

# WEL CONNECTED

WOMEN EXECUTIVE LEADERSHIP | QUARTERLY NEWSLETTER

2nd QUARTER  
2024

*"Stay true to your core values and never compromise on your principles."*

- Indra Nooyi



OUR CALLING: EMPOWERING WOMEN FOR  
EXECUTIVE AND BOARD LEADERSHIP.

## FROM OUR PRESIDENT

*-Katherine Young, WEL Board President*



WEL's mission is to increase gender diversity in the Boardroom and C-Suite and we continue to seek out organizations and affiliations to collaborate with that share our mission like Florida Women on Boards (FWOB), The Athena Alliance, Equilar and The McGuckin Group/Women On Their Way (WOTW).

WEL has also had a longstanding affiliation and membership with a network of like-minded nonprofits that also shares our mission. The organization (previously know as ION) has just recently undergone a rebranding to *The Leaderboard* and it includes WEL and a network of 8 other nonprofits. Initially founded in 2004 with an educational and best-practice focus to assist women in preparing for board service, The Leaderboard has become a national alliance of women's executive networks dedicated to supporting boardroom and corporate excellence. The rebranding to The Leaderboard reflects the renewed commitment to advancing women's leadership in corporate boardrooms nationwide. The Leaderboard aims to bring greater

awareness to and amplify its reputation for aggregating top board talent. WEL is proud to be a member organization of The Leaderboard!

Q2 is off to a great start for WEL as we continue to plan events and programming for the balance of 2024 that will be insightful and inspiring! Click here to see all the exciting programs and events that we have planned! <https://welflorida.org/events/>

## QUARTERLY STATUS ON GENDER DIVERSITY IN THE BOARDROOM

### Q1 2024 KEY FINDINGS

**THE GOOD:** 87% OF NEWLY FILLED SEATS BY WOMEN WERE SEATS ADDED TO BOARDS.

**THE NOT SO GOOD:** WHILE 30.7% OF BOARD APPOINTMENTS WERE WOMEN, THIS MARKS THE LOWEST PERCENTAGE SINCE 2017.

The latest report, in collaboration with our Exclusive Data Partner Equilar, as of March 31, 2024, highlights concerning trends in U.S. corporate boardrooms. Analysis of the Russell 3000 shows women hold only 29.7% of board seats, with a minimal 0.3% increase from the previous quarter and 0.8% from the previous year. Only 30.7% of the 587 new board positions are filled by women, the lowest percentage since 2017. Despite some sector and regional improvements, 41% of companies still have boards with two or fewer women. Women of color hold nearly 8% of board seats, a slight increase. At this rate, achieving gender parity on boards and 20% women of color representation will not happen until 2045. The report calls for renewed commitment to dismantle barriers to equitable representation in corporate governance.

SOURCE: 5050 WOB Q1 2024 REPORT | DATA PROVIDED BY EQUILAR



**WEL** DESERVED  
APPLAUSE!

One of the things that makes WEL so special is our fabulous members.

In this Newsletter's WEL Deserved Applause feature, WEL recognizes Michelle Beauchamp, Chief Marketing Officer for E11EVEN Vodka and a WEL Diamond Member.

Michelle is an award-winning marketing professional with a stellar 25+ year track record leading and growing beverage brands in the wine, spirit, and soft drink categories, both in the US and globally. As Chief Marketing Officer for E11EVEN Vodka, Michelle has led the brand to become one of the fastest-growing spirits in FL and in the top 10 vodkas in volume and dollar share growth for the past two consecutive years. And

now, Michelle leads the expansion into New York. Not an easy task, but Michelle is set to make BIG things happen. Way to go Michelle.

Being a women led company E11EVEN Vodka is a strong supporter of WEL's vision and a WEL Partner. If you attended our Holiday Party or Signature event you had the opportunity to try one of their Signature Cocktails and experience why they are having such great success!

WEL proudly recognizes Michelle's accomplishments and thrilled to have her part of the WEL community.

## EVENT SPOTLIGHT

June 5th Event!

