

# Women Leaders in Marketing

Breaking Through the Glass Ceiling



2017







# Intent

Open Conversations

Prepare Myself

Pass along to other women

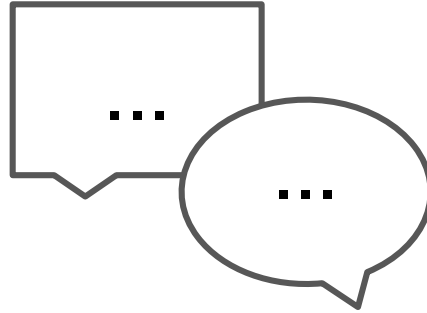




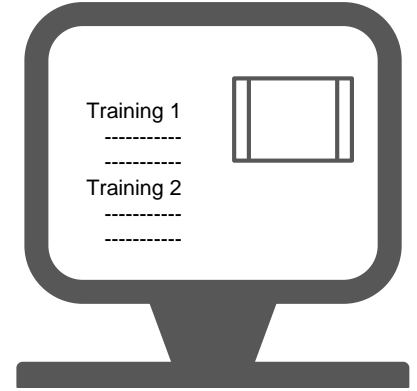
# Methodology



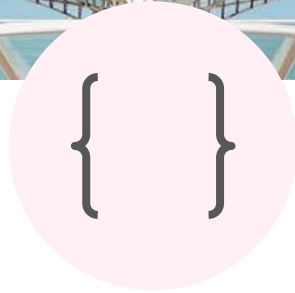
Contacted 12 Women



Conducted 9 Interviews



Human Subjects  
Institutional Review Board  
training



## Limitations

Time

Local Area

Interview Skills

# Introducing the Women

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**Micki Benz-Director Marketing/Community Involvement**

**Meg Derrer-Executive Director**

**Emily-Marketing Manager**

**Alexa-Strategic Marketing Research**

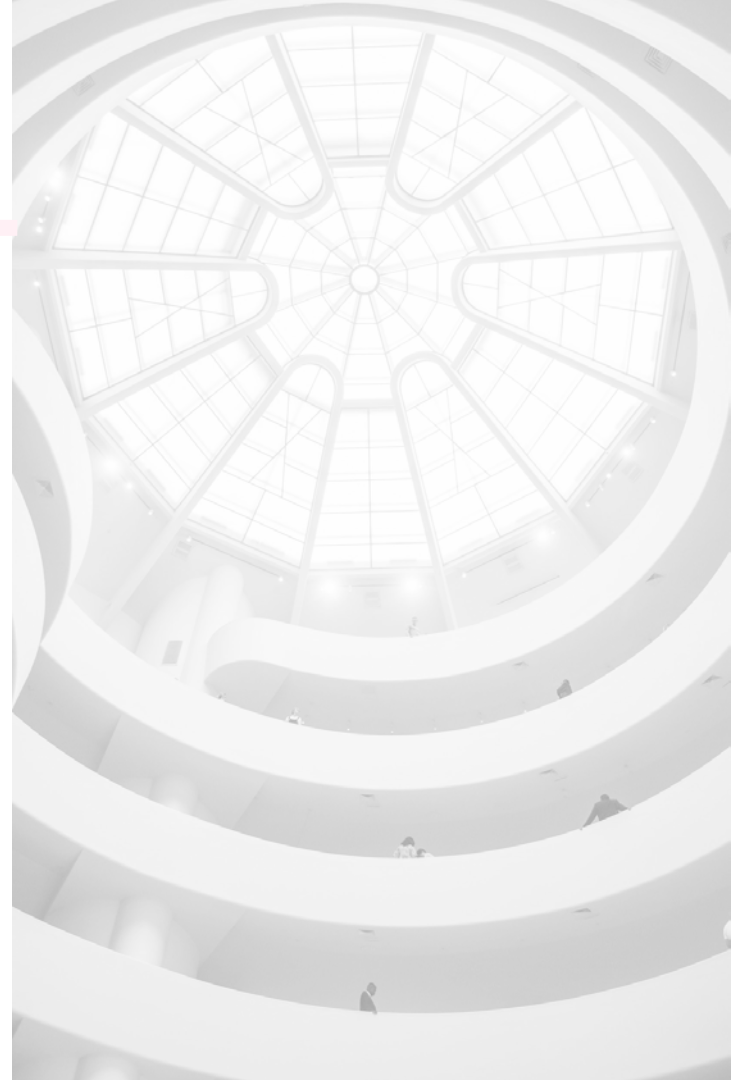
**Lexi Huizar-Portfolio Marketing Manager**

