

# WOMEN IN RESEARCH

2019 ANNUAL REPORT



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Friends of Women In Research,

2019 was another year of unimaginable growth and opportunity, both for us and for the 8,000+ global community members who have used WIRe as a springboard toward their career and personal goals. No aspect of WIRe programming better encapsulates the exponential value of our community than our Global Scholarship Fund—now in its fourth year—which again supported a female MRX student from a conflict or economically challenged market. This year's recipient, Chamari Jeewanthi Hapuarachchige of Sri Lanka, mentioned in the press release announcing the award that she was most excited for the opportunity to one day give back to the community that helped her reach her goals. When we say that we believe in the positive impact of women in business it is the inherent turn toward generosity, support, and all-encompassing acceptance that is exhibited by our community that reifies this faith in our vision for a more diverse, inclusive, and just industry for all.

In addition to growth across-the-board in event attendance, webinar registration, mailing lists, social media, and more, we're excited to roll out two expansions to the WIRe schedule: free, sponsor-hosted webinars and our WIRexec Leadership Summit Europe. Both programs build upon our past success and heed the call of what's most needed by our expanding and evolving community. As always, we're grateful to our corporate donors, partners, individual donors, advisory board, event leads and everyone in between who make WIRe possible. Here's to our successes and to all who've made it possible to keep shaping the market research industry!

Kristin Luck  
Founder, Women in Research



# OUR MISSION

WIRe **champions diversity** in the marketing research industry by arming women with the tools to develop professionally, build connections and stay inspired. We believe in **the positive impact of women in business**. Our mission is to advance the contributions and voice of women in research, both for themselves and for **the greater good of the industry**.



## BE USEFUL

We see great value in serving as a resource to women in the research community, who often don't have a voice. We want to contribute to the advancement of women in research by promoting meaningful dialogue and providing services and resources that drive measurable outcomes.

## CREATE COMMUNITY

We don't compete, we collaborate. We believe there's room at the table for everyone and we actively work to encourage women to lift each other up and create opportunities for the advancement of women in our industry.

## ADVOCATE FOR OUR AUDIENCE

We believe in advocating for women and minority groups by creating opportunities where they can do more of what they love and shine on the global research stage. We are the voice for those who feel voiceless, as we act on WIRe's commitment to foster inclusion and support diversity.

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# OUR PRINCIPLES

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## PARTNER PURPOSEFULLY

We choose our strategic alliances and media partners carefully. We don't just go along to get along. We are investing in diversity for the long haul and we don't need to borrow equity in order to have credit.

## THINK GLOBALLY, ACT LOCALLY

WIRe connects women across the global research community. We propel women from under-resourced or conflict communities to fulfill their potential by empowering them to become confident, career-focused and ready to join the next generation of professional women.

## FOSTER INCLUSION AND DIVERSITY

WIRe believes that to go far, we must go together. Fostering a mindset of inclusion for minority or subjugated groups is not only a means toward parity; it's our commitment toward a more vibrant and just industry for all.

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# IMPACT



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*“There are so many pieces to this organization that benefit the industry. While it has always been a focus of WIRe to push for equality in the workplace, our current climate has brought this to the forefront. I do hope women in our industry are finding empowerment through this female-led group to continue moving the conversation forward.”*

Tiffany Hays, Founder & CEO  
FUEL & The Focus Room



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# DONORS AND PARTNERS



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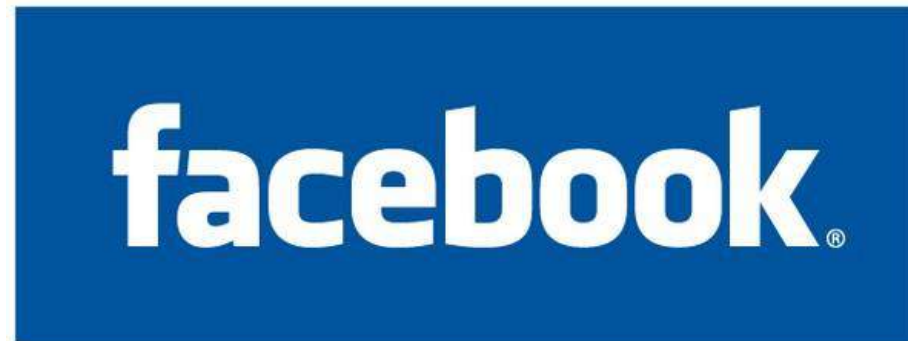
## CORPORATE DONORS

