



Marketing
Hall of Femme
And Women To Watch



Hillary Adler

Senior Content Manager,
SheKnowsMedia (Formerly DMN)

'WE ARE HERE'

In 2005, on a summer day when it was 90 degrees, I stood by my mother's side while helping her fix the broken fan hanging from our ceiling. She had me hold the bolts and the screws and the directions – which neither of us could make sense of – and for two hours I stood there sweating, complaining about the fact that we didn't have a man around to help us. I said, "Can we please just go get Mike the neighbor. It would take him half the time." To which she replied, "Hillary, we can do anything a man can do, even if it takes us longer."

In 2015, when I left graduate school, I was sitting at a German bar on the Lower East Side, talking to a 70-year-old woman, whom I had just met, who had spent her career working on Wall Street. At the end of our conversation, she looked at me and said, "Just remember this for the rest of your career: Men aren't likely to invite you into the room. But if you make your way through the door, you better make sure as hell they invite you back."

Those are two pieces of advice I have carried with me to this point in my career.

Many have called the last year the "Year of the Woman." We have risen up from decades of voicelessness to discuss, with and without fear, what it means to be a woman today. We have pushed the needle, and changed the course of conversation, at the highest levels of government and business.

We have empowered, and encouraged, and championed both change and hope in a tumultuous and oftentimes dangerous political climate. Each of us, I know, is thankful to the women who stood up and spoke out about their stories of sexual assault, of racial harassment, of the varying degrees of disadvantages women have faced in and out of the office.

As leaders in the world of business we have the distinct privilege and responsibility to continue the work set forth by our sisters on the front lines: Those who shouted "#MeToo;" those who questioned policies that entrenched and exploited women— especially women of color; those who called out for fair and equal pay, and equal opportunity for all.

We have done the work that has been necessary for so long, but we are not done. And we sit on the edge of a new era: One where we can stand up at the podium, in the boardroom, at heads of government – to say, "We are here." And we will not back down.



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MEET THE 2018 MARKETING HALL OF FEMME HONOREES





GINA ALSHULER

CEO
RAUXA

DMN: *What's the best piece of career advice that you've ever received?*

Alshuler: Just show up and start. Don't know how to open an office? Hmm... find a location online, order a desk, and move cross-country. Check, check, check! Just start.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Alshuler: Always do the job ahead of the one you have. It's not just about saying what you want; it's largely about showing why you deserve the promotion, raise, or new responsibilities.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Alshuler: One thing women often do really well, to our advantage as a matter of instinct, is listen and work to solve problems with a higher degree of empathy. I work to understand what's going on in the lives of my team members, and take the entire person into consideration when building solutions for them, our team, and clients. Also, my inclination toward transparency and honest discussions—though sometimes difficult—allows me to address the root of a challenge and arrive at a better solution.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Alshuler: It's critical to have a mentor who's involved in your growth and genuinely cares about your success. You need people in your corner, supporting and encouraging you. I was able to take a bigger seat at the table because I had a mentor who not only believed in my abilities, but also held me accountable. She pushed me to challenge myself, and, furthermore, she wanted to see the result, so she could provide feedback and guidance. This sort of follow-through is a very important attribute in a mentor.



SUSAN FLINN COBIAN

PRESIDENT
HYC HEALTH

DMN: *What's the best piece of career advice that you've ever received?*

Cobian: Get it done! Concentrate on performance, not office politics. You can control the former, but not the latter. Focus on what you have the power to achieve.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Cobian: Don't take business decisions personally, and if you find you are the smartest person in the room, own it! Have fun picking just the right time to shine. Ask for what you want. If you don't ask for it, you're not going to get it — and don't take no for an answer.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Cobian: When I started out, I had to pick up my boss's dry cleaning, get coffee, run errands — back then you didn't question it. It was never, "Oh, he's pushing me down." You just paid your dues — it could have been a female boss for all that it mattered. I had my fair share of "Okay, thank you little girl, I don't need you to speak up." That just made me mad and I worked very hard to become the most senior person in the room.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Cobian: I urge them to develop a voice, take a seat at the table, ask for what they want and not to be afraid. I tell them, "So what if someone says no? You are not going to get anything if you don't ask." I once had a male boss tell me my voice was too loud and that I needed to tone it down and be more feminine. So, at the next meeting, I literally spoke louder. There will always be another job, there will always be a better boss, there will always be somebody who is willing to fight for you. You just need to have the confidence that you're going to find that person.