**"BUILDING A HIGH IMPACT AUTHENTIC BRAND"**



Featuring Audrey McGuckin, Founder & CEO  
of the McGuckin Group

06/05/2024  
12:00PM - 1:15PM ET  
Virtual Event

**REGISTER  
NOW**

Discover the keys to unlocking your authentic leadership brand! Join us for an enlightening webinar where we delve into the intriguing intersection of authenticity and perception for women leaders. Learn how to effectively communicate your actions, identity, principles, and values to build a powerful and genuine brand. Gain insights into the biggest pitfalls to avoid and uncover the secrets to crafting an authentic and compelling brand that resonates with your audience.

**Powerful Upcoming Events and Programs**



**PRESENTED BY ATHENA ALLIANCE:**  
CHRO Perspectives with Donna  
Morris, Executive Vice President and  
Chief People Officer at Walmart

Featuring Donna Morris Executive  
Vice President and Chief  
People Officer

6/13/2024  
3-4PM ET  
VIRTUAL EVENT

[REGISTER  
HERE](#)



**PRESENTED BY ATHENA ALLIANCE:**  
Black Women in the Workplace

Featuring Dr. Julianna Hynes Global  
Executive Development and  
Advancement Coach

6/19/2024  
12-1PM ET  
VIRTUAL EVENT

[REGISTER  
HERE](#)



**PRESENTED BY ATHENA ALLIANCE:**  
Navigating Career Transitions

Featuring Ashley Rudolph Founder  
and Performance Coach

7/10/2024  
3-4PM ET  
VIRTUAL EVENT

[REGISTER  
HERE](#)

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PRESENTED BY ATHENA ALLIANCE:  
CEO Perspectives

Featuring Tom Leighton,  
CEO of Akamai

7/16/2024  
12:30-1:30PM ET  
VIRTUAL EVENT

[REGISTER  
HERE](#)



FIND YOUR FASHION *BEYOND* THE  
BOARDROOM!

Featuring Designs by Patricia  
Gomez-Gracia

Cocktails and WEL Community Connections  
Meet a Fun and Wardrobe-Refreshing  
Fashion Show

10/24/2024  
DCOTA

[SAVE THE DATE](#)

## BRILLIANT WINS FOR DIAMOND MEMBERS



Lourdes Pineda, a dedicated WEL supporter and esteemed member for several years, exemplifies the transformative journey of a woman executive. As CFO, as CFO for Harvard Maintenance, (position held since 2020), Lourdes has always appreciated WEL's enriching programs and vibrant network.

Recognizing the aspiration to expand her influence into boardrooms, Lourdes saw the potential in upgrading her membership but needed the perfect moment to embrace the comprehensive offerings of the Diamond Membership. That moment came last year when she decided to elevate from Charter to Diamond status.

With the Diamond Membership, Lourdes not only sustained her professional achievements but exceeded them. Recently, she orchestrated two pivotal acquisitions, broadening her company's reach into new verticals. Additionally, appreciating the critical need for readiness, she invested in a Board Preparedness program. These efforts weren't just about growth; they were about readiness for the right opportunity.

Her strategic preparation bore fruit earlier this year when Lourdes was invited to join the Board of Source Logistics as a Board member and Audit Chair, part of the prestigious Palladium Equity portfolio, with her debut board meeting occurring in May 2025. Lourdes's story is not just one of success but of strategic empowerment and positioning, demonstrating the profound impact of WEL's Diamond Membership.

Are you ready to expand your professional horizons and accelerate your journey to the boardroom? Consider upgrading to or joining our Diamond Membership. Exclusive benefits awaiting Diamond Members include access to Athena programs, Board Readiness courses, and national member network, complimentary access to in-person workshops, personalized LinkedIn and resume reviews, one-on-one sessions with Advisory Board members, and much more.

Discover all the benefits and how to join by visiting [WEL Diamond Membership](#) or contact us at [Membership@WELFlorida.org](mailto:Membership@WELFlorida.org) to learn how to carve your own winning c-suite path like Lourdes Pineda and other successful leaders in the WEL community.

Together, let's break barriers and create gender parity in the boardroom. Join WEL as a Diamond Member today—your seat at the table awaits!

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Business and Entrepreneurship  
**NOVA SOUTHEASTERN  
UNIVERSITY**



E11EVEN  
VODKA



Hero



Champion



*Changed email address or having problems logging in? Email our amazing Administrator, Karen Williams: [Admin@WELFlorida.org](mailto:Admin@WELFlorida.org).*

*Update Your Membership Profile at [WELFlorida.org](http://WELFlorida.org).*



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