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### Visionary Donors



### Luminary Donors





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## PARTNERS

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**ESOMAR**

The logo for the Insights Association features a stylized graphic of colored squares (yellow, green, blue) above the word "insights" in a bold, lowercase sans-serif font, with "ASSOCIATION" in a smaller, uppercase font below it.

The logo for the Mobile Marketing Research Association (MMRA) features the letters "MMRA" in a bold, orange sans-serif font with a small Wi-Fi symbol above the first "M", and "Mobile Marketing Research Association" in a smaller blue font below.

The logo for the Association of Market and Social Research Organisations (AMSRO) features the letters "AMSRO" in a bold, green sans-serif font, with "ASSOCIATION OF MARKET AND SOCIAL RESEARCH ORGANISATIONS" in a smaller black font below.

The logo for Direction First Insites Consulting features two circular icons: the first contains a blue ">1" symbol, and the second contains three orange chevrons pointing right. Below the icons, the text "DIRECTION FIRST" and "INSITES CONSULTING" is written in a black sans-serif font.

The logo for GreenBook features a stylized geometric icon composed of green and blue shapes, followed by the text "GreenBook" in a bold black font and "THE FUTURE OF INSIGHTS" in a smaller green font below.

The logo for Microsoft features the four-color square icon followed by the word "Microsoft" in a black sans-serif font.

**KNect365**

The logo for Corinium features a stylized blue "C" inside a grey square frame, followed by the word "Corinium" in a blue sans-serif font and "connected thinking" in a smaller black font below.

The logo for Translate features a stylized red "G" icon followed by the word "TRANSLATE" in a bold, black sans-serif font.

The logo for R Analytics features an orange circle with a white crosshair, followed by the word "ANALYTICS" in a bold, black sans-serif font.

The logo for MRMW features the letters "MRMW" in a large, bold, blue and green sans-serif font, with "Inspiration • Innovation • Insight" in a smaller blue font below.

Job Board  
Partner  
**mweb**

**QUIRK'S**  
MEDIA

**AMSRS** 

The logo for Samplecon features the word "SAMPLECON" in a white, uppercase sans-serif font inside a red, ribbon-like banner.

The logo for the Qualitative Research Consultants Association (QRCA) features a stylized yellow and blue graphic followed by the letters "QRCA" in a bold, black sans-serif font, and "QUALITATIVE RESEARCH CONSULTANTS ASSOCIATION" in a smaller black font below.

The logo for MRS Evidence Matters features a circular graphic composed of many small, multi-colored dots, with the letters "MRS" in a bold, black font and "Evidence Matters™" in a smaller black font to the right.

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# PROGRAMMING



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*“WIRe has impacted every aspect of my professional life and even improved my personal life. From attending local events packed with networking opportunities and informative talks, to providing a structured way to mentor young professionals, to developing close relationships with other executives in the WIRexec program, I can absolutely say that WIRe has improved my career in every way as well as forged lifelong friendships.”*

*Rebecca Brooks, Founder & CEO  
Alter Agents*





*New cities served  
in 2019:  
Perth  
Austin  
Manchester  
Stamford  
Washington D.C.*

# NETWORKING EVENTS

*In 2019 we experienced a **20%** increase in attendance to our global networking events and held more than 42 events worldwide.*

The foundation of WIRe's programming continues to be our bi-annual free events that feature informal networking, panel discussions and/or industry speakers. In 2019 we hosted such events in more cities than ever before: Atlanta, Boston, Chicago, Cincinnati, London, Los Angeles, Melbourne, Manchester, Mexico City, New York, Paris, Seattle, San Francisco, Sydney, and Toronto. We also hosted our first events in Stamford, CT, Washington D.C., Perth, Manchester, and Austin. In 2020 we'll expand to Dallas/Ft. Worth and reinvigorate our Portland and Denver chapters with new leadership.

