA 2023" by Tradeflock, an honor that highlights her impactful leadership and significant contributions to the tech industry.

Fay Sien Goon's tenure at AppFolio is distinguished by the company's remarkable financial health, strategic expansions, and the continuous rollout of innovative software solutions. These achievements have solidified AppFolio's position as a leader in the industry, reflecting Goon's unparalleled financial leadership and her role in driving the company's success. Under her guidance, AppFolio has not only enjoyed robust growth but has also become synonymous with innovation and excellence in customer service.

In the fast-paced world of tech, financial leadership is about more than numbers; it's about charting a course that navigates the present while eyeing the horizon of future possibilities

Looking ahead, Fay Sien Goon envisions a future where AppFolio continues to lead the charge in transforming the software industry through innovation and customer-focused solutions. Her financial strategy is deeply intertwined with this vision, prioritizing sustainable growth, technological advancement, and the empowerment of clients through innovative products and services. "Our goal is to not only lead in financial performance but to also set new standards in technological innovation and customer service," Goon reflects, outlining her commitment to AppFolio's long-term success and industry leadership.

Fay Sien Goon's story is a compelling narrative of leadership, innovation, and strategic financial management in the fast-evolving tech industry. As the CFO of AppFolio, she has played a pivotal role in the company's growth and success, earning her recognition as one of the most empowering women leaders in the USA. Her visionary approach and dedication to excellence continue to inspire those around her, making her a true architect of financial excellence at AppFolio. ♦



THE RISE OF **MOMPREENEURS** PIONEERING A NEW ERA OF EMPOWERMENT

According to a recent global survey, the number of women starting businesses after becoming mothers has increased by 20% in the past decade. This upward trend demonstrates the growing influence and potential of mompreneurs in driving economic growth and social change. This also shows that a remarkable trend has emerged, revolutionising the landscape of entrepreneurship and motherhood. The inspiring stories of women who have fearlessly embraced the roles of both mother and business owner are reshaping the business world.

Data and industry reports indicate that the number of mompreneurs is on a steady rise, with India serving as a prominent hub for these enterprising women. One exceptional example that comes to the forefront is Ghazal Alagh, a trailblazing entrepreneur and mother.

Ghazal's journey exemplifies the perfect fusion of motherhood and business acumen. She founded her startup, Mamaearth, which offers sustainable baby care products, inspired by her own experiences as a mother and her deep-rooted commitment to creating a better future for children. With her visionary approach and unwavering dedication, Ghazal has successfully built a brand that resonates with modern parents seeking eco-friendly alternatives.

Ghazal Alagh's story is just one of many in the ever-expanding realm of mompreneurs. These remarkable women are defying societal norms and pursuing their entrepreneurial dreams while raising families. They have realised that being a mother does not have to be a hindrance to achieving professional success; instead, it can be a catalyst for innovation and determination.

Empowering Mompreneurs: Navigating Challenges, Embracing Opportunities

The emergence of mompreneurs in India is not simply a passing trend but a transformative force. Recent data shows a substantial increase in the number of women-owned businesses in the country, with a significant proportion being led by mothers. This paradigm shift highlights the tenacity and resilience of these women as they navigate the intricacies of running a business alongside the responsibilities of motherhood.

One of the key reasons for the rise of mompreneurs is the growing availability of resources and support networks tailored to their needs. Women-centric entrepreneurship programs, mentorship initiatives, and funding opportunities have empowered countless mothers to turn their business aspirations into reality. Organisations are recognising the immense potential of mompreneurs and are actively working to create an environment where their unique challenges are addressed, fostering a thriving ecosystem for their growth.

It is crucial to acknowledge the hurdles faced by mompreneurs on their entrepreneurial journey. Balancing the demands of business ownership and motherhood requires unparalleled multitasking skills, effective time management, and a strong support system. However, these formidable women tackle these challenges head-on, utilizing their resourcefulness and determination to overcome obstacles.

Redefining Success: Mompreneurs as Catalysts for Societal Change

The rise of mompreneurs is not only reshaping the business landscape but also creating a profound impact on societal perceptions. These women are inspiring a generation of young girls to dream bigger and challenge traditional notions of gender roles. By witnessing their mothers successfully manage businesses while nurturing their families, children are exposed to a new definition of success—one that combines passion, ambition, and love.

