

You Heard it Here



Women Visionaries
Female Founders &
Brilliant Bosses

**Collected Wisdom from
Women Visionaries**

May 8, 2018, NYC



Anna Bager
Executive Vice President of
Industry Initiatives, IAB

*A letter from
Anna Bager*

In today's world, cultural and social barriers to entry have started to fall away, and young women with great ideas and a passion for building things can look to the example of strong female founders in the media, advertising, and tech industries and understand that if she can do it, you can do it too.

IAB developed the first-ever Women Visionaries conference in order to showcase strong female leadership and talent; and to highlight what makes women such successful leaders. Whether it's their mentorship relationships, their career pivots, or how they approach building and maintaining high-performance, diverse teams, we can learn a lot from these brilliant bosses, and from one another.

We hope you take these impactful moments from the IAB Women Visionaries event and build something incredible of your own. Let's share lessons in leadership and real-world takeaways to advance women's trajectories and the workplace at large. We look forward to building a "girl gang!" with all the talented women who attended and participated in the event!

A handwritten signature in black ink, appearing to read "Anna Zsuzsanna". The signature is fluid and cursive, with a large initial 'A' and 'Z'.



Meredith Kopit Levien
EVP & COO, The New York
Times Company

*"I will never again play not to lose.
I have got to learn how to be
someone who plays to win."*

*"I recently heard Sophia Amoruso
say 'No one understands that
there is an invisible bridge.
Cross it. Leap.'"*



Alexa Christon
Host, Adlandia



Nada Stirratt

VP, Global Marketing Solutions,
NA, Facebook

*"It's all about
creating movements,
not moments."*



Anna Bager
EVP of Industry
Initiatives, IAB

*"In my conference room I have 25
of the same poster in a row and they
all say 'What would you do if you
weren't afraid?'"*

Gary Vaynerchuk
CEO and Co-Founder
VaynerMedia



“Badass women will figure out ways to raise and make money.”

“The only way to change the trajectory is to change the trajectory.”

Shelley Zallis
CEO, the Female Quotient





Susan Lyne
President and Founding
Partner, BBG Ventures

"We believe that in the next decade
half of the country's unicorns will be
led by women. So go out and build
something great."

"Business is done
in five minute deals in
the hallway."



Rachel Tipograph
Founder and CEO,
MikMak



Michele Thornton Ghee
SVP, Media Sales, BET Her

"If you're invaluable you have to own that."

"When you make a radical career pivot you have to know, 'If I don't succeed, it will still be OK.'"

Mia Saini Duchnowski
Co-Founder and CEO, Oats + Alps



"Remember, you are an individual first. Being an individual means owning your truth."



Allison Allen
Industry D&I and
HR Leader/Advocate



Ann Blinkhorn
Founder and CEO,
Blinkhorn, L.L.C.

"If you believe you have the ability to lead an organization, there's nothing arrogant about being clear that your goal is to run a business unit or progress to CEO."

"Gender is a lens through which we view the world. It means that's part of the way we see stories at large."

Jessica Bennett, Gender Editor, The New York Times

"I was a music major, and it taught me how to listen to others, and to know when to lead and when to follow."

Jordana Kier, Co-Founder & Co-CEO, Lola

"What's wrong with being a mother hen? Mothers are strong and mothers are nurturing."

Lynda Clarizio, Former President, U.S. Media, Nielsen

Make a business case for every new assignment outside of your expected tract. I had to tell my boss that I want to run a company someday."

Melissa Barnes, Managing Director for LATAM & Canada, Twitter

"A great leader is defined by a great team."

Bonita Colman Stewart, VP, Global Partnerships, Google

*"Don't let gender stats keep you
from being a builder."*

Susan Lyne, President & Founding Partner BBG Ventures

*"Does anyone hear my voice right now or am I
speaking at a frequency that only dogs can hear?"*

Michele Thornton Ghee, SVP, Media Sales, BET Her

*"Have pride in asking for help. I don't need to
reinvent every part of the wheel."*

Rachel Tipograph, Founder and CEO, MikMak

*"Figure out how to be right
without making everyone else
wrong. Bring the team
along with you."*



Rosemarie Ryan
Co-Founder, Co-CEO,
co:collective



Bonita Colman Stewart
VP, Global Partnerships, Google

*"Someone once said
to me 'Do you always
want to be right or do
you want to be effective?'"*



Susie Nam
COO, Droga5

*"A clean meritocracy
does not exist.
Be declarative."*

*"Leadership is
a journey, not
a destination."*



Karen Aviram Beatty
Managing Director, Global
Partnerships, Google



Lynda Clarizio
Former President,
U.S. Media, Nielsen

*"Do not be afraid to be yourself.
We are women, not men, and our
diversity should be celebrated."*

*"I'm worth getting paid
equally to my peers.
Compensation is value."*



Nithya Das
Chief People and Legal
Officer, AppNexus

"Don't wait for HR to have diversity as a policy. Make it part of what you require of your managers."



Tonia O'Connor
Chief Revenue Officer, Univision

"Getting comfortable with being uncomfortable is imperative."



Brad Jakeman
Former President, PepsiCo
Global Beverage Group

Kerry Bianchi
President and CEO, Visto



*"Inspiring others creates
believers. Inspiring them
to inspire others creates
a movement."*

JoAnna Foyle
COO, OpenSlate



*"Hire for the
culture you want."*



"In all decisions, use data and the advice of experts you respect. In the end though, it's your call."

Joy Marcus

Visiting Professor in Entrepreneurship,
Princeton University

"We believe that you must be comfortable building the plane as you fly it."



Jordana Kier
Co-Founder &
Co-CEO, Lola

Quote Yourself Here



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