



Women in Financial Markets Board Meeting 10/21/24 Meeting Minutes

On October 21, 2024, a virtual meeting of the Board of Directors (“Board”) of Women in Financial Markets (“WIFM”) was held, commencing at 5:00 p.m. (Eastern).

Board members participating: Susi de Verdelon, Claudia Downing, Tara Dziedzic, Victoria Greenberg, Tracey Jordal, Jackie Mesa, Lona Mozumder, Marta Poleszczuk, Margoth Pilla, Tracy Rucker-Wilson, Cassandra Seier, Bari Trontz, Karen Wares and Julie Winkler.

Melody Mokhtarian participated in her role as Director of Membership and Development and Alexa Simone participated in her role as Membership and Events Coordinator at the invitation of the Board.

Board Chair Remarks:

Ms. Winkler welcomed everyone and shared her excitement to be WIFM’s board chair. She congratulated the board on the very successful Gala and the accomplishments throughout the year. She encouraged the board to continue to work hard and with passion to serve WIFM’s mission. Ms. Winkler reminded the board that as we grow, we will make changes, formalize procedures, and prepare the organization for what comes next. She also shared that McKinsey will help WIFM with the long-term strategy.

President & CEO Update:

Ms. Seier also shared her congrats to the board on the Gala. She announced that WIFM will have another conference next year and that the advisory council members have been asked to host small gatherings for very senior women.

Gala Update:

Ms. Wares reviewed the Gala, the largest and most successful, and congratulated the board on doing a wonderful job with sponsors. She shared that the rebrand has expanded opportunities to secure a more diverse group of sponsors. She also shared that the committee will start to look at new venues and dates for 2025. In addition, the committee will review ways to be strategic with global sponsorships. She also asked the board for volunteers to create a focus group to revisit the Gala Awards and best way to proceed next year.

EU/UK Update:

Ms. de Verdelon and Ms. Jordal shared positive feedback from the London Gala. Allocating seats to high-tier sponsors was a success and created a good mix of attendees. They shared that global membership continues to grow and the working group will continue to develop partnerships and events.

Events Update:

Ms. Trontz shared that the committee has thinking strategically about 2025, including Women’s History Month and Summer Series. They will be reaching out to sponsors to begin conversations on marquee events.

Ms. Rucker Wilson shared that the committee will also continue to improve processes for event planning and scheduling to help streamline program execution.

Leadership Committee:

Ms. Mesa provided an update on the status of the cohorts and shared that the new cohort leads are working on planning for 2025. She shared that we are receiving scholarship applications, which will be reviewed later this year. Ideas for improving the scholarship engagement are welcome.

Ms. Mesa shared that the feedback from the mentorship program has been extremely positive from both the mentees and mentors. She also confirmed that the WIFM conference will be held in Spring of 2025.

Website Update:

Ms. Trontz shared that the new website is being built out to be scalable and have the ability to grow and adapt as the organization grows. The new website will articulate the story of WIFM and define all the programs the organization offers.

Governance Update:

Ms. Dzedzic brought the nomination of Nichola Hunter to become a member of the board of directors. Her nomination was approved by the board.

Financial Review:

Ms. Pilla reviewed the current 2025 draft budget with the board.

Adjournment: With no further business, the meeting adjourned.