**Stacy-Marketing Manager**

**Carrie Heath-Portfolio Marketing Manager**

**Anna Walters-Product Manager**

**Marni Epstein-Marketing Communications**

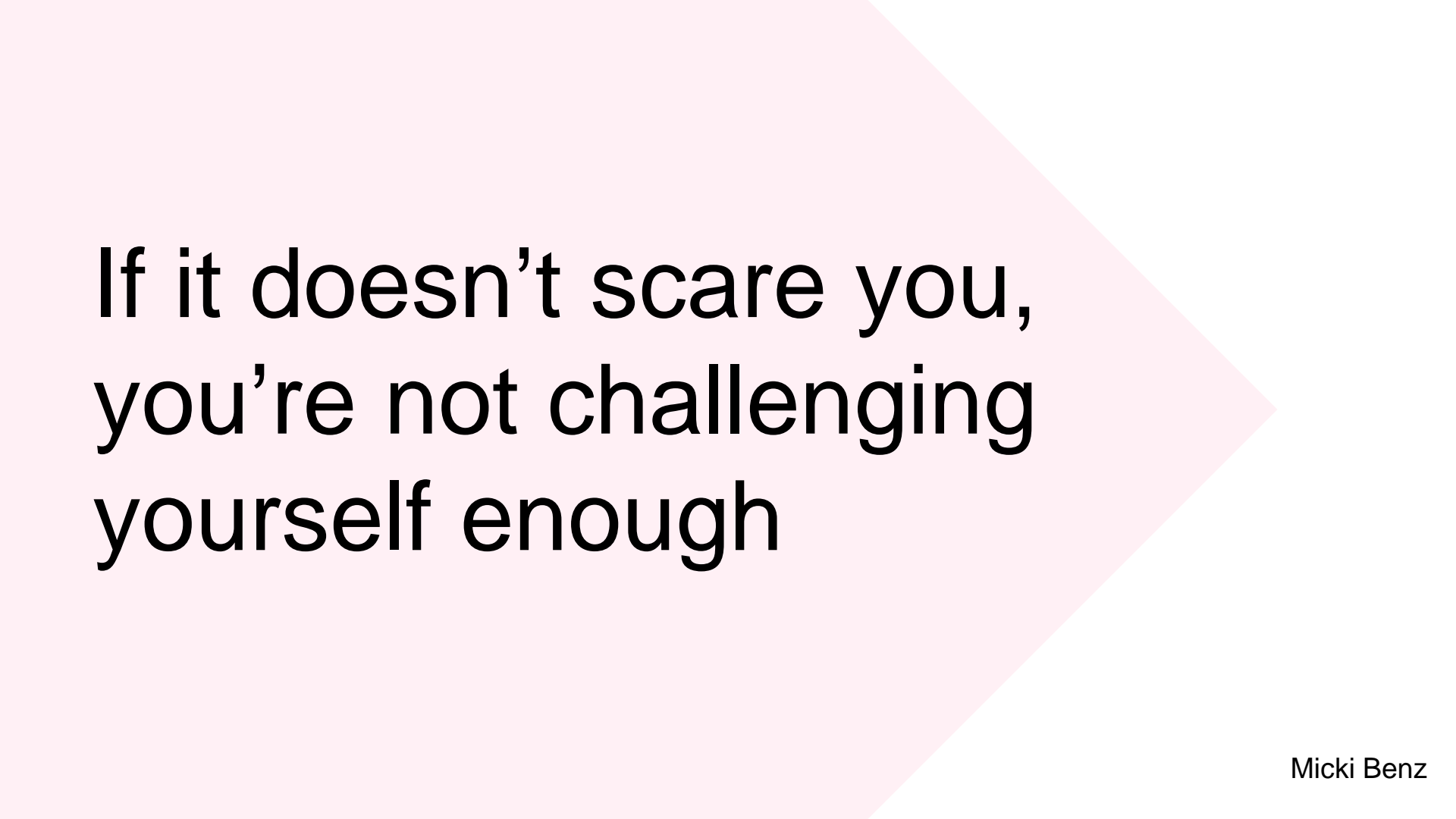


# Micki Benz


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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.


# Meg Derrer

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Executive Director

“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 blindspots -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

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Marketing Manager

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

Emily

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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




# Alexa

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Strategic Marketing Research

**“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

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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

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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

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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?”

# Anna Walters

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Product Manager



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...”

# Marni Epstein

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Marketing Communications



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

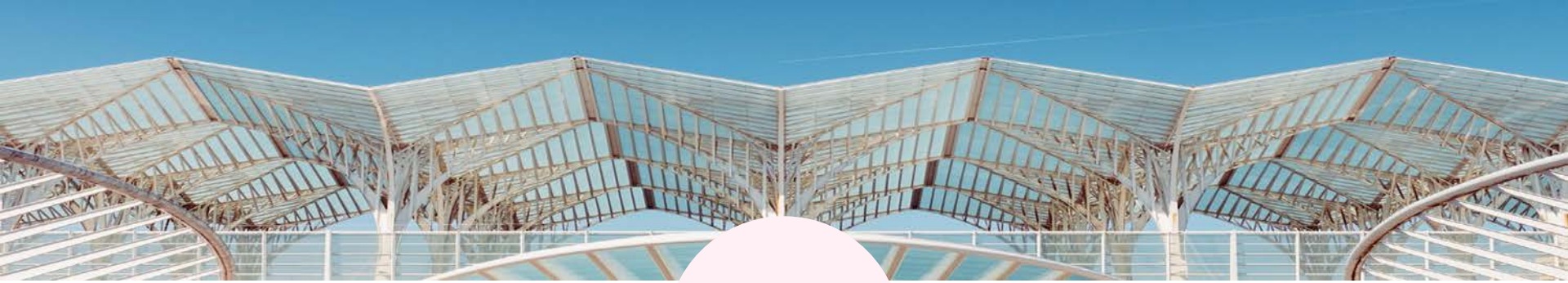


Sacrifices-choosing what your priorities are

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



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## Statistics

100%

Empathetic

67%

Men & Women  
Treated Differently





Be Confident  
& Speak Up



Learn from the  
leaders around  
you