As we celebrate the emergence of mompreneurs, it is crucial to recognize their invaluable contributions to the economy and society at large. Their businesses create job opportunities, drive innovation, and serve as beacons of inspiration for aspiring entrepreneurs. By highlighting their achievements, we encourage more women to embark on the journey of entrepreneurship, knowing that motherhood can be an asset rather than a limitation.

The emergence of mompreneurs is a testament to the indomitable spirit and unwavering determination of women. Through their courage and resilience, they are transforming the business landscape and breaking down barriers. As we embrace this new era, let us continue to celebrate and support these extraordinary women, paving the way for a future where motherhood and entrepreneurship go hand in hand, creating a more inclusive and empowering world for all. ♦♦



Most Empowering Women Leaders

From USA 2023

Empowering Innovation and Leadership

NAZZIC KEENE

*Chief Executive Officer,
SAIC*

Nazzic Keene, as the Chief Executive Officer of Science Applications International Corporation (SAIC), stands as a paragon of transformative leadership and unwavering dedication to the advancement of technology and empowerment. Her visionary approach has not only steered SAIC through a landscape of constant technological evolution but has also positioned the company as a leader in delivering robust solutions for complex challenges. Recognized among the Most Empowering Women Leaders from the USA in 2023, Keene's journey is a testament to her exceptional leadership, strategic insight, and her commitment to fostering diversity and inclusion within the tech industry.

A Strategic Visionary's Path to the Top

Keene's path to becoming the CEO of SAIC was marked by strategic foresight and a deep understanding of the global technology landscape. Her career, spanning various leadership roles, has been characterized by a keen ability to drive growth, operational excellence, and innovation. Keene's leadership philosophy, centered on empowering her team and



leveraging technology to drive positive change, has been instrumental in SAIC's ascendancy to the forefront of the defense, space, federal civilian, and intelligence markets.

Leading SAIC with Innovation and Integrity

Under Keene's leadership, SAIC has seen remarkable growth and has been at the vanguard of innovation in technology solutions and services. She has guided the company in developing and implementing strategies that leverage the latest technological advancements, including artificial intelligence, cloud computing, and cybersecurity, to meet the evolving needs of customers. Keene's focus on integrity, ethics, and delivering value has cemented SAIC's reputation as a trusted partner to its clients and a leader in the technology services industry.

Champion of Women's Empowerment and Diversity

Keene's impact extends beyond corporate success; she is a fervent advocate for women's empowerment and diversity in the workplace. Recognizing the critical need for more inclusive representation in the tech industry, Keene has been instrumental in initiating and supporting programs aimed at encouraging women and underrepresented groups to pursue careers in technology. Her efforts in mentoring, career development, and creating opportunities for women in leadership positions have contributed significantly to fostering a more diverse and inclusive culture within SAIC and the industry at large.

Overcoming Challenges with Resilience and Vision

Navigating the challenges of a rapidly changing technological and business landscape requires resilience and a clear vision—qualities that Keene possesses in abundance. Her strategic leadership during times of uncertainty, including navigating the complexities of the global pandemic, has demonstrated her ability to lead with agility, making decisive actions to ensure the company's stability and continued growth. Keene's approach to overcoming obstacles emphasizes adaptability, strategic planning, and the importance of maintaining a strong organizational culture.

Leadership is about setting a vision, inspiring your team to achieve it, and driving change that makes a lasting impact. It's about empowering others to realize their full potential

