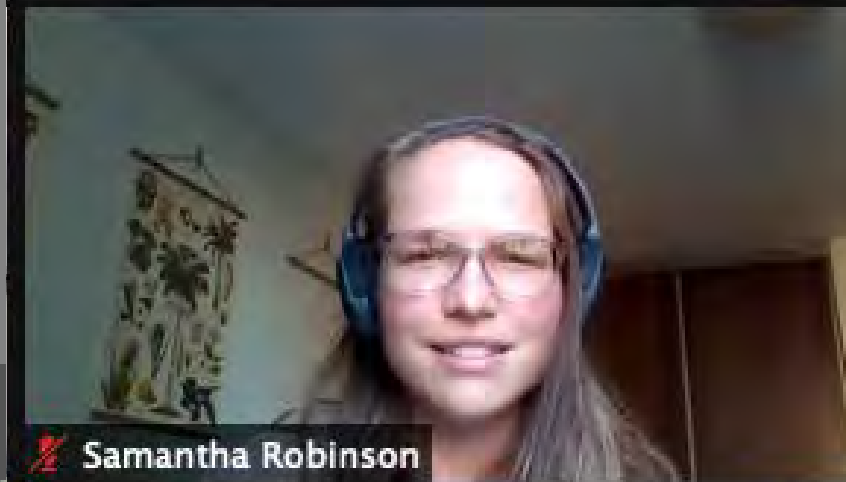
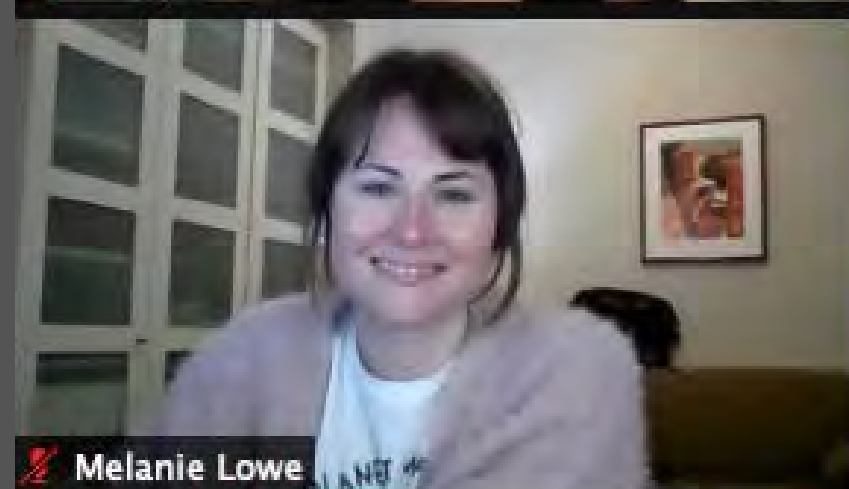




# 2021 ANNUAL REPORT



→ WOMEN IN RESEARCH



# FOUNDER LETTER



Friends and Supporters,

As we enter our 15th year of serving the Market Research community, I can't help but feel an overwhelming sense of the accomplishments we've made — big and small — toward a more just and equitable industry. While the last two COVID-crazy years have been tough to say the least, as a community we've weathered the storm and come out blazing despite many ups and downs. As 2021 comes to an end, our global membership of nearly 14,000 women AND men is not just a testament to why we do what we do, but how much momentum is behind us as we look ahead.

While we certainly grew in size in 2021, we also grew in scope.

- Our WIRE Accelerate program, developed by the brilliant and endlessly giving minds of the WIRexec program, served over 400 program participants by providing an online self-paced professional development track that has already changed lives and career trajectories.
- We added Nairobi and Amsterdam to our list of city chapters and will have more events in new local markets in 2022- hopefully face to face!
- Through our WIRE+ webinar program we teamed up with industry thought leaders to deliver research, business and personal growth content around the world.

And we did all of this through one of the most challenging collective experiences in our lifetimes. When push comes to shove, this community shows up for each other in unimaginably kind and generous ways. To our donors, partners, advisory board members, event leads, volunteers, mentors, and so many more — thank you for illustrating your commitment to our vision through your actions and support.