CAROLYN CRANDALL

CMO
ATTIVO NETWORKS

DMN: *What's the best piece of career advice that you've ever received?*

Crandall: "People may not remember what you said or did, but they will always remember how you made them feel." It is so easy to get caught up in the quest and occasionally forget that even if you win, if everyone is unhappy in the end, then more bad than good may be the true outcome.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Crandall: Be aligned on relevant contributions. Make sure the things you are working on are activities that contribute to key company goals. Become proficient in the skills required to make an impact and irreplaceable to the company. This will give you visibility, and combined with measurable results, the recognition required to gain what you are seeking.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Crandall: The advantage of being a woman is our inherent ability to multi-task without getting frazzled. We are used to balancing kids, work, friends, social, and philanthropic activities, so when another urgent project arises, we're able to respond without a hiccup or misstep. The disadvantage is that in technology, women are often the one in 10 in the room. Many men still struggle with exactly how to interact with women: what to say, how to say it, and what level of formality to apply. This causes stress and avoidance, which can negatively impact the engagement with women and result in exclusion.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Crandall: Career advancement or a promotion can be earned through excellent work, performance, and results. That said, I believe these are table stakes and not enough. You must network and build relationships to gain sponsors for advancement. Whether a peer review provides support for your desired promotion, or a connection opens the door for career advancement at a new company, it is essential to have advocates pulling for you.



CAROL EVERSEN

CMO
ALM MEDIA

DMN: *What's the best piece of career advice that you've ever received?*

Eversen: My natural inclination is to focus on the customer as the means to the career end. Deliver for the customer and your career will follow. I received some great advice from a mentor at AT&T that made a huge difference in a business turnaround setting. I try to always keep it in mind: Focus on your people, then customers, then profits.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Eversen: Show your value, state your case, and understand the realities that your boss is facing. A good manager will always appreciate a well-made case based on facts and outcomes. Speaking with your boss about your goals is important so that you are top-of-mind. The hard part is having a sense of what is within reach in the near-term. A solid EQ (emotional intelligence) will help you avoid making an "ask" or "demand" that your boss simply cannot fulfill on your stated timeframe. You want to come across as reasonable and appreciative, while ensuring your goals and desires are heard and ultimately acted upon.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Eversen: In reality, I have not looked at my advantages from a gender perspective. I believe my advantages have been based on a strong learning environment early in my career. I chose a company that I knew would help me develop my skill set.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Eversen: Understand what your company needs, understand your unique value proposition that you deliver to the business, and produce results. That is the "what." Equally important: don't underestimate the importance of the "how." Relationships are key and require constant effort. And they're not always easy. There is a great quote (that I often prod myself to remember) from Stephen Covey: "Seek first to understand, then to be understood." Apply this approach to interactions with others and you will go further, faster.



KATHRYN FRIEDRICH

CHIEF BUSINESS OFFICER
RYOT STUDIO

DMN: *What's the best piece of career advice that you've ever received?*

Friedrich: The best career advice I've received is to work hard and believe in yourself. You will fail a lot, which is only natural, but persevere and keep going. Never give up. Following these simple rules has enabled me to reach heights in my career I may have never reached, had I not fought through the tough times.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Friedrich: Managing up is equally as important as managing your team. Communicate what is going well, but also don't be afraid to ask for help and to involve leadership in the process. That keeps everyone informed of your work and the challenges you are working on to solve. I also recommend always being prepared with a short elevator pitch on what you are working on, and a recent success. You never know who you may run into or who could help you reach the next level in your career.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Friedrich: I've been fortunate enough to start my career after many heroic women have already paved the way. I wasn't the first woman in my family to go to college, nor the first woman in any of the positions I've held. The trailblazers who've gone before me have both motivated and inspired me to achieve more. Still, it's a tough climb up the corporate ladder, and the closer I get to the top of any organization, I realize that I have an opportunity to be a hero for women of the next generation, and to encourage them to persevere and excel in their careers, too.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Friedrich: Just do it! Have the confidence to know you belong at the table, and don't be afraid to speak up. Be curious and ask questions. Seek to understand the root cause of problems to recommend the best solutions.



