

# "WOMEN@" – Smart Companies Harness The Business Power Of Women At 14th Annual M2W® - Marketing to Women Conference

*Google, TiVo, Unilever, Ally Bank, Cadillac Discuss The Future Roles Of Women In Business*

NEW YORK, NEW YORK, UNITED STATES, September 27, 2018

/EINPresswire.com/ -- "Because more women in leadership absolutely leads to better products, better customer value and satisfaction, better corporate earnings and long-term growth," according to Jen Shap, Agency Development Lead, Google, "our session will focus on the trend of women organizing empowerment groups right in their own companies." Shap will moderate a "Women@" panel at [M2W® -The Marketing to Women Conference](#). She will be joined by panelists, Suzanne Rumsey, Head of Global Talent Management, TiVo; Mita Mallick, Head of Diversity & Cross-Cultural Marketing, Unilever North America; Renée Rauchut, Creative Content & Media Director, Cadillac and Chalmers Browne, Ally Bank.. [M2W®](#) is an executive learning event that teaches brand marketers how to build more business with women, will be held Oct. 3, 2018, NY, NY, in conjunction with [M2Moms® – The Marketing to Moms Conference](#).



Jen Shap, Agency Development Lead, Google

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Shap explained, “Frequently called, “Women@”, these groups instantly expand networking and collaboration opportunities. They discover new ways to help create a better working environment, cross-pollinate departmental expertise, identify the talent and qualities of rising star females, help attract outstanding women to their companies, open new channels of communication and community among female employees, and develop leadership confidence.”

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growth. A survey conducted in part by The Conference Board reported that in the companies that have the top 20% of financial performance, 27% of the leaders are female,” Shap added. “When women thrive, businesses thrive too. We’ll look at how this concept can positively impact marketing to women efforts.”

“Given the current socio-political environment, I’m sure this session will be one of this year’s highlights” said Nan McCann, M2W® producer. “The audience is comprised of powerful and influential marketing execs and their agencies who control hundreds of millions of brand advertising and communications dollars. They attend specifically to learn how to build better business with women who control 85% of all consumer purchasing. Women’s purchasing power is critical to the success of almost every brand in every major consumer category. Women are today’s power consumers.”

"The audience typically includes companies as diverse as Harley-Davidson, Bayer, Aetna, ESPN, Kraft Foods, Ford, GM, Johnson & Johnson, Kelloggs, Diageo, Walgreens, Wells Fargo, NBA, WebMD, Burton, L'Oreal, ConAgra and Whirlpool," McCann said.

M2W® supports Save The Children. M2W® is presented by Google and supported by Associate Sponsors: AARP and MCCANN WorldGroup, Showcase Sponsors include: Incite, Ask Patty. M2W®'s video resource is Snippies.

For complete conference schedule and information visit: [www.m2w.biz](http://www.m2w.biz) or call 860.724.2649 x13. M2W® is produced by PME® Enterprises LLC, 912 Silas Deane Highway, Suite 101, Wethersfield, CT 06109. PME® [www.pme-events.com](http://www.pme-events.com) is a sales and marketing agency with a special emphasis on events.

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