SAIC's Achievements under Keene's Leadership

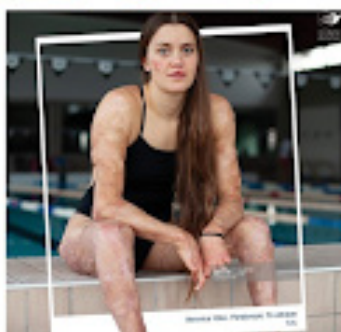
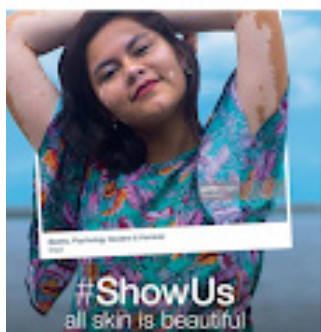
The achievements of SAIC under Nazzic Keene's stewardship are significant. The company has not only expanded its portfolio of services and solutions but has also secured major contracts that underscore its role as an integral player in supporting the mission-critical objectives of its clients. Keene has led SAIC through strategic acquisitions that have broadened the company's capabilities and market reach, further establishing SAIC's leadership in technology integration and innovation.

Vision for the Future: Leading with Purpose and Impact

Looking ahead, Keene is committed to continuing SAIC's trajectory of growth and innovation while maintaining a steadfast focus on empowering women and fostering an inclusive workforce. Her vision for SAIC is one that not only leads in technological advancements but also contributes positively to society and the global community. Keene envisions a future where the technology sector is reflective of the world it serves, marked by diversity, equality, and inclusion.

Inspirational Insights from Nazzic Keene

Nazzic Keene's leadership at SAIC exemplifies the power of visionary leadership combined with a commitment to empowerment and diversity. Recognized as one of the Most Empowering Women Leaders from the USA in 2023, Keene's influence extends beyond the operational success of SAIC, inspiring a more inclusive and equitable future for the technology industry. Her dedication to innovation, ethics, and empowering the next generation of leaders is a beacon for current and aspiring executives, demonstrating that leadership is not just about achieving corporate objectives but about making a positive difference in the world. ♦



BEYOND PINK AND BLUE

In 2019, a researcher from Business Fights Poverty highlighted that female body portrayals in ads caused nearly a quarter of women to feel ashamed of their appearance. Similarly, a study by Dove in the US revealed that 70% of women felt they weren't represented in the media. These stereotypical depictions have been shown to restrict women in various aspects of life, professionally and personally. To address this, Dove collaborated with Mindshare, Getty Images, and Girlgaze, a community of female and non-binary creatives, to initiate Project #ShowUs and drive significant change.

Working with Girlgaze, they engaged over 300 photographers to create

more than 5,000 images showcasing authentic and diverse representations of females, including those who identify as female or non-binary. These images were then made accessible to media and advertisers through Getty Images. Since the launch, over 1,300 companies across 40+ countries have accessed over 15,000 images from this collection. This initiative also influenced Getty to boost female representation in its workforce by 35%, and Girlgaze established a global jobs platform ensuring gender equality.

Imagine The Possibilities

In 2018, Barbie, the toy brand, made a significant

change by diversifying its doll collection to reflect real women's careers and aspirations better. A global campaign called "Imagine the Possibilities" highlighted this transformation, signaling Barbie's commitment to empowering young girls. They introduced new dolls representing various body types like Petite, Curvy, and Tall Barbies. Expanding on this initiative, in 2019, Barbie continued to challenge stereotypes through the Dream Gap Project Fund. This fund aimed to support organisations dedicated to empowering girls. Barbie launched two new lines of dolls—one portraying women role models from around the world and another celebrating careers where women are



still underrepresented. They pledged to donate \$1 from each doll sold to their partner organisations.

Addressing The Pay Gap

Meanwhile, Standard Chartered Bank in the UAE tackled the significant issue of the gender pay gap, particularly within the art world. Female artists were found to be earning 47.6% less than their male counterparts. The bank addressed this disparity by organising an exhibition showcasing the work of 19 female artists. Each artwork was deliberately left 47.6% incomplete to visually illustrate the extent of the pay gap and bring attention to this issue.

Celebrating The Women's Achievement

In 1912, Harvey Nichols, a UK department store, became the centre of the suffragette movement when protesters smashed its London store windows. Fast forward over a century later, Mayor Sadiq Khan urged stores to create displays honouring women's rights for the 2018 Fashion

Week. Harvey Nichols enthusiastically embraced this opportunity. They chose to celebrate the suffragettes' movement by inviting women to symbolically smash the windows of their flagship store on the eve of Fashion Week. National TV crews, social media influencers, and photographers were present for this event. Notable women's rights figures participated, including the great-granddaughter of activist Emmeline Pankhurst, who delivered the initial symbolic blow.