We also hosted networking events in conjunction with partner conferences like IleX NA, The Quirk's Events, MRMW, ESOMAR Congress, and more!

# WIREXEC

*“Being accepted as part of the C-Track was a kick-start to my career pivot in ways I could not anticipate. Being part of the Exec Summit forced me to focus on myself and create intentions that would guide me professionally and personally. I immediately had support from a network of women who had ‘been there, done that’ and were willing to share and help in any way they could. And now as a full WIRexec member, I have the opportunity to give back and contribute to the success of those following a similar path.”*

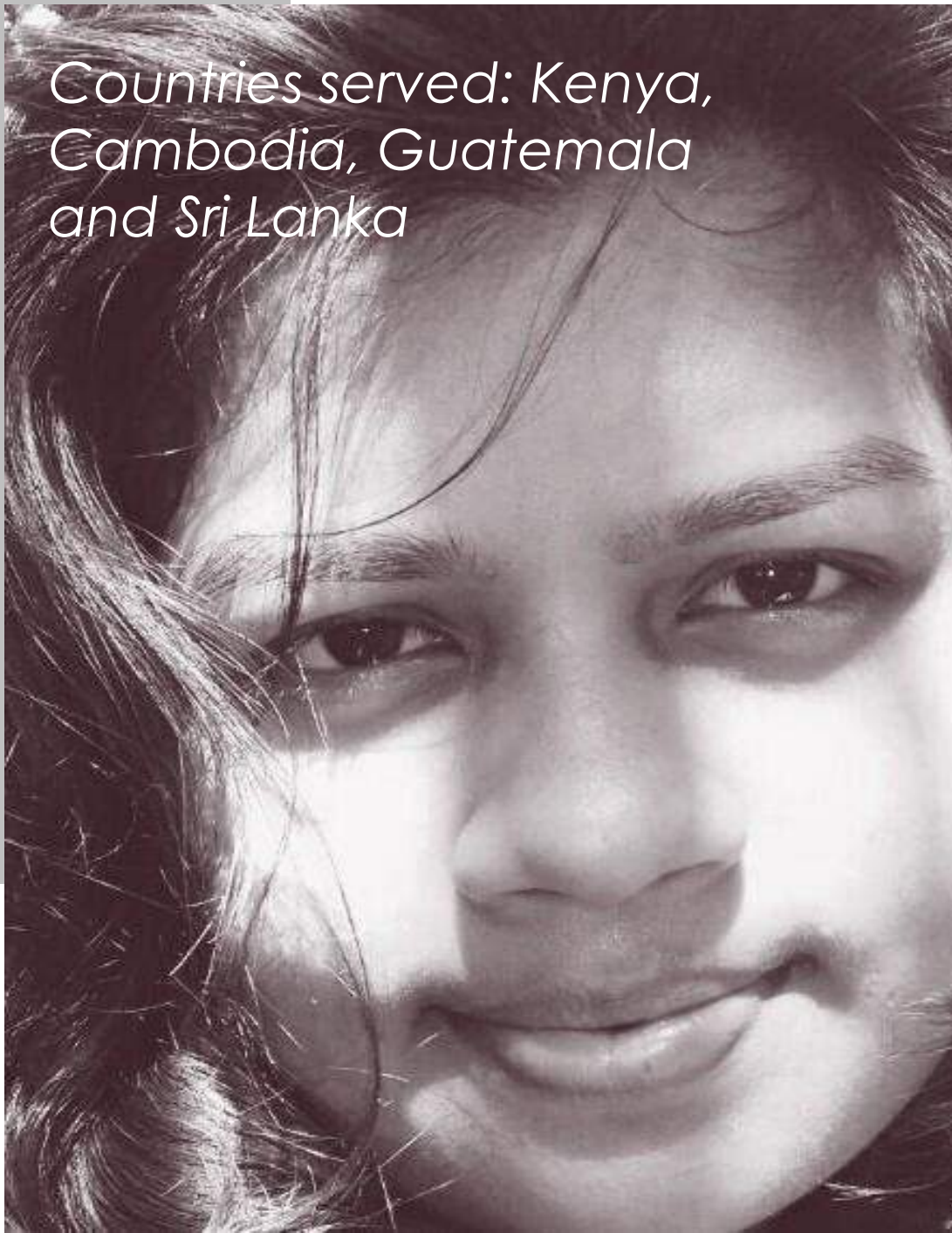
*Patricia Houston, Founder & COO, MMR LIVE*



