



# 2023 ANNUAL REPORT



# FROM OUR FOUNDER

Friends and Supporters,

This past year has been so many things for so many in the Market Research community: uplifting, challenging, transformative, and healing. The same can be said for WIRe; as the industry grows and changes, so too must our scope and remit to meet the needs of an evolving industry and world. I'm grateful to each of our 15,000+ global community members not just for their engagement, but for their continued commitment to a more just and equitable world.

Moving into 2024, we hope to not only gain momentum but to provide a supportive, foundational space for researchers of all genders and backgrounds to connect, learn, and lean on each other. Expansion of our global footprint — now in Africa, Auckland, and beyond! — is just one way by which we plan to grow our community in the months ahead. We'll also look to the results of our Annual Community Survey to peek into the unique needs of this community and formulate new programs and paths forward.

We could not do all that we do without our supporters, big and small, who make it possible for us to deliver the transformative resources and programs we deliver year and year. To our donors, partners, advisory board members, event leads, volunteers, mentors, and so many others — thank you for illustrating your commitment to our vision through your actions and support.

As our collective journey unfolds, we remain steadfast in honoring the foundation that brought us to this point: a collective vision and a commitment to positive change. Here's to yet another year of surpassing expectations together!

**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.



“Very much wish I had done [the WIRe Accelerate program] sooner! I found it an extremely useful program for focusing my energy on the path that I wish to take...”

— WIRe Accelerate Graduate

# OUR PRINCIPLES

## 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 & 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.



"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

# DONORS & PARTNERS



# CORPORATE DONORS

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**toluna**

# MEDIA & ASSOCIATION PARTNERS

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**Intellus**  
Worldwide  
Your Association for Health Insights & Analytics  
Advocacy | Community | Professional Development

**WITS**

**IMAGINE if**  
INSIGHTS & STRATEGY



"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, WIRe Mentee



# PROGRAMMING





## EVENTS

2023 was our most attended event year since 2019, signaling that the return to In-person events is fully back in swing. New chapters in Denver, St. Louis, Lagos, Charlotte, and Detroit provided important growth opportunities for our global community.



## WEBINARS

Over 3,800 community members attended WIRe webinars this year, a 39% growth YoY. Our Annual Webinar Series, which focused on financial topics, was one of our most well-attended of all-time.



## MENTOR PROGRAM

WIRe's award-winning, global one-to-one mentoring program matched over 200 mentees with mentors in 2023. 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.



## OFFICE HOURS

Office Hours is our on-the-fly, 24/7 mentor feedback program providing insights and advice from an expert Mentor pool.



## WIREXEC

Ending the year at more than 90 members, 2023 was an excellent year for growth and visibility for the WIRexec community. Our popular US and Europe-based Summits 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."

— WIRexec Leadership Summit Attendee



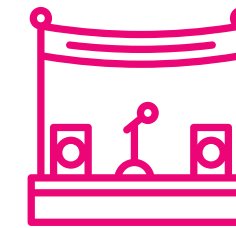
### RESEARCH & AWARDS

WIRe's MRX Diversity Champion Award celebrates leaders in our field who have made a remarkable commitment supporting a diverse workforce and industry. In 2023 this award entered its seventh year; UNICEF UK's Abigail Hutchings-Pates and ThinkNow's Mario Carrasco were awarded our Gold & Silver honors respectively



## WIRE IN COLOR

In early 2023 we hosted our first, In-person WIRE In Color event In New York and followed with another In-person event In London In Q3. The WIRE In Color Slack — which provides a unique space for diverse researchers to connect — Is over 350 members strong.



## 50/50 DATABASE

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.



## WIRE ACCELERATE

WIRE Accelerate — our first-of-its-kind professional development program highlight woman experts In our field — now numbers over 700 students across both our main program and our “Kickstart Your Career” mini-program. In 2024 we'll launch additional mini-programs geared toward Innovative topics.