This initiative, led by Fanclub PR and TBWA London, garnered 75 media pieces and received coverage from influential national outlets. Harvey Nichols builds on its history by supporting gender equality through a partnership with Smart Works, a charity aiding women with clothing and training for entering the workforce.

Transforming Into a Positive Cycle

The absence of fair representation lies at the heart of gender prejudice. When representation is missing, it results in limited opportunities. When representation is based on stereotypes, it constrains various facets of women's lives. Recognising this, these brands chose to change the situation by promoting equal representation. They aimed to challenge bias and transform a harmful cycle into a positive one. ♦♦



Most Empowering Women Leaders

From USA 2023

Leading with Vision and Empowerment

SOPHIE ROSS

Global Chief Executive Officer of Technology,
FTI Consulting

In a world where technology is the backbone of business innovation and growth, Sophie Ross has carved a niche for herself as a visionary and empowering leader. As the Global Chief Executive Officer of Technology at FTI Consulting, she has not only led the division to new heights of global recognition and success but has also been a formidable force in championing the cause of women in technology. Her inclusion among the Most Empowering Women Leaders from the USA in 2023 is a testament to her exceptional leadership, her commitment to innovation, and her efforts to pave the way for future generations of women in technology.

A Journey of Determination and Excellence

Sophie Ross's ascent to the top echelons of the technology sector was fueled by her passion for innovation, her strategic foresight, and her unwavering determination. With a background that seamlessly blends technical expertise with strategic business acumen, Ross embarked on her career with a clear vision of leveraging technology to drive business transformation and growth. Her journey through various leadership roles

equipped her with a deep understanding of the challenges and opportunities in the technology landscape, preparing her for the pinnacle role at FTI Consulting.

Innovating at the Helm of FTI Consulting's Technology Division

Under Ross's leadership, FTI Consulting's Technology segment has become synonymous with excellence and innovation. She has steered the division through periods of rapid technological change, overseeing the development and implementation of cutting-edge solutions that address the complex challenges faced by global businesses. Her strategic initiatives have expanded the firm's offerings in critical areas such as cybersecurity, data analytics, e-discovery, and digital transformation, thereby reinforcing FTI Consulting's position as a leader in the technology consulting arena.



Empowering Women in the Technology Sector

One of Sophie Ross's most notable contributions has been her unwavering commitment to empowering women in the technology sector. Understanding the significant gender gap that persists in the industry, Ross has been proactive in instituting programs and initiatives aimed at supporting and mentoring women professionals. Her efforts have focused on creating pathways for women to ascend to leadership roles within FTI Consulting and the broader tech industry. Through leadership development programs, mentorship opportunities, and advocacy for gender equality, Ross has made substantial strides in fostering a more inclusive and equitable technological landscape.

Tackling Challenges with Innovation and Resilience

Ross's tenure has not been devoid of challenges, from the fast-paced evolution of technology to the need for businesses to rapidly adapt to digital transformations. However, her leadership is characterized by an innovative approach to problem-solving and an inherent resilience. She has adeptly navigated these challenges, turning them into opportunities for growth, innovation, and learning. Her philosophy of embracing change and fostering a culture of continuous improvement has been pivotal in driving FTI Consulting's success in the competitive technology consulting space.

Achievements and Milestones Under Ross's Leadership

The achievements of FTI Consulting's Technology segment under Sophie Ross's guidance are numerous and impactful. The division has not only expanded its global presence but has also been at the forefront of launching groundbreaking technology solutions that have set industry benchmarks. Ross has been instrumental in fostering strategic partnerships and collaborations that have enhanced the firm's capabilities and offerings. Her leadership has also been recognized through various industry awards, highlighting the excellence and innovation

that FTI Consulting has brought to the technology consulting sector under her stewardship.

Championing a Culture of Diversity and Inclusion

Beyond her technological and business achievements, Ross is deeply committed to building a culture of diversity and inclusion within FTI Consulting and the tech industry at large. She recognizes that diverse perspectives and inclusive teams are critical drivers of innovation and success. Her initiatives have not only aimed at increasing female representation in technology roles but have also focused on creating an environment where diversity is celebrated, and every individual feels valued and empowered to contribute their best.