88

total active WIRexec  
members in 2019

The WIRexec membership program entered its third year in 2019. More than 80 female MR senior executives and entrepreneurs experienced exclusive networking and one-to-one collaboration opportunities through the program. WIRexec is an invitation-only forum which hosts an annual Leadership Summit in addition to highly-curated online programming. In 2019, we expanded our Leadership Summit to Europe, hosting 10 women for an overnight learning and networking experience in Cheltenham, UK, at the historic Cowley Manor. In 2020, we'll again return to Europe and will again host our U.S. Summit—to be held in Sonoma in early May.



*Countries served: Kenya,  
Cambodia, Guatemala  
and Sri Lanka*

# GLOBAL SCHOLARSHIP FUND

In 2019 the WIRe community raised over **\$6,800** toward our Global Scholarship Fund—marking our most charitable gift year ever.

Once again, in cooperation with the ESOMAR Foundation and Unilever, the WIRe community has funded yet another scholarship, benefiting an exceptional female market research student. This marks our fourth community-funded scholarship recipient: Innocent Rwamba Nyaga in Kenya, Esther Tot in Cambodia, Maria Paola Voy in Guatemala, and Chamari Jeewanthi Hapuarachchige, a student in Sri Lanka. This program continues to draw substantial support from the Market Research community; as of the end of 2019, we have already funded 1/3<sup>rd</sup> of 2020's scholarship goal.

# MENTORING

*"I found my brilliant and inspiring mentor through the Women in Research mentoring scheme. She's been instrumental in a lot of career decisions large and small, and I'm so grateful for her."*

**Danielle Todd, London WIRe City Event Lead**

WIRe hosts an award-winning, global one-to-one mentoring program. Mentees leverage the success of industry executives while industry executives (both female and male) benefit from growing their leadership and mentoring skills in a one-on-one environment. In 2019, we had more than 170 applicants and more than 80 active mentors.



170+  
Mentee applications  
received for 2019

# WEBINARS

Thanks to our new sponsor-hosted webinar series, WIRe+, we increased webinar registration by **61%** from last year and reached more community members than ever before.



WIRe's annual webinar series features expert-led discussions on relevant topics gleaned from WIRe's end-of-year community survey. In 2019, we continued to build on the success of previous years with another one of our most well-attended mid-year series' yet. In addition to our annual series, we've introduced periodic sponsor-hosted webinars.



# OFFICE HOURS



Office Hours, our informal, online mentoring program, mirrors WIRe's mission to arm women with the tools to develop professionally, build connections and stay inspired by directly connecting the WIRe community with industry thought leaders. In 2019, we featured from hosts from a variety of backgrounds and organizations including Reddit, Dstillery, P2Sample, Weber-Stephens, and more!

