



Women in Financial Markets Board Meeting 4/4/24 Meeting Minutes

On April 4, 2024, a hybrid meeting of the Board of Directors (“Board”) of Women in Financial Markets (“WIFM”) was held, commencing at 5:00 p.m. (Eastern).

Board members in-person: Kyle Brandon, Claudia Downing, Victoria Greenberg, Deborah North, Cassandra Seier, Joyce Thormann, and Karen Wares

Board members participating virtually: Marisol Collazo, Susi de Verdalon, Tara Dziedzic, Tracey Jordal, Jackie Mesa, Lona Mozumder, Tracy Rucker-Wilson, Bari Trontz, Petal Walker and Julie Winkler

Margoth Pilla participated in her role as an Officer, Melody Mokhtarian participated in her role as Director of Membership and Development (DMD), and Alexa Simone participated in her role as Membership and Events Coordinator at the invitation of the Board.

Ms. Collazo presided as Chairperson.

Board Chair Remarks:

Ms. Collazo shared that the reception to the rebrand has been very successful and has led to an increase in membership and engagement, including LinkedIn followers. In response to the rebrand, the Governance Committee plans to refresh the charter, review board and officer term limits, and review committee composition. She stated that the organization should continue to evolve and grow.

Ms. Collazo shared that Ms. Brandon and Ms. Downing’s board term will be ending at the end of the year. She also informed the board that Ms. North will be stepping down from the board and thanked her for her contribution.

Approval of Board Minutes:

The January 11, 2024, Board meeting minutes were approved.

President & CEO Update:

Ms. Seier thanked everyone who attended the NYSE Closing bell and expressed that there was positive energy at the event, which brought the board and members together to close out Women’s History Month. She shared that the board should continue to look to expand the pipeline and help grow the board, seeking locations outside of where current board members reside. She encouraged board members to continue to send names to the Governance Committee.

She thanked everyone who attended the offsite and participated in the important conversations, including the purpose of being a WIFM member, i.e. to build a lasting community with meaningful connections and help women to reach the next level in their career.

Ms. Mesa shared that expectations, terms and nominations for the Ambassadors will become more formalized.

WIFM Conference Debrief & Discussion on Expanded Scope:

Ms. Walker shared that the WIFM conference was a success and it helped to extend the footprint of WIFM. Attendees shared that they learned a lot and had never been to a conference like it.

Ms. Walker shared best practices on ways for the organization to make the substantial pivot from WIND to WIFM. She recommended that WIFM focus on expanded areas of expertise across the financial industry and plan industry events within those key areas. Members of the board will speak to leaders in the key industry areas and ask for their guidance.

EU/UK Committee Update:

Ms. de Verdalon shared that she and Mr. Jordal have created a working group with different “swim lanes” with leads to help with strategic growth in the region. They are off to a great start, with a flagship event and events in Frankfurt and Italy.

CRM Overview:

Ms. Simone shared a high-level demonstration of the new CRM.

Sponsorship Engagement:

Ms. Wares reminded the board that the Gala will be held on September 25 at the Edison Ballroom. She asked the board members to please reach out to their sponsors. The goal is for each board member to recruit 2-3 new sponsors.

She reminded the board about being relationship managers and to be in touch with their sponsors throughout the year.

Financials:

Ms. Pilla shared the new expense policy with the board.

Governance Committee Update:

Ms. Mesa presented 3 new Board of Directors’ candidates: Marta Poleszczuk, Samantha DeZur and Margoth Pilla. Each member was voted and approved to join the Board of Directors.

Events Update:

Ms. Rucker Wilson shared that the Events Committee has been proactive and reaching out to Gala sponsors to start the planning for marquee events. The committee is looking to plan industry and all-membership leadership events. Ms. Trontz shared that the committee will implement a formal process when planning events which will help centralize the planning.

Adjournment: With no further business, the meeting adjourned.