TIFFANY GUARNACCIA

CEO AND FOUNDER
KITE HILL PR

DMN: *What's the best piece of career advice that you've ever received?*

Guarnaccia: Don't settle. There is always room for improvement and growth, no matter what level you are in your career. As a professional, it's our job to never stop pushing ourselves outside our comfort zones, to grow as an individual and as a leader.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Guarnaccia: Speak up, but remember that it is not what you say, it's what you do that matters. Your actions speak for themselves when advocating for a new role or a promotion. Your actions, skills, and attitude, are your strongest assets.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Guarnaccia: As a female leader, founder and CEO, I firmly believe that individuals are charge of their own career paths. An advantage I've had while climbing up through my career was the support of other female CEOs and leaders.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Guarnaccia: I constantly encourage those around me to step up and push for their own progress. There is a difference between saying something and seeing it through. There's room for everyone at the table - but you must reserve your own spot.

SPOTLIGHT:

Kathryn Friedrich, Greetings From Cannes

WATCH VIDEO



REBECCA MAHONY

CMO
MIQ

DMN: *What's the best piece of career advice that you've ever received?*

Mahony: Don't waste your energy on telling people how smart or capable you are, show them. Take time to hire your staff, vet them well, and make sure that you hire individuals who are much better at what they are expected to do than you are. Then, give them freedom to perform.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Mahony: As much as possible, I try to follow these six principles and have always found them to serve me well...

- Believe you deserve what you are asking for
- Be solution focused
- Keep emotions at bay
- Tailor your message to the receiver
- Don't ask for "less is more" to increase your chances
- Take charge

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Mahony: There are still challenges that women face within the business world – ongoing news of inequality, unequal pay, and a lack of women at boardroom level. Balancing family life with work is also seen as a barrier by some, when it shouldn't be. As a society and an economy, it is vital that we find a way of better allowing, both men and women, to raise families and fully participate in the labor market. However, I don't believe that being a woman has held me back or altered my chance of success. I believe that women naturally have traits which allow us to be successful – traits such as agility, empathy, the ability to multi-task, and our aptitude for risk taking are just a handful. This, combined with confidence and determination, make women a force to be reckoned with!

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Mahony: Some of the simplest yet most impactful pieces of advice that I received when I was earlier in my career was to be inquisitive and ask questions; take risks and not second guess myself; don't be afraid to make mistakes; and trust your gut instinct. Lastly, use every role model you have available, leverage their experience, and remember that you are a role model to someone else. They are watching you too, so make it count.



GABRIELLE RAYMOND MCGEE

VP, DIGITAL MARKETING
TORY BURCH FOUNDATION

DMN: *What's the best piece of career advice that you've ever received?*

McGee: Stay scrappy! Whether you are just beginning your career, or you are a senior executive, scrappiness can't be overrated. Maximize the resources around you, and seek to create new resources in everything that you do.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

McGee: Sixty-eight percent of all women accept job offers without ever negotiating. This is one thing that I wish I had been informed of much earlier on in my career. When you don't ask, you are not just impacting your present, you are impacting your future, your family's lives, your 401K, 80 year-old you and also the women around you and the women after you. Asking for more is about you, and also your community. I promise, the men at your companies are asking for that promotion or salary increase.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

McGee: As a woman, the disadvantages that I've experienced in my career are also similar to the advantages. I spent the first decade plus of my career in Sports and Entertainment with very few women and even fewer women leaders. I've had people judge me based on my gender or age. I've had people tell me that I was too ambitious, or that I was taking on too much - two things that would never be said to a man. Workplace diversity is critical for our economy and society. Only when people of all backgrounds have a seat at the table can a company truly thrive.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

McGee: Put the noise on pause and think! Be intentional about your career. Take time to know yourself and learn what you truly value. For me, it's important to work with intellectually curious people, and I always want to be in a place where I can build and create new initiatives, products, or platforms. Take time to think about what you value and where you are headed in your career. Too often people want a bigger seat at the table, but they don't know what kind of table and what kind of seat is best for them. It's not enough to advance — you want to make sure you are advancing in the direction that is important for your career and your life.