As we continue to evolve, reconfigure, and recontextualize ourselves in the shadow of the past, we never forget what got us here: a shared vision, and a willingness to work together to achieve it. Here's to another year of going above and beyond, together.

**Kristin Luck, Founder, Women in Research**



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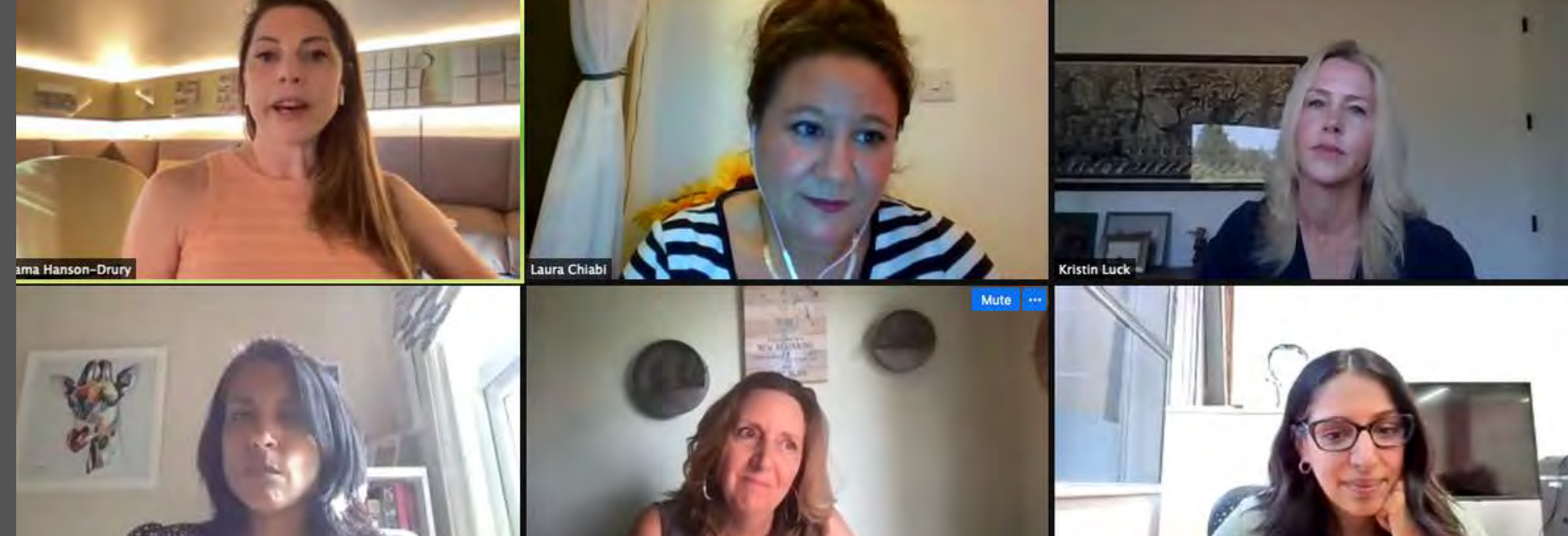


# OUR MISSION

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.



# OUR PRINCIPALS



## **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.

## **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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**INDUSTRY PARTNERS**



## 2021 ANNUAL REPORT

# PROGRAMMING

"Through the WIRe mentorship program, I've been able to change industries and achieve personal goals that I thought were impossible. I'm extremely grateful for my mentor as she helped me navigate job applications and effectively network with industry leaders. She has empowered and supported me every step of the way. I've also received support from other mentors in the WIRe community who readily shared their advice with me. I'm thankful to be part of this network of women and hope to pay it forward."

— Ethel Gay, 2021 WIRe Mentee





# NETWORKING EVENTS

2021 was a challenging year for networking events; as an organization, we opted to stay flexible, planning both remote and in-person events while fastidiously adapting to evolving local health mandates. We did manage to have in-person events in Dallas/Fort Worth, Connecticut, Cincinnati, Chicago, and in our newest chapter addition — Nairobi. We also had a presence at Insights Marketing Day in Chicago and hosted a in-person Happy Hour at Quirk's New York which quickly sold out.

While we did experience a slump in virtual registration, by Q3 attendance was back up, rivaling that of our in-person events. Moving forward we'll continue to empower event leads to drive the return to in-person events at their own pace.



