



# WOMEN IN RESEARCH

## 2020 ANNUAL REPORT

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Friends and Supporters,

It is, without question, difficult to compare 2020 to the years that preceded it; this community, and its unwavering support of our mission, has truly been the silver lining against an otherwise challenging and constantly changing backdrop. Despite the many obstacles this past year sent our way, WIRE saw organizational growth in leaps and bounds. Our now 12,000+ strong community showed up in droves for virtual events, industry sponsored webinars, and community forums to connect, collaborate, and keep one another inspired through it all. Our WIRE in Color program, in particular, has become a beacon for so many; in 2020 we hosted several educational networking events centered on the topic of diversity as well as our “Mind the Gap” series, which put a spotlight on the spaces where we as leaders must step forward to craft a more equitable path. The momentum that has formed behind this program — and the subsequent conversations and connections it has inspired — is a testament to the power this community and Industry can invoke when we work together and position equity at the center of all that we do.

While we've grown in size, we've also grown our community resources and programming in response to the unique obstacles being faced at this time, and we have more new offerings planned in the new year. We simply wouldn't be able to bring our continued growth and industry vision into reality if it weren't for our donors (both corporate and individual), partners, advisory board, event leads and many many volunteers who make what we do here at WIRE possible — thank you for all that you do!

Here's to the light at the end of the tunnel — and all who have helped to illuminate our path to it.

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.

# 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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# DONORS AND PARTNERS



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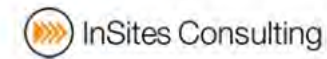
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# PROGRAMMING







# NETWORKING EVENTS

*In 2020, we pivoted to a virtual event and networking environment.....*

Despite the disruption of the pandemic during 2020, free educational and networking events—now happening online—are the foundation of WIRe’s programming. Virtual events in 2020 featured breakout networking, panel discussions and industry speakers.. In 2020, our city-based events had the opportunity for a global reach since attendees could join from anywhere. Boston, Chicago, Cincinnati, Los Angeles, Melbourne, New York, San Francisco, Sydney, and Toronto hosted virtual events in 2020. We also hosted our first event with our Dallas/Fort Worth volunteer team.

We also hosted online conference networking events in conjunction with partner conferences like IleX NA, The Quirk’s Events, TMRE, and more!



# WIREXEC

*"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*

The WIRexec membership program entered its fourth year in 2020. More than 80 female MR senior executives and entrepreneurs experienced exclusive networking and one-to-one collaboration opportunities through the program. While we were not able to host our usual in-person Leadership Summits in the U.S. or Europe in 2020, we hosted two online multi-session intention setting events for our WIRexec members.



## MENTORING

W4Re 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 2020, we had more than 275 applicants and more than 215 active mentors.

## OFFICE HOURS

Office Hours, our informal, online mentoring program, was reconfigured in 2020 to meet the increased need for mentorship during COVID-19. The program mirrors W4Re's mission to arm women with the tools to develop professionally, build connections and stay inspired by directly connecting the W4Re community with industry thought leaders.



# WEBINARS

Thanks to our new sponsor-hosted webinar series, WIRe+, we increased webinar registration by **286%** 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 2020, 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.



## 50/50 INITIATIVE

WIRe's 50/50 Initiative aims to support women from across the various roles and industries 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—wherever that stage may be.

Conference partners who have publicly committed to achieving 50/50 on their virtual and in-person stages are Dynata, CX Forums, AMSRO, Greenbook, Insights Association, MRS, ESOMAR, The Quirk's Event, AMSRS and ASC.

## RESEARCH AND AWARDS

WIRe's MRX Diversity Champion Award 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 its fourth year in 2020; Damon Jones (Burke) and Rebecca Vega (Unilever) were named First Place and Runner-up winners, respectively.

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# OUR TEAM



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

**Laura Chaibi** Head of Digital Research  
MBC

**JD Deitch** Chief Operating Officer  
Cint

**Marion Elliott** Sales Director  
Market Cube

**Kristin Luck** Founder  
Women in Research

**Lynette Cooke** Global CEO, Health Division  
Kantar

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

**Dyna Boen** Managing Director  
Escalent

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

**Babita Earle** Head of Strategic Partnerships  
Zappi



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**ADVISORY BOARD MEMBERS**

**ATLANTA** Alisa Hamilton

**AUSTIN** Erin Mays

**BOSTON** Ariel Madway + Katie Egge

**CHICAGO** Tchicaya Ellis Robertson, Ph.D.

**CINCINNATI** Thania Farrar

**DALLAS/FT WORTH** Julie Landers

**DENVER** Kate Flaherty

**LONDON** Danielle Todd

**LOS ANGELES** Rebecca Brooks

**MANCHESTER** Amy Harrod + Amelia Phillips

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**MEXICO CITY** Maria Barrera

