

Women in Financial Markets Organizational Structure

Proposed Governance Framework to Support Growth Goals



Roles & Responsibilities

Ambassadors

WIFM Ambassadors serve as influential advocates, expanding our network, fostering community engagement, and amplifying our mission to support women in financial markets globally.

- **Term:** 3-year commitment
- **Committees:** Participate in 2 committees
- **Leadership:** Oversee regional working groups and volunteers
- **Advocacy:** Expand network and amplify WIFM's mission
- **Engagement:** Foster community engagement across markets

Ambassadors represent a senior leadership commitment and serve as the bridge between the Board and regional operations.

WIFM Champions

WIFM Champions are senior women who actively support WIFM's mission, leveraging their influence, networks, and expertise to drive visibility and growth.

- **Term:** Flexible
- **Pipeline:** Past Board members, award winners, Trail Blazer cohort graduates and senior allies
- **Networks:** Leverage networks to promote programs and events
- **Speakers:** Serve as speakers and panelists, or provide speaker recommendations for WIFM events
- **Regional Growth:** Support expansion into new markets and regions
- **Advocacy:** Amplify WIFM's brand and mission

Champions bridge WIFM's mission to the broader financial markets community through their seniority and influence.

Volunteers

WIFM Volunteers assist with event logistics, member outreach, research, marketing amplification, partnership support, or administrative coordination.

- **Term:** Flexible, shorter-term involvement
- **Direction:** Operate under Ambassadors and Regional Leads
- **Working Groups:** Participate in regional working groups
- **Committees:** Join event-based committees (e.g., Conference)
- **Support:** Assist with event logistics, outreach, research, marketing, content creation, and admin coordination

Volunteers provide the operational support of WIFM, assisting initiatives at both regional and organizational levels required to facilitate growth.

Engagement Strategies

Ambassadors

Structured touchpoints and role clarity to sustain active participation

- **Monthly Check-ins:** Board-led sessions to align on priorities, share updates, and address Ambassador questions
- **Event Pipeline Transparency:** Provide visibility into the full calendar of upcoming events and overall organizational strategy
- **Program-Based Roles:** Consider a shift from committee participation to program or event-based roles — e.g., Wolfpack Ambassador, Conference Ambassador, Women's History Month planning lead
- **Annual Assignment Review:** Revisit committee and program assignments at year-end to refresh roles and maintain engagement

WIFM Champions

Keep engagement low-lift to maximize participation from senior leaders

- **Monthly Email Updates:** Send monthly emails similar to Board updates, keeping Champions informed on WIFM progress and upcoming opportunities
- **LinkedIn Badge:** Provide a branded WIFM Champion badge for LinkedIn profiles to recognize their role and increase visibility
- **Event Checklist Outreach:** Include Champions in event planning checklists — reach out for LinkedIn posts, speaker recommendations, and introductions ahead of each event

Volunteers

Capture momentum from events and build a pipeline to future Ambassadors

- **Post-Event Intake Forms:** Distribute intake forms following each event to identify attendees interested in volunteering and capture their skills and availability
- **Ambassador Pipeline:** Treat volunteers as the primary pipeline for future Ambassadors — track participation, recognize high contributors, and create a clear path to Ambassador nomination

Regional Committees

Roles & Responsibilities

Regional Committees serve as the leadership and coordination body for each geographic region, bringing together representatives from all regional working groups to ensure alignment with organizational strategy and growth objectives.

- Oversee and coordinate the work of regional working groups to ensure initiatives are complementary and impact is maximized
- Share best practices across regions by exchanging successful programming models, sponsorship approaches, membership growth strategies, and Ambassador, Champion, and Volunteer engagement strategies
- Participate in cross-regional forums to exchange insights and drive continuous improvement
- Plan and execute regional events and identify local sponsors and partners
- Increase Wolfpack participation and attract new WIFM members
- Document and share successful sponsorship approaches and engagement strategies across respective regions
- Report on progress to the Board

US COMMITTEE

Coordinates all US-based regional working groups across key metropolitan markets.

- Align programming across Boston, Chicago, DC, Houston, Los Angeles, and New York working groups

EMEA COMMITTEE

Coordinates regional working groups across European and Middle Eastern markets.

- Align programming across London, Paris, Frankfurt, Milan, Amsterdam, and Dubai working groups

Regional Working Groups

Roles & Responsibilities

Regional Working Groups drive WIFM's local presence across key markets. Each group is led by a Regional Engagement Lead who coordinates activities and represents the region to the Board.

- Plan and execute regional events and programming
- Identify and engage local sponsors and partners
- Increase Wolfpack participation in regional markets
- Attract new WIFM members

Each region is supported by a Board Member liaison and a Regional Engagement Lead or Ambassador responsible for local coordination.

AMERICAS

Boston

Regional Engagement Lead

Marta

Chicago

Regional Engagement Lead

Julie

DC

Regional Engagement Lead

Jackie & Sam

Houston

Regional Engagement Lead

Julie

Los Angeles

Regional Engagement Lead

Karen

New York

Regional Engagement Lead

Karen

EMEA/UK

London

Regional Engagement Lead

Nichola

Paris / Frankfurt / Milan

Regional Engagement Lead

Nichola

Amsterdam

Regional Engagement Lead

TBC

Dubai

Regional Engagement Lead

TBC

APAC

Singapore

Regional Engagement Lead

TBC