# WIRexec

" [I loved] networking with other women and understanding that we are all faced with similar growth challenges. What makes us amazing? What do we want to be known for? I assumed these questions were just hard for me to answer, but it seemed like nearly everyone was challenged by these topics."

— 2021 WIRexec Leadership Summit Attendee

Ending the year at more than 80 members, 2021 was an excellent year for growth and visibility for the WIRexec community. The return of our popular US and UK-based Summits in Q3 drove interest in membership and sponsorship opportunities in new and exciting ways. In 2022 we'll be adding a third Summit experience to our event plans — an East Coast-based US Summit in May.



# MENTORING

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 2021, we had more than 275 applicants and more than 215 active mentors.

# OFFICE HOURS

Major updates to the Office Hours homepage in 2021 helped cement this program as a resource for our community. The new, more organized layout functions as a live-updating FAQ for career and business questions while continuing to offer on-the-fly, expert feedback from our Mentor pool.



# WEBINARS

"The content is really valuable and easy to digest. The flow from presenters is great as well — easy to follow and engaging. Access to this kind of information is great and helpful for women at all levels!"

— 2021 WIRe+ Webinar Attendee

WIRe's Annual Webinar Series continued to hit great heights in 2021. Despite a slowdown in online event attendance, the sessions — which featured topics like recruiting, innovation, and growth strategy — drew strong and enthusiastic praise from the community. Our WIRe+ webinar series — which features co-sponsored content on the WIRe platform — hosted sessions from sponsors such as Alter Agents, Toluna, PureSpectrum and more.



# RESEARCH & AWARDS

WIRe's MRX Diversity Champion Award celebrates leaders in our field who have made a remarkable commitment supporting a diverse workforce and industry. In 2021 this award entered its fifth year; Catherine Yuile (Edelman DXI) and Theo Francis (CORe) were named First Place and Runner-up winners, respectively.

# 5050 INITIATIVE

WIRe's 50/50 Initiative matches female speakers with the market research industry's best events, working 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.



# WIRe IN COLOR

In 2021 the WIRe in Color Slack channel doubled in size, nearing 200 members by end of year. Virtual events in the US and UK drove membership and furthered important conversations across International lines. In Q4 we rolled out a new, program specific blog series featuring the voices of WIRe in Color members.

# WIRe ACCELERATE

As the newest addition to our program collection, WIRe Accelerate came out with a bang, smashing our pre-release goals and admitting over 400 program participants in its inaugural year. This program takes the wisdom and expertise of our WIRexec community to deliver professional development for participants of all ages and skill levels.





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# OUR TEAM

"WIRe has been an incredible force in my life, both professionally and personally. I've learned so much and I've made lifelong friendships and connections. The Accelerate Program is going to be a game changer! Get involved and learn about the various fundamentals of running the business of market research. It's time to boost your skills and take it to the next level!"

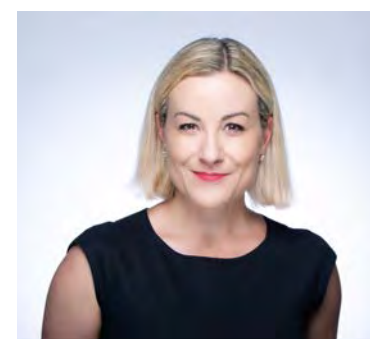
- Lisa Wilding-Brown, InnovateMR





**BV Pradeep**

VP CMI for Country & Customer Development for Americas & Europe, C4G



**Dyna Boen**

Managing Director at Escalent



**Laura Chaibi**

International Digital Media and Consumer Research, Insights and Measurement Advisor