**NEW YORK** Dana DiGregorio

**PARIS** Nikki Lavoie

**PORTLAND** Amelia Carry

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**ST. LOUIS** Shelly Carey

**STAMFORD** Michele McDonald

**SYDNEY/PERTH** Jo Brockhurst

**TORONTO** Barb Paszyn

**WASHINGTON DC** Joy Levin



# 2020 ANNUAL REPORT CITY EVENT LEADS



**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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**STAFF**

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# FINANCIALS

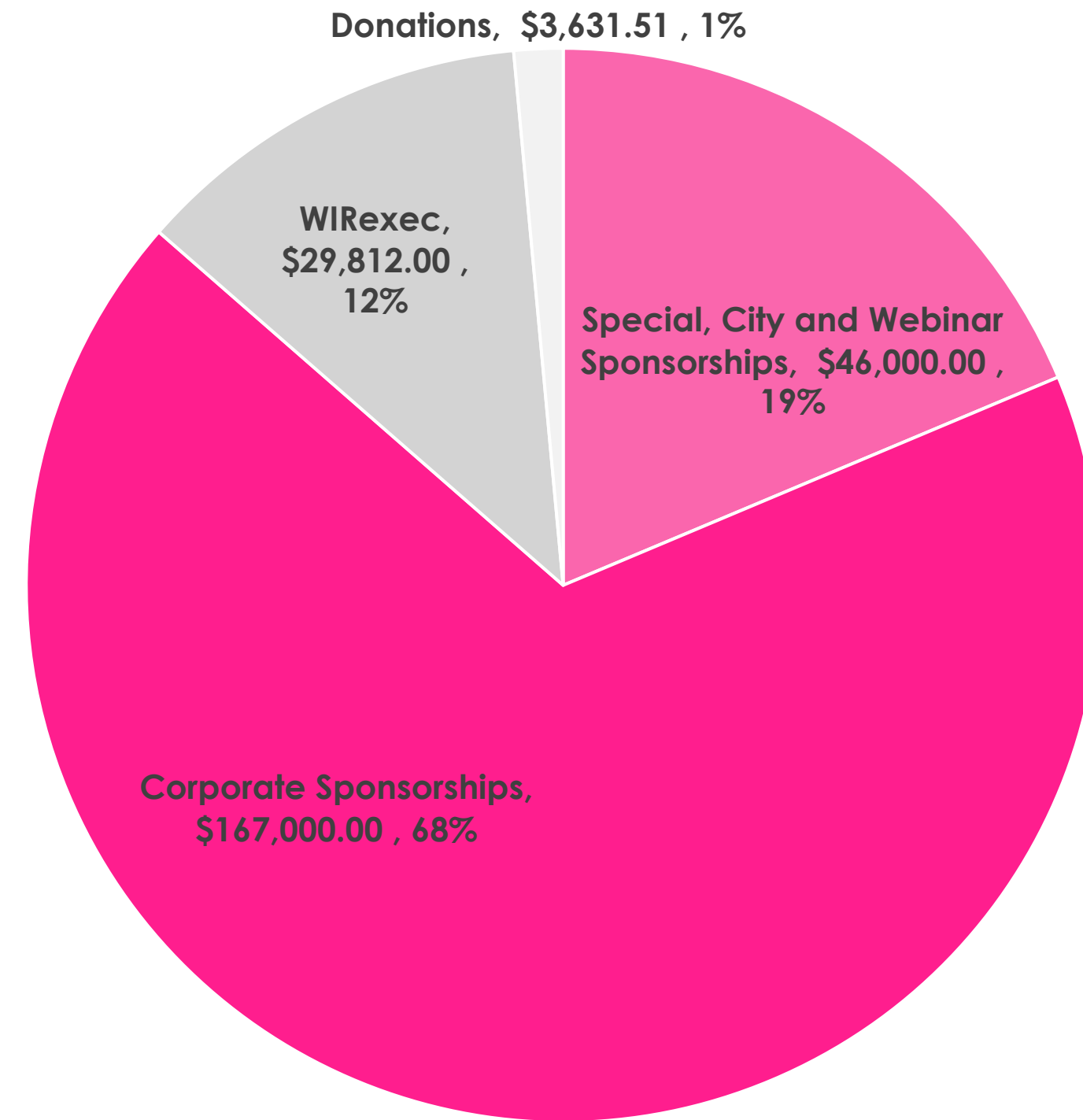
FIRE  
EXTINGUISHER



Total Revenues: **\$285,572.74**

Corporate support was more vital this year than ever before and comprised 68% of our income. We couldn't do what we do without them!