*54 new contacts  
in our 50/50  
speaker database*



# 50/50 INITIATIVE

WIRe's 50/50 Initiative aims to support women from across the various roles and industries that make up the broader research landscape by matching them with the market research industry's best events. We maintain the only database of female speakers in the marketing intelligence community and work closely with conference organizers to promote a 50/50 gender split on stage.

Current conference partners who have publicly committed in 2019 to achieving 50/50 on their stages are CX Talks, AMSRO, Greenbook, Insights Association, MRS, ESOMAR, The Quirk's Event, AMSRS and ASC.



# RESEARCH AND AWARDS

WIRe's 2018 Best Places to Work study, conducted in partnership with Logica Research and Keen as Mustard, was built upon in 2019 with research completed by JD Deitch, P2Sample. JD's conclusions from the WIRe Best Places to Work research study were used to adjust and clarify the criteria for the Best Places to Work award, with the aim of congratulating and raising awareness about the organizations who are doing their utmost to support and encourage the well-being of their female employees.

WIRe's MRX Diversity Champion Award is an award that celebrates leaders in our field who have made a remarkable commitment supporting a diverse workforce and who are proponents for value systems that champion equality and inclusion. This award entered into its third year in 2019. Opinium Research and Breaking Blue were named First Place and Runner-up winners, respectively.

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# OUR TEAM



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## ADVISORY BOARD MEMBERS

**Fiona Blades** Chief Experience Officer  
MESH The Experience Agency

**Laura Chaibi** Head of Digital Research  
MBC

**Joanna Derry** Head of Consumer Insights &  
Marketplace Intelligence  
Nestlé Oceania Limited

**Christina Jenkins** Director, Global Business Marketing  
Twitter

**Kristin Luck** Founder  
Women in Research

**Vanessa Oshima** President and Co-Founder  
Heart Data, Inc.

**BV Pradeep** VP CMI for Country &  
Customer Development,  
Americas & Europe  
C4G Unilever

**Pratiti Raychoudhury** Director of Research  
Facebook

**Erica van Lieven** Founder and Managing Director  
Direction First Pty Ltd



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## CITY EVENT LEADS

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<b>ATLANTA</b>	Alisa Hamilton	<b>NEW YORK</b>	Fiona Blades
<b>AUSTIN</b>	Erin Mays	<b>PARIS</b>	Nikki Lavoie
<b>BOSTON</b>	Jacqueline Anderson	<b>SAN FRANCISCO</b>	Brin Moore
<b>CHICAGO</b>	Stacy Neier + Kate Baumann	<b>STAMFORD</b>	Michele McDonald
<b>CINCINNATI</b>	Thania Farrar	<b>SYDNEY/PERTH</b>	Jo Brockhurst
<b>LONDON</b>	Danielle Todd	<b>TORONTO</b>	Barb Paszyn
<b>LOS ANGELES</b>	Rebecca Brooks	<b>TOYKO</b>	Vanessa Oshima
<b>MANCHESTER</b>	Amy Harrod + Amelia Phillips	<b>WASHINGTON DC</b>	Joy Levin
<b>MELBOURNE</b>	Georgia Phillips		
<b>MEXICO CITY</b>	Maria Barrera		



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## STAFF

**Michelle Andre, Managing Director**

michelle@womeninresearch.org

**Jessica Sage, Marketing & Events Manager**

jessica@womeninresearch.org

*Reach out and get registered on our site to get more involved!*

[www.womeninresearch.org](http://www.womeninresearch.org)



