



WOMEN
in **RETAIL**®

MISSION

BUILT BY WOMEN | MADE FOR WOMEN | DESIGNED TO CHAMPION WOMEN

Women in Retail Leadership Circle (WIRLC) is an exclusive community of women executives at leading retailers and brands. Our mission is to foster leadership development for our members by providing an unparalleled mix of events, content and elite connections.

womeninretail.com



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CEO
Milani Cosmetics



Sharonda Weatherspoon
SVP, STORES/
GLOBAL INCLUSION
Ralph Lauren

WOMEN IN RETAIL OFFERINGS

We reach our community of women executives at top retailers and brands via a variety of different channels.

- In-Person Events
- Virtual Events
- Podcast
- Webinars
- Whitepapers
- Sponsored and Custom Research
- The Inner Circle e-newsletter
- Email
- Total Retail Online
- Online Resource Library

LIVE EVENTS



OCTOBER 2021

JW MARRIOTT MIAMI TURNBERRY RESORT & SPA

Participation in this unique event enables women in leadership positions at retail companies to network, learn from each other and improve business processes. Share best practices with new contacts, discuss industry issues, and find inspiration on how to conquer challenges in both your personal and professional lives.

womeninretailsummit.com



2021 DATES AND CITIES TBD

Join us as we take the Women in Retail Leadership Circle “on the road” for regional, day-long events.

Attendees will hear inspiring keynote presentations from C-level women at enterprise retailers as well as from founders of startup companies disrupting the retail space. In addition to engaging keynote presentations, WIRLC: On the Road events feature thought-provoking panels as well as fun, unique networking opportunities.

ontheroad.womeninretail.com



WIRLS ATTENDEE TESTIMONIALS

The range of topics was great - especially the women-specific leadership components. The event also provided a fabulous forum to meet with other interesting women colleagues.

Jean Wilson, Former CIO, L.L. Bean

This event far exceeded all of my expectations. It was the perfect balance of inspirational, informative, and fun.

Kamille Adamany, Director of Retail Experiences, American Girl

Inspirational presentations with a dose of humility, vulnerability and honesty.

Susanne Kogut, President, The Petco Foundation

Inspiring presentations, great venue, amazing social events, WIRL Team make it so fun and easy!

Sheryl Clark, President and CEO, Beyond Proper

A great event, a great group of leaders. I left re-energized.

Claudia Cividino, CEO North America at Loro Piana

Always the best conference of the year.

Lisa Gavales, Board Director, Bluestem Brands, True Religion Brand Jeans, Forever 21

I look forward to attending this conference all year. The content is amazing - inspirational, meaningful, and highly relevant to women working to shape the retail business.

Christian Rivell, Vice President, Omnichannel at Academy Sports + Outdoors



VIRTUAL EVENTS



MARCH 2021

Women in Retail Leadership Days is one-of-a-kind virtual event designed specifically for women leaders at top retailers and brands. Attendees will tune in for a variety of unique and exciting experiences, including inspirational and informative keynotes, interviews with leading retail executives, on-topic panel discussions, professional development workshops, networking opportunities, fun activations, and much more.

leadershipdays.womeninretail.com



REOCCURRING MONTHLY

The Women in Retail and Total Retail Virtual Exchange features live interviews with leading retail executives on a variety of mission-critical industry topics. These interactive discussions provide valuable insights for retailers as they prepare their organizations to compete in a rapidly evolving retail environment.

mytotalretail.com/virtual-exchange



WIRLD ATTENDEE TESTIMONIALS

High caliber inspiring keynotes and amazing community.

Kecia Hielscher, Chief Marketing Officer, Luminex Home Decor & Fragrance

The WIRL Days (spread over the course of a month) provided enriching and comprehensive perspectives to help and support women in today's challenging business and personal environment. The interactive events and workshops provided a much needed boost and inspiration for our lives - from listening to Diane von Furstenberg to creating French 75 cocktails - this event was exactly what we all need. Sorry to see it end and already looking forward to the next event!

Lori Gildea, CEO, ThePureBag

WIRL Days was definitely an event worth attending. I enjoyed every moment, especially during this pandemic, it was great to hear from and connect with other women in the industry.

Carol Jordan, VP Merchandising, Mason Companies Inc.

At a time when we really needed the power of community, leave it to the WIRL team to host an engaging, inspiring and empowering month of events and to do it seamlessly. Bravo!

Margaret Moraskie, CEO, Levenger Company

I was thoroughly impressed with the virtual Women in Retail Leadership Days event. I loved the format! It gave me something to look forward to each week for an entire month! I will be inviting my colleagues for next year's conference! I was introduced to several important and impactful people and companies I would have missed otherwise.

Allie Geysen, HR Director, La-Z-Boy, Inc.



