Women Leaders in Marketing

Breaking Through the Glass Ceiling
2017
Intent

Open Conversations

Prepare Myself

Pass along to other women
Methodology

- Contacted 12 Women
- Conducted 9 Interviews
- Human Subjects Institutional Review Board training
Limitations

- Time
- Local Area
- Interview Skills
Introducing the Women

Micki Benz-Director Marketing/Community Involvement
Meg Derrer-Executive Director
Emily-Marketing Manager
Alexa-Strategic Marketing Research
Lexi Huizar-Portfolio Marketing Manager
Stacy-Marketing Manager
Carrie Heath-Portfolio Marketing Manager
Anna Walters-Product Manager
Marni Epstein-Marketing Communications
Micki Benz
Director Marketing/Community Involvement
If it doesn’t scare you, you’re not challenging yourself enough
Leadership sometimes comes as a surprise  “We all looked around and thought, Oh my gosh, people think we’re leaders. It was almost funny!”

“You can read, that’s good, but you have to practice.”

Attach yourself to good leaders and don’t be afraid to ask them for advice

In general she thinks the weakness of men and women is that women don’t think they know everything, men often do.
“We’re making this up as we go along”

Meg Derrer
Find a core group of “anchors” who will allow you to be vulnerable, and to give you honest feedback about your ideas.

All leaders have blind spots - women realize them more easily than men.

A strong woman leader will surround herself with a complementary team of people smarter than herself.

Whatever happens, you’ll figure it out.
Emily

Marketing Manager
“In everything you do, and every conversation you have, it impacts other people and changes their opinion of you.”

Emily
Continue to ask how you can improve, and for more leadership opportunities

Change is part of marketing
you’re always going to have to re-prove yourself

Less women candidates
“I need to take ownership in my role. When I give off an invisible sense that I am confident, they automatically think I’m more credible.”
Be a leader in your role

Have the willingness to learn and accept advice

“I don’t want to say we’re taking over marketing...”
Lexi Huizar

Portfolio Marketing Manager
Optimism

Quadriplegic-inspired her to strive for success

Be confident & know your facts

Leaders give detail and context

Don’t be so competitive with others, instead build each other up, especially other women
Stacy
Marketing Manager
“We have a different perspective than men, and we bring a lot of emotion into a situation that I don’t think men see.”

Don’t focus so much on the equality, focus instead on how you can be an influencer, and the equality will follow.
Carrie Heath

Portfolio Marketing Manager
“I should say it, especially, especially because I’m the only woman in the room.”

Carrie Heath
Don’t be afraid to stick up for what’s right

Build a network of people who you can bounce ideas off of—some similar to you, but also some who think very differently than you

“let me get back to you.” & “When do you need this by?”
Take the time to listen to leaders about what made them so successful, and then using that knowledge to help yourself.

Have confidence
   “I think that is one thing all women could improve on”

“There’s a reason you’re doing what you’re doing…”
“You really know what you’re doing! And if you screw it up it’s not the end of the world.”

Marni Epstein
Sacrifices-choosing what your priorities are

Don’t get impatient
sexism goes both ways (unconscious)

“I felt like I’ve always had to prove myself twice as hard.” -Men are assumed credible until proven wrong
Statistics

100% Empathetic

67% Men & Women Treated Differently
Be Confident & Speak Up
Learn from the leaders around you