JENNIFER NUCKLES

CMO
DOCTOR ON DEMAND

DMN: *What's the best piece of career advice that you've ever received?*

Nuckles: Don't limit yourself to your past experiences and rely on what you did yesterday. Ask the right questions and go forward.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Nuckles: Determine where you want to go and the steps necessary to reach your goals. Socialize your goals professionally, making them clear and measurable. Align yourself with the work to reach your goals, and begin demonstrating results — results always tell the truth. Once you've achieved the results, ask for what you want. You won't get what you don't ask for, so be sure to ask - pointing back to the results.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Nuckles: My largest advantage was coming from a family who valued education for women. My grandmother was one of the first female graduates from UC Berkeley. I've always been in the gender minority - in business school, professionally, and in the C-suite. Identifying early professional mentors and champions is a huge advantage, especially as women navigate professional and personal challenges simultaneously.

The largest disadvantage I've experienced is being the senior most female - and the only female in the C-suite - in multiple male-dominated tech companies. The challenges women face are real, even, occasionally, unintentionally within organizations which pride themselves on not having existing biases. These challenges manifest themselves in the way females are perceived by their style of communication, with voices sometimes being unheard or discounted.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Nuckles: Do what you love and be true to yourself. Set a long-term plan goal based on your dream, with a more tangible two-year plan with steps that will help you reach your goal. You shouldn't be thinking of the next six months, but more the long-term, and you don't have to have it all figured out today. Careers are to be navigated, and there's no one clear way to get to your end goal.



KRISTIN PATRICK

CMO
PEPSICO GLOBAL BEVERAGE BRANDS

DMN: *What's the best piece of career advice that you've ever received?*

Patrick: Always trust your gut.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Patrick: Know your worth, and lead a discussion with specific examples of your accomplishments.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Patrick: I believe being a woman makes me deeply intuitive both personally and professionally. I am perceptive and able to course correct quickly.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Patrick: There is a common misnomer that you have to be tough to succeed - far from it. The new way forward is to be human, and care for those around you. You can actually make your business thrive and the world a better place.



**"...RELEASE YOUR SUPERPOWERS
SO THAT YOU CAN REALLY GROW
AND ACHIEVE YOUR POTENTIAL."**

Hear more from
MAGGIE CHAN JONES
(Founder/CEO of Tenshey - and keynote speaker at this year's
Marketing Hall of Femme event on June 21, 2018)



LEAH POPE

CMO
DATORAMA

DMN: *What's the best piece of career advice that you've ever received?*

Pope: Thinking back on my experiences, nothing is more paramount than collaboration and teamwork. Although, it must be said that it is crucial that to speak up and advocate for yourself and your team. If you find yourself in a dilemma with another business unit or with a colleague, I've found that it is best to base all conversations on performance outcomes and move forward.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Pope: Now that marketing has gone through a proper evolution to become data-driven, it is important that if you're going to advocate for yourself, substantiate your impact on the business. This means building plans that align with key performance indicators (KPIs) and ensuring

your marketing is in lock-step with the business. While I don't believe marketing is only about the numbers, the reality is it needs to be a business driver, as we're more accountable than ever before.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Pope: I've been fortunate to be a part of businesses that celebrate diverse perspectives and have made efforts to be inclusive of different cultural and gender points of view at a roundtable. In part, I've made a point to seek out these environments. I think an advantage I bring forth is my perspective as a woman in a leadership position; which is nuanced, and focuses on holistically measured, fact-based decision making. Personally, my approach to problem solving is rooted in evidence-based solutions, which has helped me win the respect and trust of my peers.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Pope: For women looking to rise the ranks, I would recommend a few pieces of advice:

- Focus on the creation and implementation of KPI-driven plans that are aligned with business impact
- Rely on evidence-based approaches
- Communicate early and often — whether its within your team, cross team or upstream, transparency is imperative to success and building trustworthy relationships in business
- Remember to put yourself in the shoes of the people you're communicating and collaborating with. If you hit a roadblock, push forward positively regardless of the other personalities or styles you confront
- Always drive towards a solution



ROOSHINA MODI

DIRECTOR DIGITAL MARKETING
BARNES & NOBLE



MIKA YAMAMOTO

CHIEF DIGITAL MARKETING OFFICER
SAP



CARRIE SCHONBERG

CMO
ASHTON WOODS HOMES

DMN: *What's the best piece of career advice that you've ever received?*

Schonberg: Let your passion guide your choices. And know that the best career opportunities are often those you never saw coming.