**Roddy Knowles**

VP, Research at Feedback Loop



**Babita Earle**

Head of Strategic Partnerships at Zappi



**Erica Van Lieven**

Founder and Managing Director, InSites Consulting



**Lynette Cooke**

Global CEO, Health Division at Kantar



**Sima Vasa**

Advisor/Entrepreneur, Infinity Squared Ventures



**Danielle Todd**

Insights Director, Relish Research



**Marion Elliott**

Director, Client Solutions at Market Cube



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# ADVISORY BOARD MEMBERS





**Alisa Hamilton**

ATLANTA  
Founder, Harvest Insights



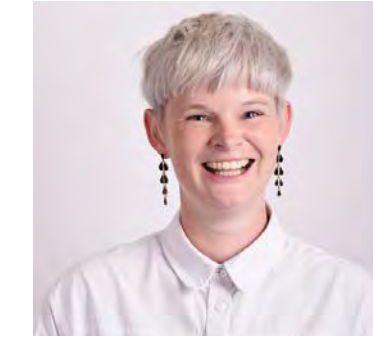
**Ariel Madway**

BOSTON  
Sr. Manager, Community  
Engagement at Zappi



**Dana DiGregorio**

NEW YORK CITY  
Managing Director, NA at  
MESH Experience



**Emily Dickinson**

AMSTERDAM  
Director, Opinium Research



**Amelia Phillips**

MANCHESTER  
Research Executive,  
Mustard



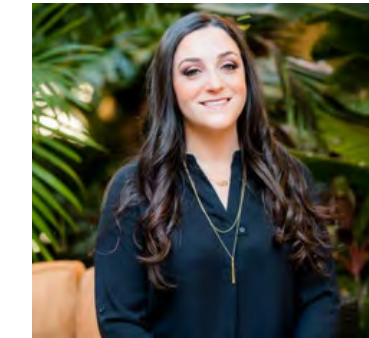
**Barb Paszyn**

TORONTO  
Mixed Methods Researcher



**Danielle Todd**

LONDON  
Insights Director, Relish  
Research



**Erin Mays**

AUSTIN  
Co-Founder & CEO of Ebco



**Amy Harrod**

MANCHESTER  
Commercial Insight  
Manager at BBC Children in  
Need



**Brin Moore**

SAN FRANCISCO  
Partner, Trusted Talent



**Edna Thiongo'o**

NAIROBI  
Founder, Breakthrough  
Consulting



**Georgia Phillips**

MELBOURNE  
Co-Owner, COO, Luma  
Research



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# CITY EVENT LEADS



**Jo Brockhurst**

SYDNEY  
Financial Service &  
Insurance, Nielsen



**Michele McDonald**

STAMFORD/SW CT  
Senior Vice President,  
MetrixLab



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

CHICAGO  
Senior Principal, Accenture



**Julie Landers**

DALLAS/FORT WORTH  
Senior Manager, Strategic  
Market Research, Health  
Care Service Corporation



**Rebecca Brooks**

LOS ANGELES  
Co-Founder, CMO, Alter  
Agents



**Thania Farrar**

CINCINNATI  
VP, Client Services  
Manager, Burke, Inc.