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# FINANCIALS





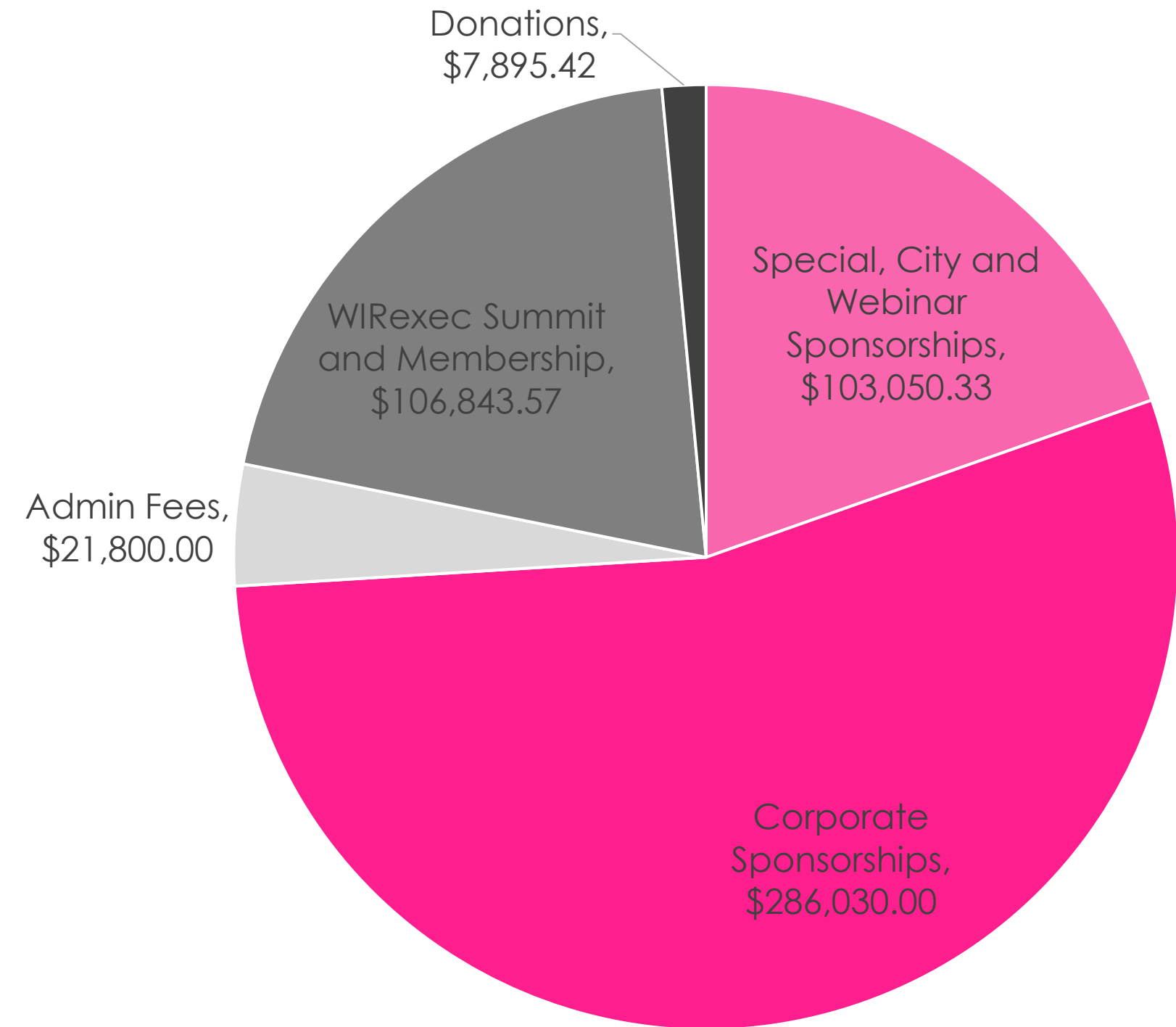
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## SUMMARY OF REVENUE

Total Revenues: **\$528,033.89**

Corporate support makes 54.2% of our income, we couldn't do what we do without them!

Our WIRexec membership program and WIRexec Leadership Summits make up 20.2% of our income.



Main Profit Areas: \$525,619.32

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## EXPENSE AREAS

Total Expenditures: **\$347,254.93**

WIRe keeps our community connected through in-person networking events around the world, and these events made up 17.5% of our expenditures.

The majority of our expenses—in line with similar, service-based nonprofits—support organizational structure, ensuring ongoing operational success.