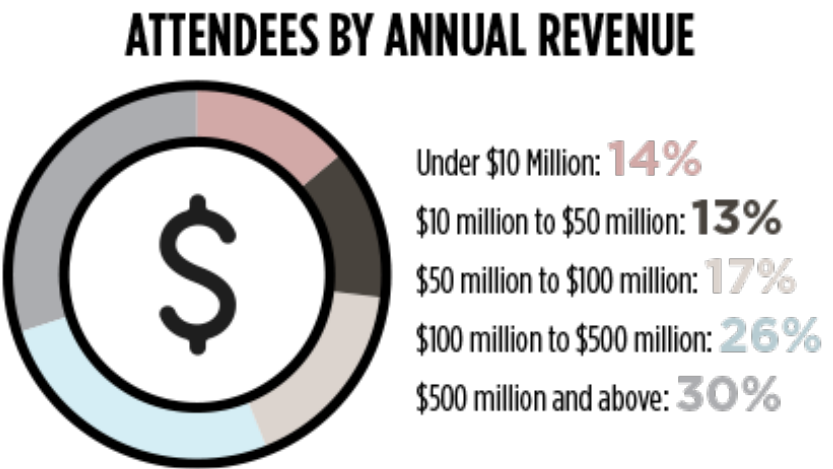
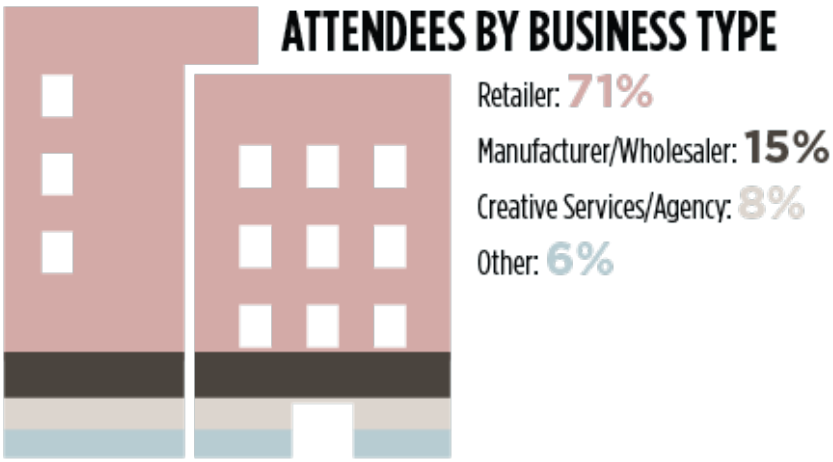
EVENT ATTENDEES

94% OF ATTENDEES

RATED THE WOMEN IN RETAIL LEADERSHIP SUMMIT AS **EXCELLENT OR VERY GOOD**

97% OF ATTENDEES

WOULD RECOMMEND THE WOMEN IN RETAIL LEADERSHIP SUMMIT TO A FRIEND



MEMBERSHIP BENEFITS

Our community is comprised of successful, motivated and passionate women from the entire retail and brand ecosystem who have a strong belief that investing in themselves and in other women is good business. From CEOs with years of experience to directors working their way up, the common thread is women coming together to learn from each other and help each other succeed. Focused on both business strategy and executive professional development, WIRLC offers women leaders the opportunity to network, discuss industry issues and learn how to become better leaders.

As a member you get ...

- A subscription to Women in Retail Leadership Circle's weekly e-newsletter, *The Inner Circle*
- Private, active forums and discussions with fellow members
- Exclusive members-only content (member directory, research, etc.)
- Discounted registration to the annual Women in Retail Leadership Summit (a \$395 value, which is equal to the cost of membership!)
- Discounted registration to WIRLC: On the Road regional events (members attend for just \$99!)
- Free access to Women in Retail Leadership Circle events at industry tradeshows
- Regional meet-ups led by Women in Retail Leadership Circle ambassadors
- Exclusive invitations to Total Retail Roundtable dinners
- Exclusive perks (discounts and more!) with WIRLC partners, including CabinetM, Collaborative Gain, Innovation Women, Traction Tech Council

Learn more about Women in Retail Leadership Circle membership benefits [here](#).



SAMPLE MEMBERS

Elizabeth Allison
Chief Transformation Officer
Neiman Marcus

Suzy Bizantz
President and CEO
Joe's Jeans Inc.

Christie Blomster
Vice President, Consumer Direct Sciences
Nike

Sheryl Clark
President
Boston Proper

Laura Coffey
Chief Financial Officer
The Vitamin Shoppe

Amy Eshuys
**Vice President/General Merchandise
Manager**
**Christmas Tree Shops, A Division of Bed, Beth
& Beyond**

Jennifer Fisher
**Vice President, eCommerce Americas and
Global Digital Brand Commerce**
Crocs

Michelle Garvey
**Executive Vice President and Chief
Information Officer**
J.Crew

Joelle Grunberg
President
**Wolverine Boston Brands, Wolverine
Worldwide**

Traci Hayes
**Vice President Digital, Store Systems and
Omnichannel**
L. Brands

Angela Hsu
**Senior Vice President, Marketing and E-
Commerce**
Lamps Plus

Kelly Kent
**Senior Vice President, Human Resources
Business Partner Operations**
Lowe's

Sharon Leite
CEO
The Vitamin Shoppe

Stephanie Metzler-Paul
Senior Vice President, Digital Marketing
Dunkin' US, Dunkin' Brands

Alycia Mason
Vice President, Digital, Media and CRM
McDonald's

Sarah Wallis
Senior Vice President/General Manager
Old Navy, Gap Inc.

Joice Wirkus
Vice President, Marketing,
Big Lots





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