**Katie Egge**

BOSTON  
VP, Client Services at  
NAILBITER



**Shelly Carey**

ST. LOUIS  
Client Success Manager,  
InMoment

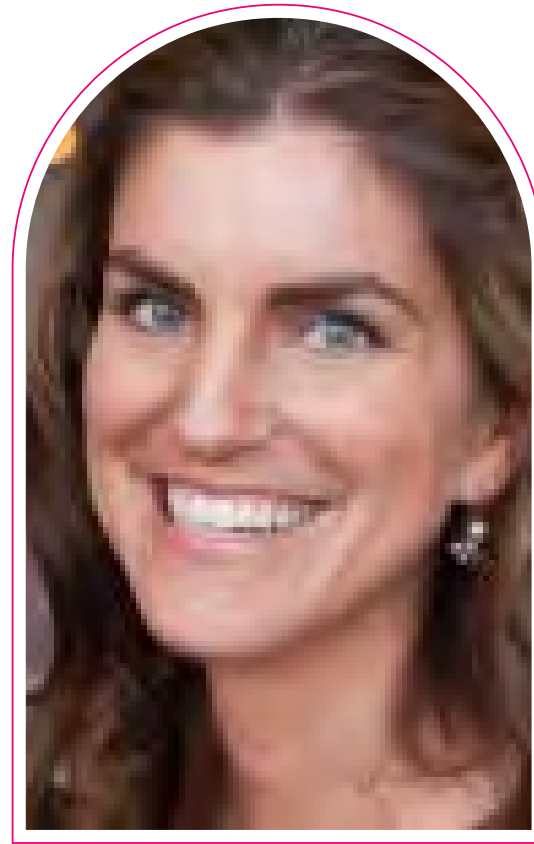


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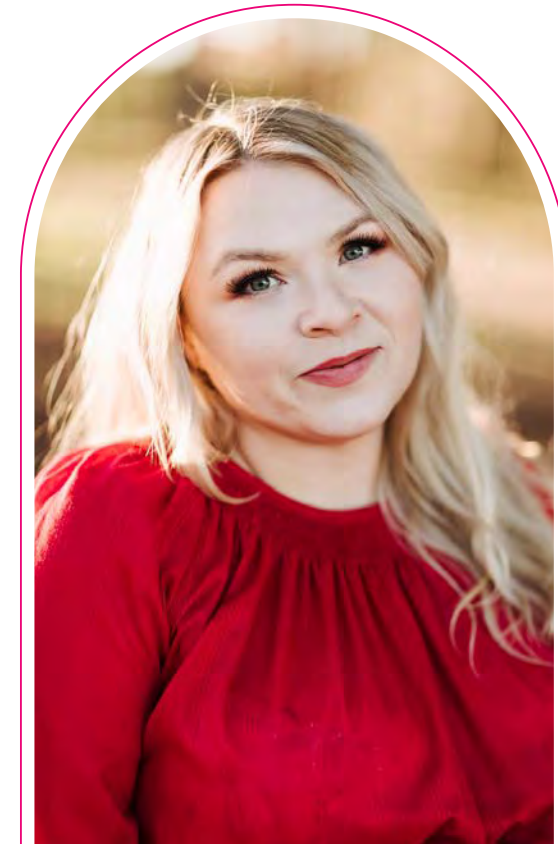
# CITY EVENT LEADS



Kristin Luck  
**Founder**



Michelle Andre  
**Managing Director**



Jessica Sage  
**Marketing & Events Director**



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# STAFF



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# FINANCIALS

"I am always inspired by WIRe, you walk into a room and the diversity of women hits you like a brick and it's such a refreshing feeling in our industry. You listen to experiences, new and old, and you get it! The support of this community has been invaluable to my career and growth."

– Beth Winter, Sales Director, MindForce Research



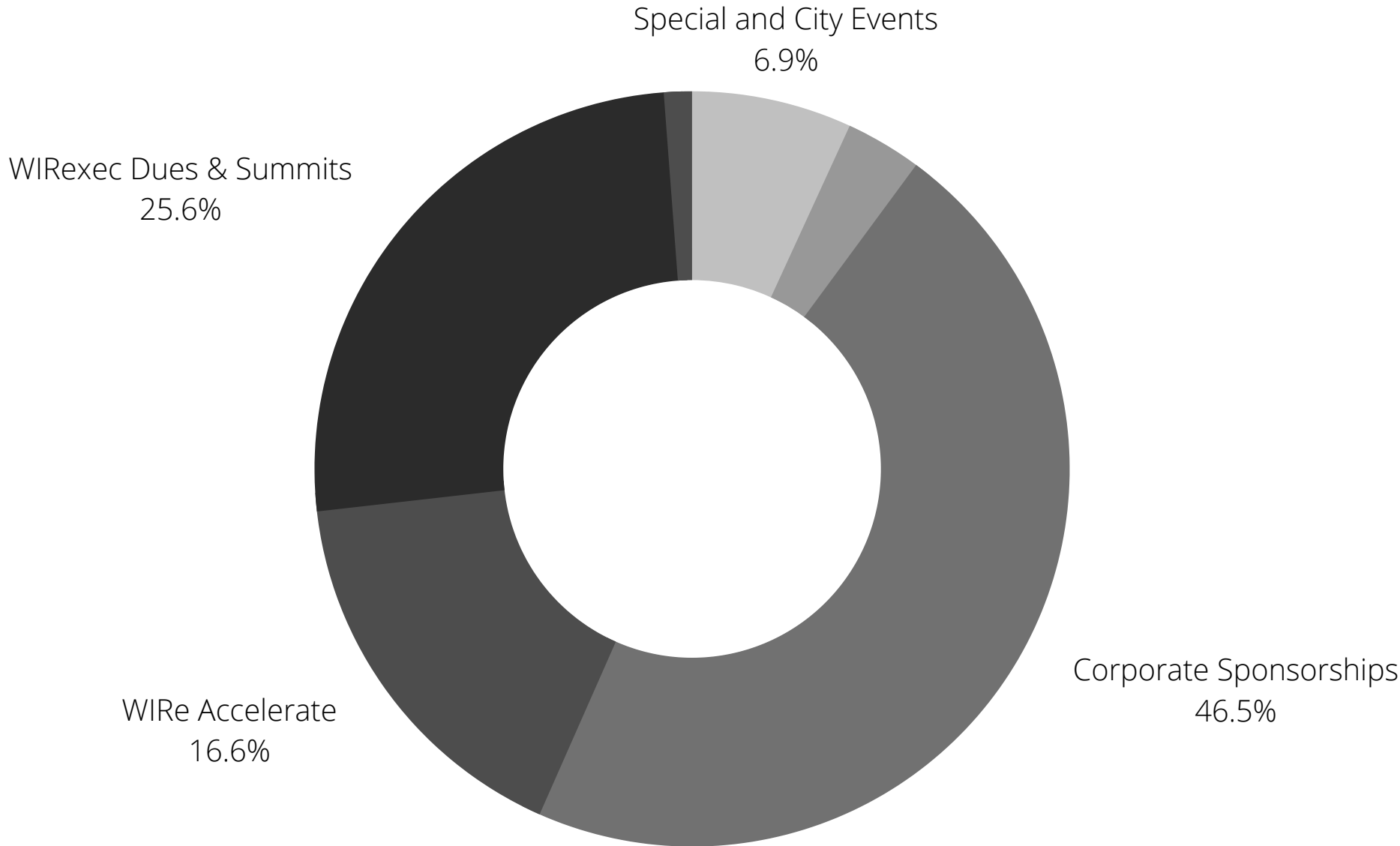
# Total Revenues:

Corporate Sponsorships:

46.5%

City & Special Event Sponsorships

6.9%



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# SUMMARY OF REVENUE

## Total Expenditures:

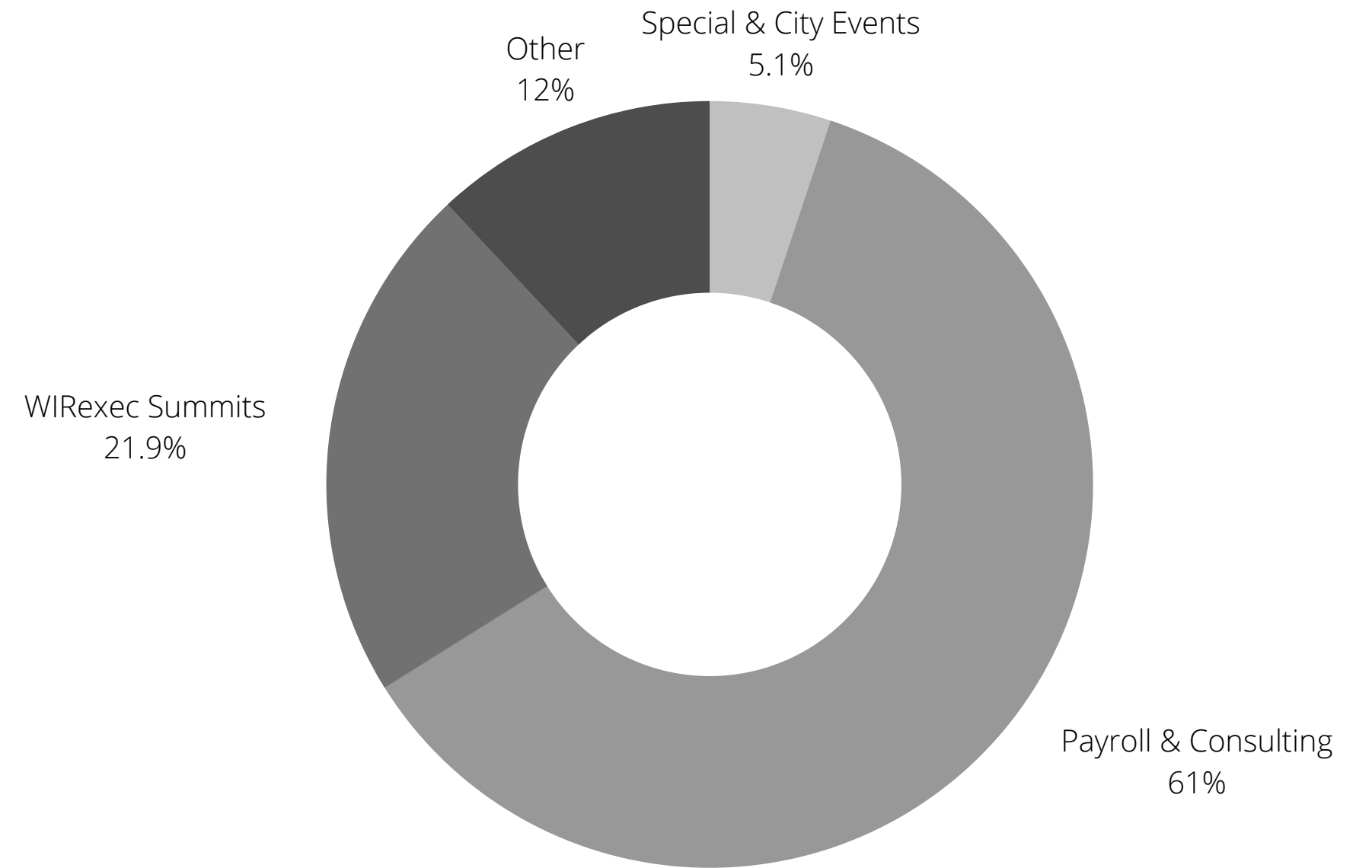
Operations:

61%

WIRexec Leadership Summits:

21.9%

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



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# EXPENSE AREAS



# 2021 YEAR IN REVIEW

275 APPLICANTS FOR OUR AWARD-WINNING 1:1 MENTORING PROGRAM

## MENTORING



INTRODUCING WIRE ACCELERATE  
503 REGISTRANTS IN OUR FIRST YEAR

IN 2021 WE INTRODUCED ACCELERATE — A FULLY REMOTE, PROFESSIONAL DEVELOPMENT PROGRAM DRAWING CONTENT FROM THE EXPERT WISDOM OF THE WIREXEC COMMUNITY.

## WIREXEC



- 95 MEMBERS IN 2021
- HOSTED 2ND ANNUAL UK SUMMIT
- HOSTED 5TH ANNUAL US SUMMIT

DALLAS/FORT WORTH  
AMSTERDAM  
NAIRBOI



## QUICK STATS

14,474 MRX PROFESSIONALS IN THE GLOBAL WIRE COMMUNITY



NEW WEBSITE VISITORS UP



33% YOY

WEBINAR REGISTRATIONS

+400% SINCE 2019



WIRE IN COLOR SLACK GROUP MEMBERSHIP

+85%



WIRE PARTNERED WITH LOGICA RESEARCH, INNOVATEMR, G3 TRANSLATE AND NUANCE TO STUDY HOW THE SHIFTS OF THE LAST YEAR AND A HALF HAVE IMPACTED THE INSIGHTS INDUSTRY.



PRESENTED TO CATHERINE YUILE AND THEO FRANCIS DURING CRC IN DALLAS, TX

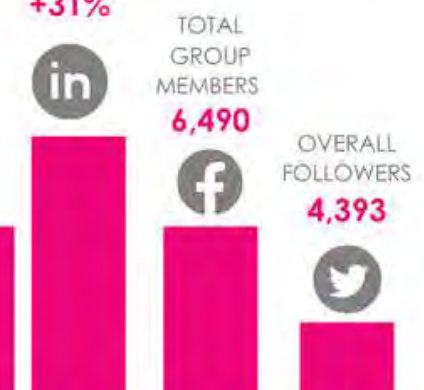
SOCIAL REFERRALS +30% YOY

GROUP MEMBERSHIP +31%

TOTAL GROUP MEMBERS 6,490

OVERALL FOLLOWERS 4,393

EOY SOCIAL GROWTH



OUR PRESENCE AT PARTNER EVENTS



FACEBOOK

