

ACTION INITIATIVE:

CEO LEADERSHIP AND
SPONSORSHIP OF WOMEN CEOS

ABOUT WBC

The Women Business Collaborative is an unprecedented alliance of over 40 women's business organizations collaborating together to accelerate the pace of change. We are also a movement of millions of executives, business organizations, public and private companies, and the media. We reach our goals by collaborating and coordinating, amplifying and aggregating best practices and thought leadership against Nine Action Initiatives as areas to accelerate change. The CEO Leadership and Sponsorship of Women CEOs Action Initiative specifically aims to increase women's representation in executive roles in all industries.

VISION

Increasing the number of women CEOs matters. The WBC aims to drive diverse representation in senior leadership positions across the business community, as we know companies with women CEOs show an increase in profits and a diverse and inclusive workplace is essential. The Action Initiative partner organizations are committed to increasing the number of CEOs with an emphasis on diversity. They pledge to build the pipeline and change company structures along with using their platforms to showcase women CEOs.

We see success as an increase not only in the number of women as CEOs, but also a rise in the number of diverse CEOs. This includes developing a robust sponsorship program and building the network and awareness of women CEOs across all sectors of business.

OUTLOOK

As of March 2021, the number of female CEOs at Fortune 500 companies stands at 8.4%, and 0.8% of Fortune 500 CEOs are women of color. In general, only 9.5% of female CEOs identify as a woman of color and among them there is only one Black female CEO.

More than half of organizations did not assess a single female candidate when searching for their next CEO according to a 2020 report from leadership consultancy DDI. The study drew data from 55,000 executive assessments including 1,100 CEO candidates over the period of a decade.

GOALS

- 15% of F500 and S&P 500 CEO roles are women by 2025; 20% by 2030
- 10% of female CEO's are women of color by 2025
- Women constitute 20% of those being considered for CEO roles by 2025; 30% by 2030
- 30% of women being considered for CEO roles by 2030 of which 25% are women of color

OUTCOMES

- [Women CEOs in America: Changing the Face of Business Leadership](#)

WBC, C200, and Catalyst publishes the *Women CEOs in America Report*: the first report of women CEOs across public and private companies and continues to track the progress on a quarterly basis.

CHAIRS

Lorraine Hariton, *President and CEO, Catalyst*
Kimber Maderazzo, *Chair of the Board, C200*

PARTNER ORGANIZATIONS

- C200
- Catalyst
- Equilar
- The Executive Leadership Council (ELC)
- Gender Fair

"Collaboration of organizations is imperative to successfully accelerate women's influence in executive positions."

- Lorraine Hariton and Kimber Maderazzo, Chairs
