

# *Women Entrepreneurs Leading Innovation Globally*

## WomenSpeak Webcast

**Wednesday, November 19, 2008  
7:15 PM EST**



## Moderator



**Marilyn Johnson**  
Vice President  
IBM Market Development

- **Extensive management and executive experience**
- **Owns IBM strategy for businesses owned by Asians, Blacks, Hispanics, Native Americans and Women.**
- **Implementing Global Women Initiatives strategy**





**Argentina**



**Japan**



**South Africa**



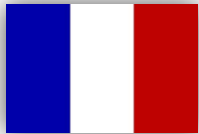
**Egypt**



**Canada**



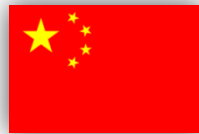
**Italy**



**France**



**Mexico**



**China**



**Germany**



**United Kingdom**



**Singapore**



**Brazil**



**Taiwan**



**Venezuela**



**United States**



**India**



**Pakistan**

l'Inovação

l'innovation

नवपरिवर्तन

neuerung

innowacja

vernieuwing

**innovation**

新方法

új szokás

l'innovazione

la innovación



**innovation** - \i-nə-vā-shən\

Function: *noun*

**1 : the introduction of something new**

**2 : a new idea, method, or device**



## Senior Executive Speaker



**Maria Ferris**  
Director, Global Workforce  
Diversity  
IBM Corporation

- **Friend and advocate for all women workplace issues**
- **Sought after expert on global women programs and challenges**
- **Working mother of two**



## Women Business Owners

### United States

- **There are 10.1 million women owned businesses providing jobs for 13 million people**
- **1.9 million businesses are owned by women of color (Asian, Black, Latina, Native American)**

### Global

- **Women own 1/3 of all businesses worldwide**
- **Women represent 29% of the global population**
- **72% of global women executives are working mothers**



**Chin-Ning Chu**

Author

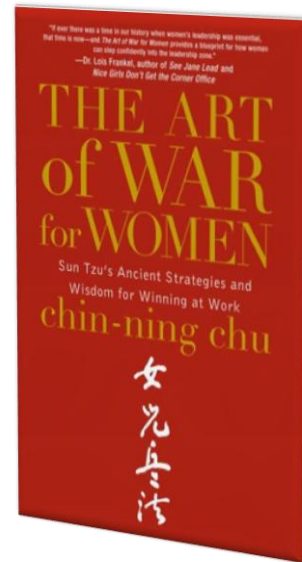
*The Art of War for Women*

President

Asian Marketing Consultants



- **Recognized Master Strategist, Outstanding Author, Eastern Philosopher and Historian**
- **She has authored four books....and she has many more books to write**
- **One of the most "courageous" women we know**





**Chin-Ning Chu**  
Author

*The Art of War for Women*

President

**Asian Marketing Consultants**

- **A Woman of Courage**
- **Keep Chin-Ning in our prayers**
- **Email: [cnc@strategic.org](mailto:cnc@strategic.org)  
[c1911@comcast.net](mailto:c1911@comcast.net)**





**Sharon Hadary**  
Executive Director  
**Center for Women's Business  
Research**

- **Recognized and sought after authority on women in business**
- **Source of data driven knowledge and research to advance women globally**
- **Passionate advocate of market intelligence**





**Hiroko Tatebe**

Founder & Executive Director  
**Global Organization for  
Leadership and Diversity**

- **Recognized advocate for diversity and inclusion in Japanese society**
- **Has built numerous alliances between Tokyo and the West**
- **Significant knowledge and experience in global financial and banking industries**





**Elizabeth Thornton**  
Chief Diversity Officer  
Entrepreneurship Faculty  
Babson College

- **Unique combination of corporate, entrepreneurial and academic experience**
- **Leveraging and bridging the "needs of entrepreneurs" with "needs and resources of corporate America"**
- **Passionate advocate of entrepreneurs and women in business**





**A small idea that has turned  
into a big innovation over the  
past ten years!**



# Can “going green” help entrepreneurs innovate, save money and leverage new markets?



# Innovation Tips

***In a Web 2.0 world business begins with a click. Blogs, podcasts, videos and other forms of social media help transform these clicks into long-lasting business relationships.***

**--- Brent Leary  
Social Media Expert  
[www.BrentLeary.com](http://www.BrentLeary.com)**





**Chin-Ning Chu**

Author

***The Art of War for Women***

President

**Asian Marketing Consultants**

### **Innovation Tip**

An idea unexpressed remains just a thought. It takes courage to provide solutions. Dare to share the gift of creativity you were given or the world will never know what it may be missing.

-- Chin-Ning Chu

[www.ChinNingChu.com](http://www.ChinNingChu.com)

[www.TheArtofWarForWomen.com](http://www.TheArtofWarForWomen.com)

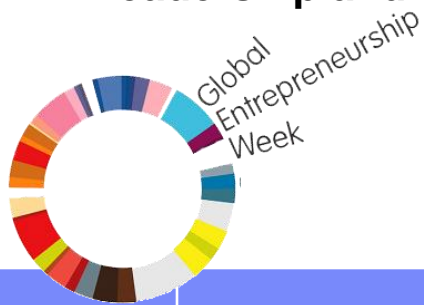
[cnc@strategic.org](mailto:cnc@strategic.org)





**Hiroko Tatebe**

Founder & Executive Director  
**Global Organization for  
Leadership and Diversity**



**Innovation Tip**

Be true to yourself and pursue your passion!

-- Hiroko Tatebe  
[www.GOLDleaders.org](http://www.GOLDleaders.org)



**Elizabeth Thornton**  
Chief Diversity Officer  
**Entrepreneurship Faculty**  
**Babson College**

### Innovation Tip

Objectivity is a principle for entrepreneurial success! Entrepreneurs must learn to be objective about themselves, their team, the marketplace and the needs of their customers.

-- Elizabeth Thornton  
[www.babson.edu](http://www.babson.edu)





**Sharon Hadary**  
Executive Director  
**Center for Women's Business  
Research**

### Innovation Tip

Technology has removed the barriers of time and geography – allowing us to benefit from the insights, expertise and perspectives of a more diverse group of people – regardless of where they are. This makes our organizations and the work we do richer and more powerful.

-- Sharon Hadary  
[www.cfwbr.org](http://www.cfwbr.org)



# Questions & Answers



# A SPECIAL THANKS TO OUR SPEAKERS!



**Chin-Ning Chu**



**Sharon Hadary**



**Hiroko Tatebe**



**Elizabeth Thornton**

