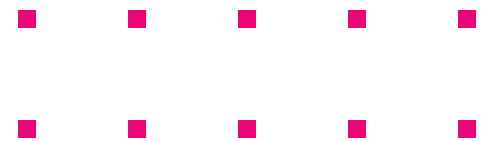




# 2022 ANNUAL REPORT

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.





# 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

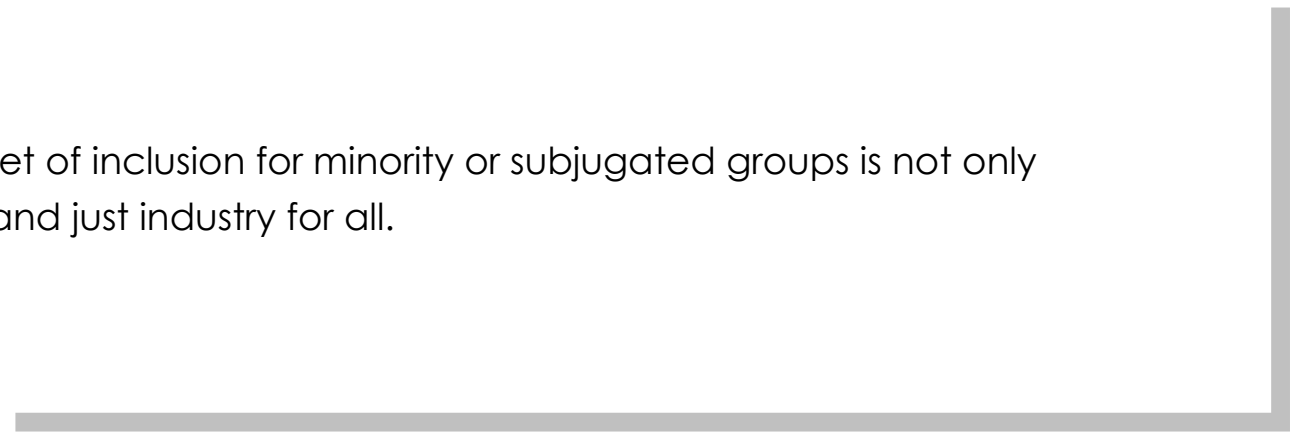
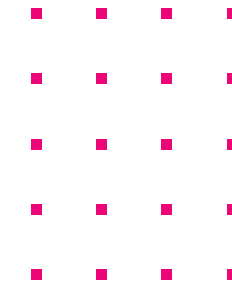
We choose our strategic alliances and media partners carefully. We don't just go along to get along. We are investing in diversity for the long haul and we don't need to borrow equity in order to have credit.

## 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

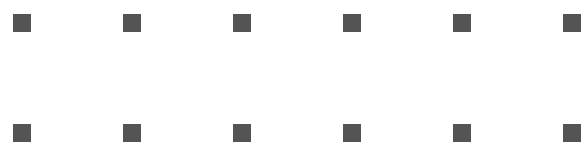
WIRe believes that to go far, we must go together. Fostering a mindset of inclusion for minority or subjugated groups is not only a means toward parity; it's our commitment toward a more vibrant and just industry for all.



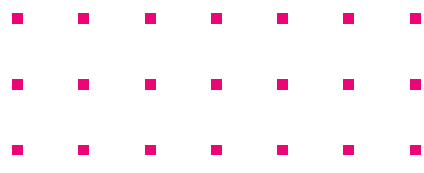
# DONORS & PARTNERS

"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!"

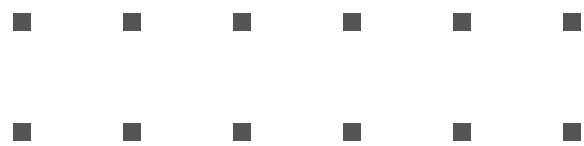
- WIRe Corporate Donor Lisa Wilding-Brown, InnovateMR