Envisioning the Future: Ross's Strategic Outlook

Looking to the future, Sophie Ross is focused on furthering FTI Consulting's mission of harnessing technology to solve complex challenges while continuing to advocate for women in technology. She envisions a future where technology not only drives business efficiency and innovation but also serves as a platform for social change and equality. Her strategic outlook includes leveraging emerging technologies to enhance FTI Consulting's offerings, driving sustainable business practices through technology, and continuing to break down barriers for women and underrepresented groups in the tech industry.

Sophie Ross's leadership journey is a powerful narrative of innovation, empowerment, and strategic vision. As she continues to lead FTI Consulting's Technology segment to new horizons of success, her commitment to advancing women in technology remains unwavering. Her efforts have not only elevated the role of women in the tech industry but have also set a benchmark for leadership that is inclusive, visionary, and impactful. Ross's story is an inspiration, serving as a beacon for current and aspiring leaders in technology and beyond, illustrating the profound impact that visionary leadership coupled with a commitment to empowerment and diversity can have on the world. ♦

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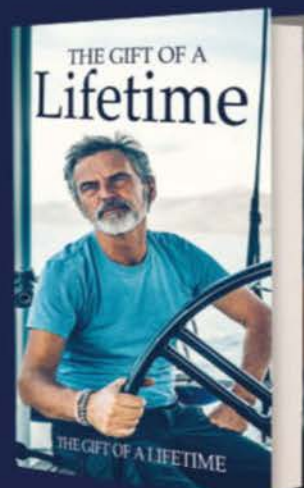
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RELATIONSHIPS AND FINDING ALLIES IN BUSINESS

As a woman entrepreneur who transitioned from the corporate world to running a thriving ecommerce company in the gifting domain, I learned firsthand the importance of building a supportive network and finding allies in business. In a society where women still face unique challenges in the professional realm, it is crucial to establish strong relationships and cultivate a community that uplifts and empowers us.

In the early stages of my entrepreneurial journey, I realised that my success would not solely depend on my skills and capabilities. While competence is undoubtedly vital, it is the network of relationships and allies that provides the solid foundation for growth and sustainability. Building these connections can be particularly challenging for women, as we often face biases and limited opportunities. However, I firmly believe that by actively seeking out support and creating a network, we can overcome these obstacles and thrive in our ventures.

One of the key elements in building a supportive network is seeking out like-minded individuals who share our vision and values. By connecting with other women entrepreneurs, we can share experiences, knowledge, and resources, fostering an environment of collaboration rather than competition. Through networking events, business conferences, and online communities, I had the privilege of meeting inspiring women who have become valuable allies. Together, we have offered each other guidance and encouragement, which propelled our businesses forward.