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Schonberg: Know your value, know your worth, and objectively, respectfully, ask for what you deserve. The worst that can happen is they say is no. "No" is not a tragedy, it's a temporary setback. It's not a personal rejection, it's a new piece of information you can work with, learn from, and use to grow.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Schonberg: I started my career in sports marketing — a male-dominated industry. At the time, I was too young and inexperienced to consider myself at a disadvantage because I was a woman. I simply pressed forward, worked hard, and focused on delivering results. I've carried that mentality with me throughout my career, and have not allowed being a woman to be an issue. Looking back, I know that I was very fortunate to have great mentors supporting and championing me throughout my career. I would like to believe there will soon come a day when my experience is the norm, rather than the exception.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Schonberg: You may have to work harder to prove yourself. So what? Do it. Always be the most prepared person in the room. Fight for what's right. Do right by your brand. Do right by your consumers. Do right by your people. The results will follow.



JENNA WEINERMAN

HEAD OF MARKETING
UPDATER

DMN: *What's the best piece of career advice that you've ever received?*

Weinerman: It's never "no." It's just "not this way."

DMN: *What's the best way to advocate for yourself in the workplace (whether it's for a promotion, a salary raise, or more responsibilities)?*

Weinerman: Advocating for yourself is scary and often uncomfortable, but you must remember that no one is a mind reader. You can't assume that your manager knows something is bothering you, so make sure to speak up for yourself. When it comes to advocating for yourself, knowledge is power. I recommend you speak openly with other women about their experiences, wins, and struggles. We're all going through similar experiences.

DMN: *As a woman, what advantages and disadvantages have you experienced in climbing up through your career?*

Weinerman: Most studies imply that there aren't many advantages to being a woman in tech with today's gender gap — women raise less VC money, women hold fewer seats in the C-suite and in the boardroom, women founders are few and far between, etc. However, I see two huge advantages. The first is that we're all in this together. We've built a community of women who face similar obstacles. There's even #womenintech and #womenhelpingwomen hashtags! This community now represents women on a mission to make a difference, and everyone knows — don't get in the way of a woman on a mission! The second is that major progress is already happening for women in tech — progress leads to momentum, and when you have momentum, you have to capitalize on it. Our clout is growing.

DMN: *What advice do you have for younger women in the workplace who want to lean in and take a bigger seat at the table?*

Weinerman: This isn't particularly advice for women, but for any young, ambitious person who wants a bigger seat at the table. Don't ask how you can help. Put in the time and effort to figure it out on your own. Show your manager that you take initiative and can make his/her life easier without asking them how to do it. Demonstrate your ambition, be open to new ideas, speak up, and make yourself invaluable.

2018 MARKETING HALL OF FEMME WOMEN TO WATCH

In addition to honoring our 2018 class of Femmes, we're celebrating the next generation of high-flying women marketers with our Women to Watch awards



LISA BRAZIEL

SVP
IGNITE SOCIAL MEDIA
Braziel joined Ignite Social Media as "employee number two." Today, she's part of a 3-person, all female management team running the company.



ALICIA GARIBALDI

DIRECTOR OF MARKETING
GLASSDOOR
Garibaldi celebrates a tenure of nearly seven years at Glassdoor and is the longest standing member on the Glassdoor B2B marketing team.



SARAH CASCONE

SENIOR MARKETING
MANAGER
BLUECORE
Cascone works closely with Bluecore's executive team to create a program that impacts customer retention and acquisition goals for the year.



REBECCA GRIMES

HEAD OF NORTH
AMERICA MARKETING
CHEETAH DIGITAL
Grimes has led product marketing and strategy for several technology companies, and currently leads demand generation marketing at Cheetah Digital, where she is responsible for new and existing business campaign strategy and execution, field marketing activities and global event management.



JENNIFER DASILVA

PRESIDENT
BERLIN CAMERON
DaSilva recently founded a new division of Berlin Cameron – Girl Brands Do It Better – to empower female entrepreneurs through connections and creativity.