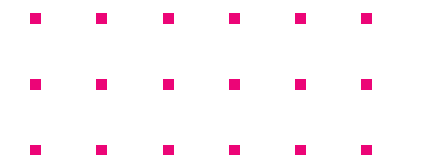
# CORPORATE DONORS



# MEDIA & ASSOCIATION PARTNERS



# MEDIA & ASSOCIATION PARTNERS



**ESOMAR**

**insights**  
ASSOCIATION

**MRS** Evidence Matters™

**Greenbook**  
THE FUTURE OF INSIGHTS

**QRCA**  
QUALITATIVE RESEARCH CONSULTANTS ASSOCIATION

**ADIA**  
AUSTRALIAN DATA AND INSIGHTS ASSOCIATION

**All Things**  
**INSIGHTS**

**The Research Society**

**QUIRK'S**  
MEDIA

**MRMW**  
Inspiration • Innovation • Insight

**CX FORUMS**

**SAMPLECON**

**CRIC**  
CANADIAN RESEARCH INSIGHTS COUNCIL  
LE CONSEIL DE RECHERCHE ET D'INTELLIGENCE MARKETING CANADIEN

**Corinium**  
connected thinking

**mrweb**

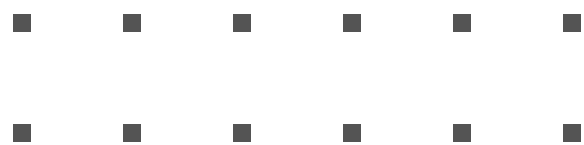
**NMSBa**

**TRANSLATE**

# 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, 2022 WIRe Mentee



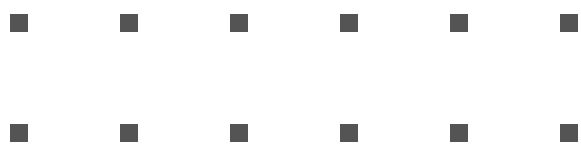
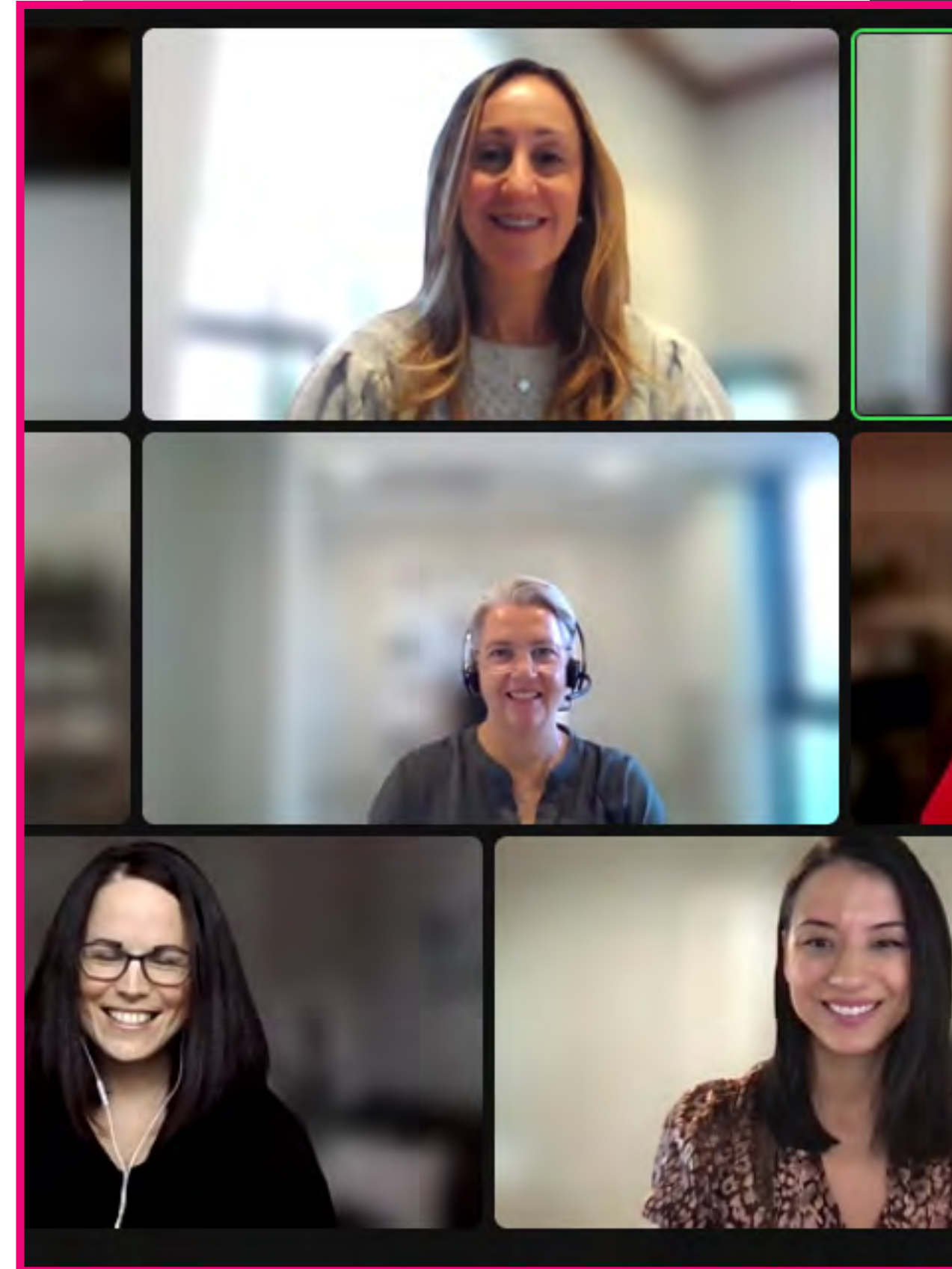