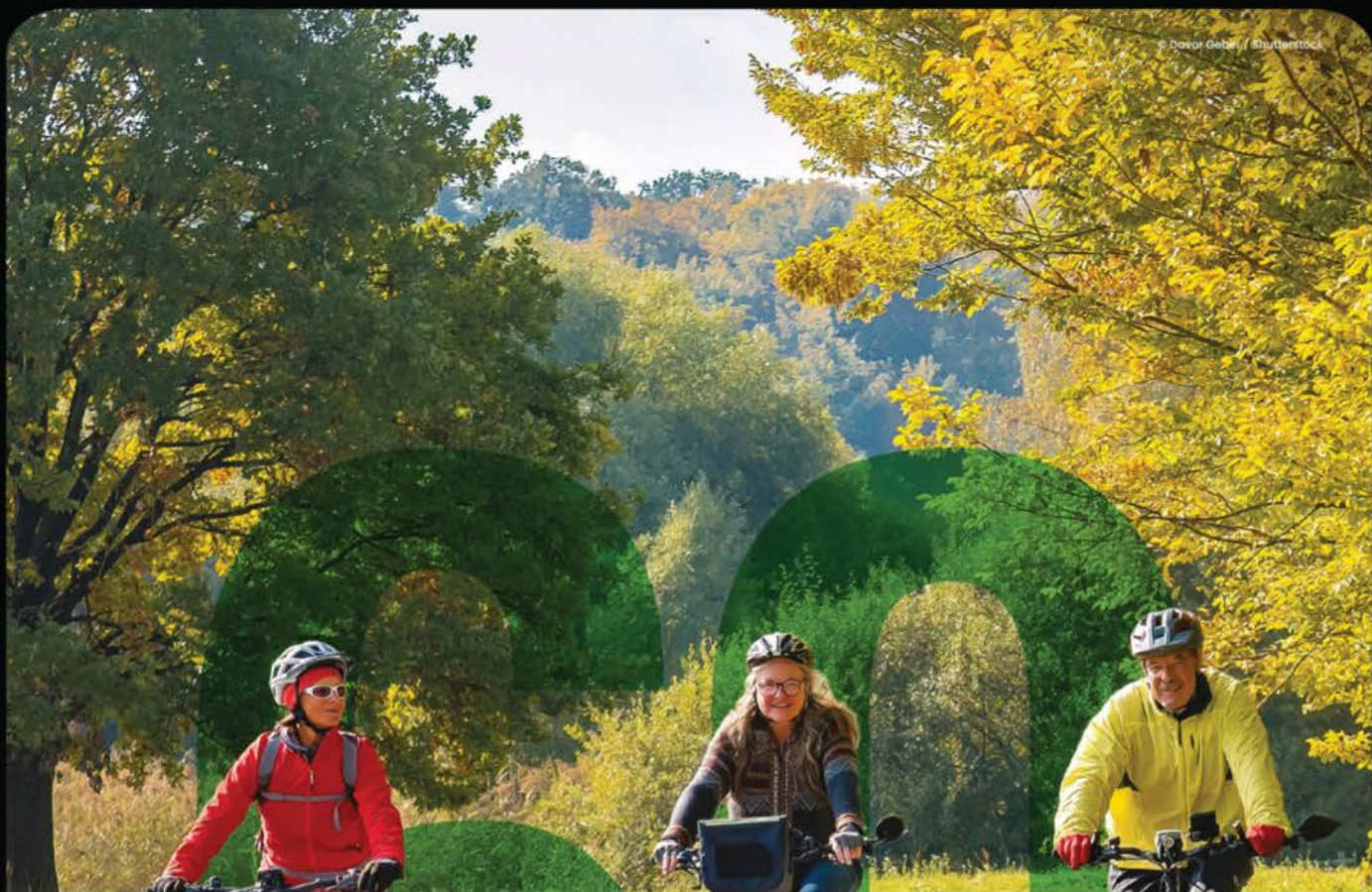
In addition to seeking out fellow women entrepreneurs, it is equally important to build relationships with mentors who can offer guidance and open doors to new opportunities. These mentors can be individuals who have achieved success in our industry or influential figures who are passionate about supporting others in business. Their wisdom and experience can provide invaluable insights, helping us navigate challenges and make informed decisions. Furthermore, advocates who are committed to promoting gender equality and inclusivity can amplify our voices, champion our causes, and create a more level playing field.

Creating a supportive network also extends beyond women in business. It is essential to establish relationships with individuals from diverse backgrounds, including men who are allies in propelling the way forward. By engaging in dialogue and collaboration with such individuals, we can foster an inclusive ecosystem where everyone has an equal opportunity to succeed. These alliances can lead to partnerships, mentorships, and even potential investors who recognise the value of diversity and actively seek out diverse perspectives.

In conclusion, building a supportive network and finding allies is essential for women entrepreneurs to thrive in the business world. Through connecting with like-minded individuals, seeking out mentors and advocates, and fostering alliances with individuals from diverse backgrounds, we can create an ecosystem that uplifts, supports, and empowers us. By harnessing the power of these relationships, we can overcome the challenges that women entrepreneurs often face and pave the way for a more inclusive and equitable business landscape. Together, we can shape a future where women are celebrated and their contributions are recognised, ultimately leading to greater innovation and success for all. ♦



Vasanta Chigurupati
Founder,
TheOneShop.in



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