## GLOBAL SCHOLARSHIP FUND

In 2023 we once again partnered with the ESOMAR Foundation, this time to fund a scholarship for a woman In Kenya entering Into an MRX degree of study.



"Thanks so much WIRe for such illuminating insights, wisdom and perspective. It has been a true growth journey for me professionally and personally. Thank your sharing with us everything you wish you had known sooner."

- WIRe Accelerate Graduate



# OUR TEAM



**Tiama Hanson-Drury**

Chief Product Officer,  
Minna Technologies



**Dyna Boen**

Managing Director at  
Escalent



**Laura Chaibi**

Director, International Ad  
Marketing & Insights, Roku



**Cherie Leonard**

Head of North America  
Insights, Colgate-Palmolive  
Company



**Babita Earle**

Head of Strategic  
Partnerships at Zappi



**Erica Van Lieven**

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at Kantar



**Damon Jones**

VP, Community and Culture  
& Telephone Operations,  
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**Laura Winebarger**

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**Shelly Carey**

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Client Success Manager,  
InMoment



**Thania Farrar**

CINCINNATI  
VP, Client Services  
Manager, Burke, Inc.

# CITY EVENT LEADS



**Kristin Luck**  
Founder



**Michelle Andre**  
Managing Director



**Jessica Sage**  
Marketing & Events Director

**STAFF**



# FINANCIALS



# Total Revenues:

Corporate Sponsorships:

**34%**

City & Special Event Sponsorships

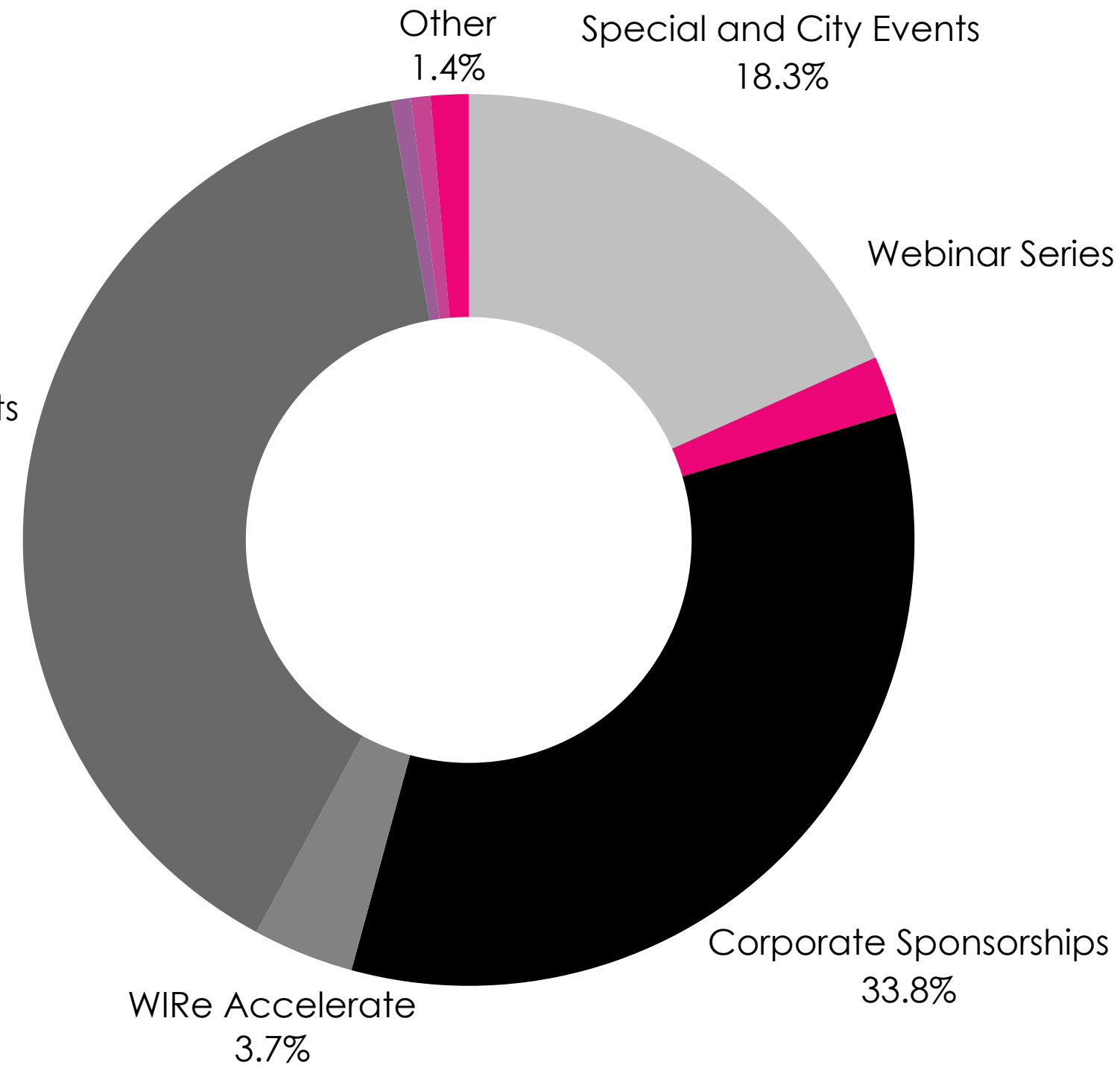
**18.3%**

WIRexec Dues & Summits  
39.3%

Other  
1.4%

Special and City Events  
18.3%

Webinar Series and WIRe+ Webinars  
2.1%



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# REVENUE SUMMARY

## Total Expenditures:

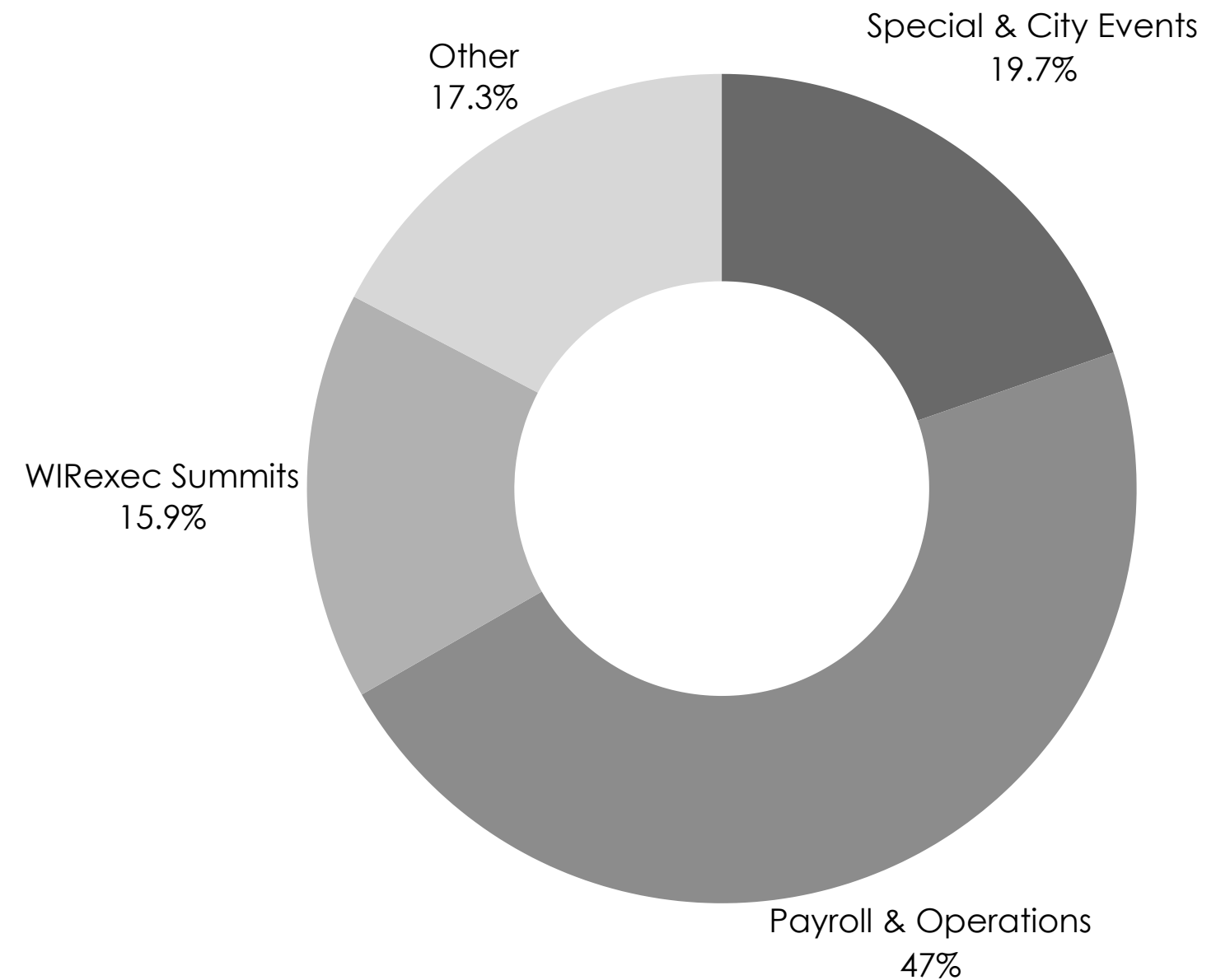
Operations:

**54%**

WIRexec Leadership Summits:

**16%**

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



2023

YEAR IN REVIEW

QUICK STATS

15,083

MRX PROFESSIONALS IN THE GLOBAL WIRE COMMUNITY



NEW WEBSITE VISITORS UP



25% YOY



346 AVERAGE MONTHLY WEBINAR REGISTRATIONS

IN PARTNERSHIP WITH THE ESOMAR FOUNDATION, THE WIRE COMMUNITY FUNDED A SCHOLARSHIP FOR A KENYAN WOMAN ENTERING INTO AN MRX DEGREE OF STUDY



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



- 317 MEMBERS IN SLACK GROUP
- FIRST IN-PERSON EVENT, HOSTED IN NYC AT KANTAR HQ

WIRE IN COLOR



- 90+ MEMBERS GLOBALLY
- HOSTED 4TH ANNUAL EUROPEAN SUMMIT
- HOSTED 7TH ANNUAL US SUMMIT

WIREXEXEC



MRX DIVERSITY CHAMPION AWARD

PRESENTED TO ABIGAIL HUTCHINGS-PATES AND MARIO CARRASCO IN CHICAGO, IL.



SEATTLE CHARLOTTE TAMPA BAY

OUR PRESENCE AT PARTNER EVENTS

TOTAL SOCIAL REFERRALS +60% YOY

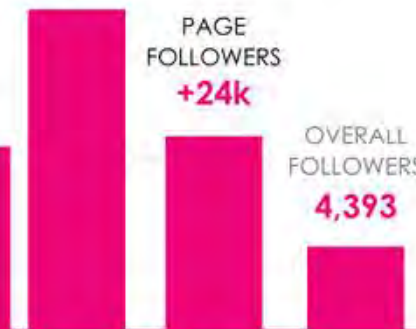


EOY SOCIAL GROWTH

GROUP MEMBERSHIP +22%

PAGE FOLLOWERS +24k

OVERALL FOLLOWERS 4,393



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EOY INFOGRAPHIC

OUR 2023 CORPORATE DONORS



OUR 2023 INDUSTRY PARTNERS