# EVENTS

2022 was an incredible “return to In-person” year, with an 81% Increase In event attendance across both In-person and virtual events. New chapters included Denver, St. Louis, Lagos, Denver, and Detroit.

# WEBINARS

We had a total of 2,758 webinar registrations this year — an 81% increase from the post-pandemic burnout we experienced in the year prior and our second-highest attended webinar year to date. Our WIRe+ webinar series — which features co-sponsored content on the WIRe platform — hosted sessions from sponsors such as SightX, Toluna, PureSpectrum and more.

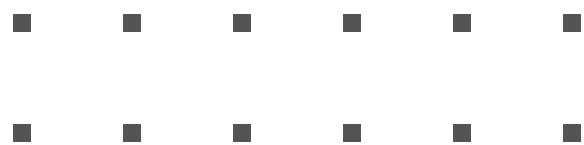


# WIREXEC

Ending the year at more than 80 members, 2022 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.

"[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

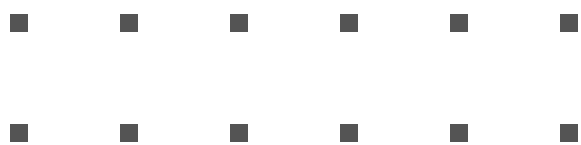


# MENTORING

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 2022, we had more than 275 applicants and more than 215 active mentors.

# OFFICE HOURS

Major updates to the Office Hours homepage last year 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.



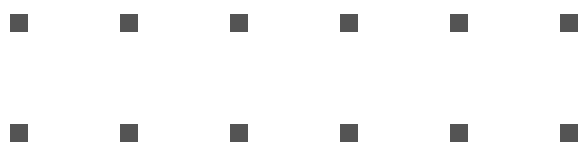
# RESEARCH & AWARDS

WIRe's MRX Diversity Champion Award celebrates leaders in our field who have made a remarkable commitment supporting a diverse workforce and industry. In 2022 this award entered its sixth year; Bianca Pryor (BET) and Laarni Paras (Edelman Dxl) won our Gold and Silver awards 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.

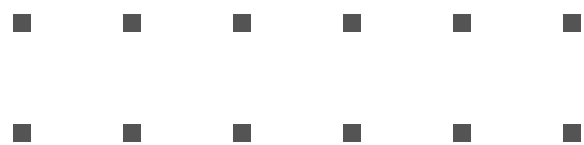


# WIRe IN COLOR

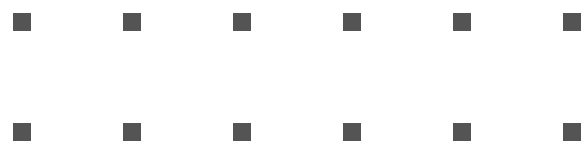
In 2022 the WIRe in Color Slack channel doubled in size, with over 262 members by end of year. We continued the production of our program specific blog series featuring the voices of WIRe in Color members. In early 2023, we'll host our first, In-person program event.