Our event sponsorships, albeit this year virtual, make up 19% of our income.



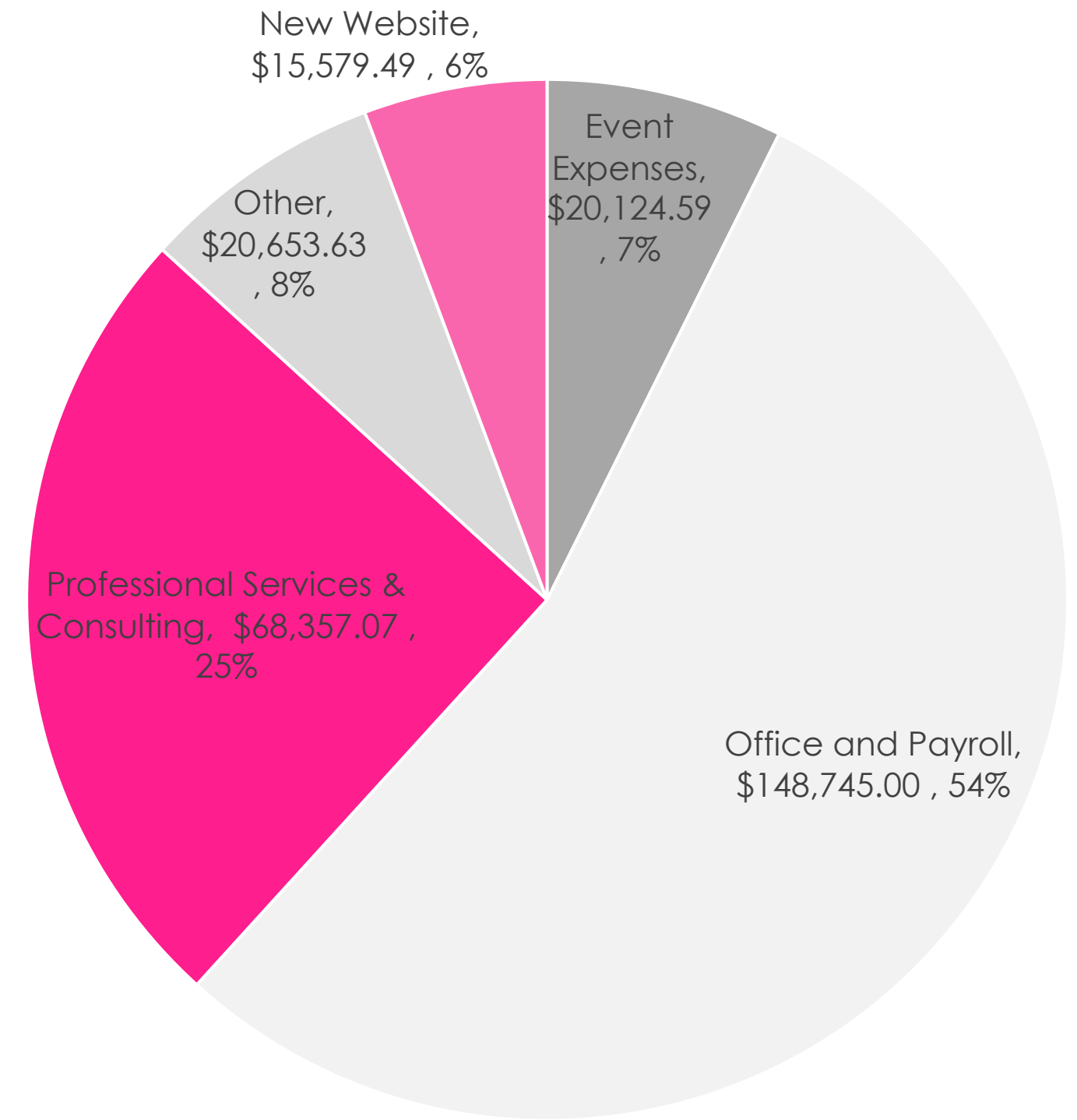
Main Profit Areas: \$246,443.51

# 2020 ANNUAL REPORT SUMMARY OF REVENUE

Total Expenditures: **\$273,459**

WIRe revamped our website in 2020, as shown here in a one-time expense category.

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



# 2020 ANNUAL REPORT EXPENSE AREAS