ERIN HUTCHINSON

VP, PR, COMMUNICATIONS
& EVENTS
MERKLE
Hutchinson leads Merkle's marketing communications and events, with responsibilities from corporate-level initiatives to capabilities, sales, and service, as well as leading the overall brand marketing strategy and delivery of events, public relations, analyst relations, marketing communications, consumer and business research.



STEFANIE FERTITTA

MANAGER, FAN MARKETING
& ENGAGEMENT
NBA
A major contributor to the development of the first-ever global fan engagement strategy for the NBA, Fertitta helps profile and create dynamic content to deliver highly-personalized communications to new and existing fans in over 50 markets.



JESSICA MCGLORY

DIRECTOR OF PAID SOCIAL
JELLYFISH

A 2017 AdColor Rising Star Award winner, McGlory has achieved key marketing results for her clients, including developing and leading

strategy for a new app launch for one of the largest sports networks in the world. As McGlory learns from those who have found success in their professional and personal lives, she is able to provide stronger leadership to her team.



LINDSAY MCKENNA

VP, REVENUE MARKETING
YEXT

In her two-and-a-half years at Yext, McKenna has been promoted from Director of Field Marketing, to Senior Director of

Field Marketing, and now to VP of Revenue Marketing. She is a mentor in EMPOWER, an employee resource group created to inspire and advance women at Yext.



ASHLEY MORSE

EMAIL DEVELOPER
NORTH AMERICA
COMMERCE, LENOVO

Morse works on a global scale for Lenovo, supporting campaigns in North America. Morse is responsible for driving the email marketing

strategy to hit quarterly targets and manages all technology vendor relationships relating to email marketing.



JESSICA ROSENBERG

HEAD OF BRAND DESIGN
CLOUDFLARE

In the past two years, Rosenberg's design team has grown six-fold, and is executing successful campaigns

that drive adoption and awareness of Cloudflare.



NOLA SOLOMON

VP OF GLOBAL
PROGRAMMATIC
PARTNERSHIPS
DAILYMOTION

Solomon has expertise in programmatic, mobile, and connected TV, which places her

at the nexus of innovation in the digital landscape.



ROSEMARY WALDRIP

VP OF MARKETING
MUSIC AUDIENCE EXCHANGE

Waldrip single-handedly built the marketing team at MAX, and guided it through a rebrand,

while never losing sight of her core goals.

MARGARET SUNIEWICK

PRESIDENT, COMCAST DIGITAL MEDIA
COMCAST

Suniewick leads the company's digital business strategy, builds and strengthens partnerships with new media and technology companies, and heads efforts to deliver premium content to emerging platforms



IN CASE YOU MISSED IT

DMN hosted two panels on some of the biggest issues facing women in the workplace today. Click on the links below to view video highlights from the event:

PUSHING FORWARD IN THE #METOO ERA: WHAT IT MEANS FOR FEMALE EXECUTIVES

Are American workplaces making real progress in curbing sexual harassment? Industry leaders discuss the role executives play in the post-#MeToo era, and how both male and female management can continue to create more inclusive office environments.

PANELISTS:

Reshma Gopaldas, VP, video programming, SheKnows Media

Tiffany Guarnaccia, CEO/Founder, Kite Hill PR

Erin Kenny, Head of Technical Unit/Senior Technical Advisor, Spotlight Initiative

MODERATOR: Hillary Adler, Senior Content Manager, SheKnows Media

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WOMEN HELPING WOMEN – MENTORING A NEW GENERATION OF EMERGING LEADERS

Marketing leaders shared their advice on how women can empower other women in the workforce, and the challenges of opening up new dialogues for equality.

PANELISTS:

Natalie Egan, CEO, Translator

Marisa Kopec, VP of Innovation & Product Management, SiriusDecisions

Ting Guo, Head of Operations, Penguin Pay

Denise Umubyeyi, Co-founder, Five to Nine

MODERATOR: Hillary Adler, Senior Content Manager, SheKnowsMedia

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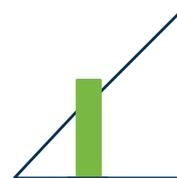
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