# WIRe ACCELERATE

This year we launched a new edition to our WIRe Accelerate suite of programs, "Kickstart Your Career," a mini-program with a focus on those new to the Industry. We now boat over 695 students In WIRe Accelerate and more than 100 graduates.



# OUR TEAM





**BV Pradeep**

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



**Babita Earle**

Head of Strategic Partnerships at Zappi



**Danielle Todd**

Insights Director, Relish Research



**Dyna Boen**

Managing Director at Escalent



**Erica Van Lieven**

Founder and Managing Director, InSites Consulting



**Laura Chaibi**

International Digital Media and Consumer Research, Insights and Measurement Advisor



**Lynette Cooke**

Global CEO, Health Division at Kantar



**Marion Elliott**

Director, Client Solutions at Market Cube



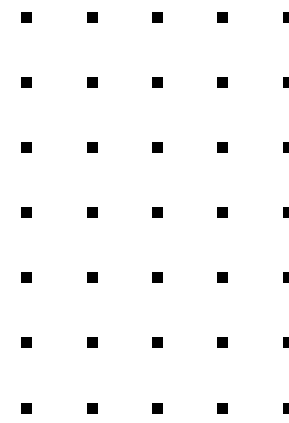
**Roddy Knowles**

VP, Research at Feedback Loop



**Sima Vasa**

Advisor/Entrepreneur, Infinity Squared Ventures



# 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

# 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

# CITY EVENT LEADS



Kristin Luck  
Founder



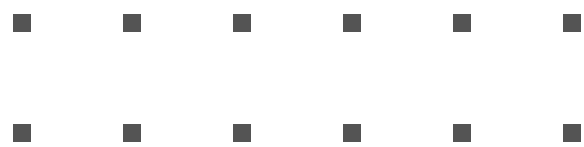
Michelle Andre  
Managing Director



Jessica Sage  
Marketing & Events Director

# STAFF

# FINANCIALS



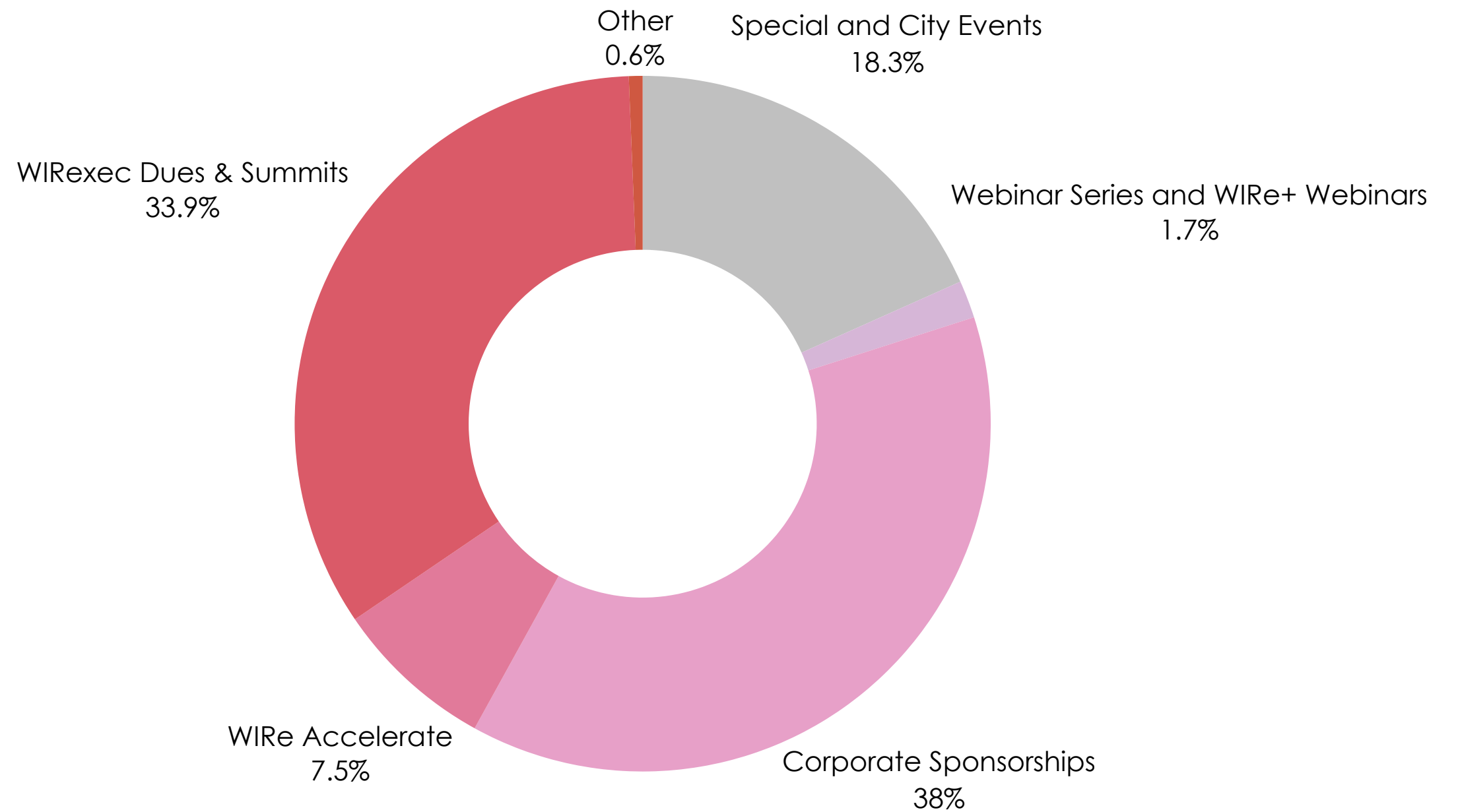
## Total Revenues:

Corporate Sponsorships:

38%

City & Special Event Sponsorships

18.3%



→ 2022 ANNUAL REPORT

# SUMMARY OF REVENUE

# Total Expenditures:

Operations:

42.8%

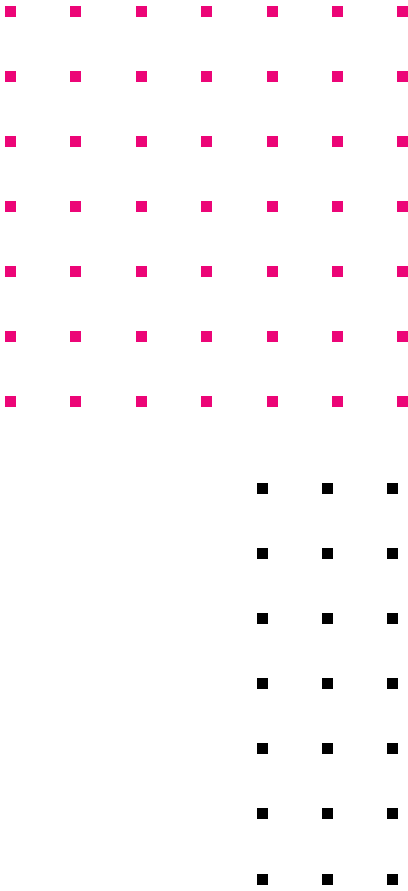
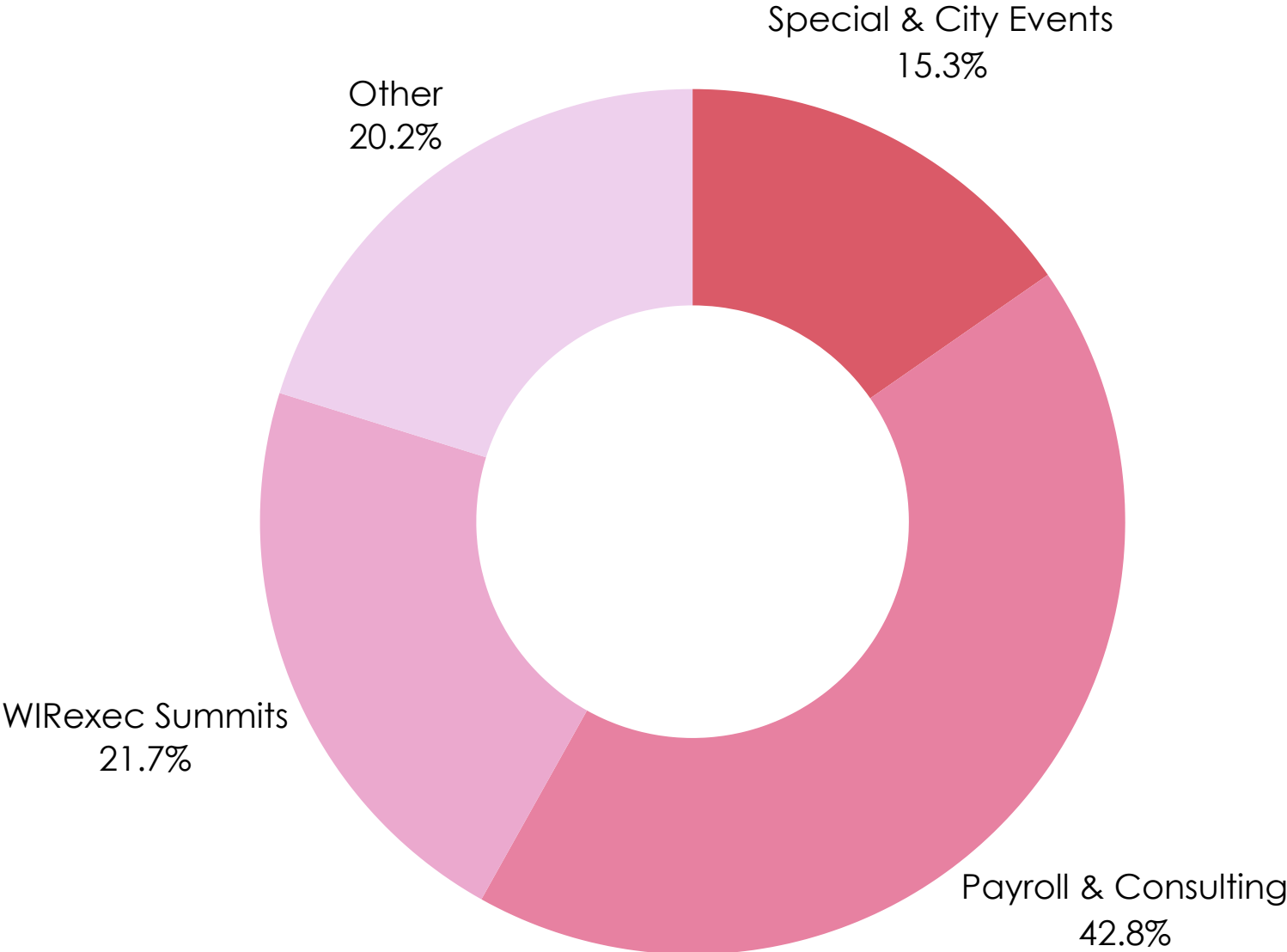
WIRexec Leadership Summits:

21.7%

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





# 2022 YEAR IN REVIEW

**OVER 16,000**  
global WiRe community members

**388**  
active speakers on our 50/50 List

**62.5%**  
increase in event registration YOY

**34%**  
increase in WiRe in Color membership

SPECIAL EVENTS HOSTED  
IN TANDEM WITH



OUR  
CORPORATE  
DONORS



OUR  
INDUSTRY  
PARTNERS



## DEVELOPING WiRe ACCELERATE

- Introduced new, "Kickstart Your Career" program
- Over 600 program participants
- Over 100 graduates



## Gender + Career ADVANCEMENT STUDY

We partnered with Material and Imaginelf to complete the third wave of this important study tracking the progress of gender equity in the MR space.



**192**  
APPLICATIONS

...for our 1:1, award-winning mentor program



**GROWING**  
WiRexec

- 101 members globally
- Two executive summits — one in US and another in France



**BIG WINS**  
ON LINKEDIN

- 8,000 LinkedIn group members
- 508k impressions on the LinkedIn page



## EXPANDING GLOBALLY

**MRX DIVERSITY  
CHAMPION**

**AWARD**

Presented to Bianca Pryor and Laarni Paras at CRC in New York