A brief introduction
Advancing Female Leadership

The mission of Leading Executives Advancing Diversity (LEAD Network) is to attract, retain and advance women in the retail and consumer goods industry in Europe through education, leadership and business development.

LEAD Network is convinced organisations can create more sustainable value by leveraging the full talent pool. Our Vision is a diverse workforce where both men and women are enabled to contribute their full potential and lead their organisations to the next level of value creation.

Today, our membership consists of 7,000+ senior executives, representing 200+ manufacturers and 100 retailers (March 2020).

We are a non-profit organisation and our focus specifically on Retail and CPG industry only is unique within Europe.

We believe that advancing more women to take on leadership roles is required to face actual business challenges. Our members participate at our Webinars, local roundtables and our annual event to advance their skills, enjoy discussion, to network and to plan the future.

“I believe that wisest decision-making comes from a diverse team whose members complement each other, not just a group of expert problem solvers. Companies that have a healthy blend of men and women in their top ranks outperform those who do not.”

Mick Broekhof, Co-Founder of LEAD Network and Managing Partner Kalypso

Sharon Jeske, Executive Director LEAD Network
Why take action?
Gender balance is essential for facing the 21st Century business challenges

Comprehensive research demonstrates the positive impact of gender balance on:

- **Bottom-line results**: Gender-balanced boards drive better bottom-line results
- **Innovation**: Gender-balanced organizations have better corporate governance, make better decisions, and are more innovative
- **Market development**: Women are a partly undiscovered market opportunity
- **Talent pool**: Women are (at least) half of the available talent pool

**LEAD Network objectives**
- Support, mentor and connect (future) executive women to success
- Raise awareness, educate and support gender diversity plans in our business

**LEAD Network scope**
- Female and male
- Manufacturing, Retail & Food Service in CPG
- European Geography

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“Those who want to translate consumer needs in management decisions, cannot ignore diversity. The conditions are favourable: There are plenty of women in the talent pipelines.”

Veronika Pountcheva, Senior Vice President, METRO AG

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**Progress of female talent to the top is slow**

**EU Leadership Representation**

- **Chair of the board**: 4.4%
- **Board Members**: 16.6%
- **University Graduates**: 60%

(Source: European Commission April 2013)

Research proves that the emotional and behavioral barriers are the hardest to overcome. Putting only a quota in place will not solve the gender balance issue.
Are you enthusiastic?
You’re not the only one

Member Benefits

- Currently free membership
- Networking opportunities for female & male senior leaders & executives to help you advance your career
- Access to programmes with learning opportunities for business leaders
- Access to skill-building events
- Potential talent pool for future female senior leaders & executives
- Insights in examples of implementation of (gender) diversity programs to apply to your organisation
- Support people engagement

Join now to discover LEAD and go to www.lead-eu.net to sign up.

“LEAD allows me to build valuable business connections, make new friends and tap into advice and expertise that otherwise I wouldn’t be able to get hold of that easily. Establishing a strong network is an investment in yourself and in your business. It takes time, but I believe it can yield great results for years to come personally and professionally.”

Mascha Leijten, Marketing and New Business Development Director at Lamb Weston / Meijer
By the members, for the members
Driven by the LEAD Network Advisory Board

LEAD Network Advisory Board Chair
Helayne Angelus
Partner at Kalypso

Rami Baitieh
CEO, Carrefour Spain & Member of Carrefour Group Executive Committee

Elaine Bowers Coventry
Chief Customer and Commercial Officer
The Coca-Cola Company

Paul Campbell
Senior Vice President, Supply Chain Europe, PepsiCo Europe

Sarah Chartrand
SVP Talent, Leadership & Diversity
Ahold Delhaize

Myriam Cohen-Welgryn
Regional President Mars Petcare Europe

Béatrice Dupuy
Vice President – Sales and GM
Israel, West Bank & Gaza
Procter & Gamble

Hanneke Faber
President Europe
Unilever

Veronika Pountcheva
Sr VP at METRO AG

Sam Simister
Future Development Director, Innocent Ltd

Diane Tucci
VP, Country Manager Costco Wholesale Spain, S.L.U.
Become a LEAD Network supporter

By supporting LEAD Network, you will be positioned as a strategic driver in our movement to advance women leaders in our industry. Your company will be recognized as a catalyst for change and an advocate of women’s leadership. We will help you to gain insights and establish connections to strengthen your diversity network and to help develop your leaders through learning, events, networking and sharing best practices.

LEAD Network Partners

To learn more about the benefits of the LEAD Network Bronze, Silver, Gold or Foundation Partnership Opportunities please contact:

Sharon Jeske at sharon.jeske@lead-eu.net

Mick Broekhof at mick.broekhof@lead-eu.net
Status 2020

7,000+ senior executives representing 200 manufacturers and 100 retailers

Note: Logos indicate companies represented in our current membership.
Women are an important part of the decision making process in the business world. If we as women do not take an active role, we choose to let opportunities pass us by. The LEAD Network helps to empower women through learning, building awareness, and making connections with others. The time to take action is now. The waiting game is over.

Diane Tucci, Vice President, Country Manager Costco Wholesale Spain, S.L.U.
Calendar & upcoming activities 2020

**Local Roundtables**
A perfect opportunity to meet members face to face, listen to inspiring keynote speakers and introduce new people to the LEAD Network and our purpose.

- LEAD Network Webinar - 21st April - Is putting on a brave face the right way to lead through the COVID-19 crisis?
- LEAD Network Webinar - 29th April - Grow your Pie
- LEAD Network Webinar - 15th May - Recruiting for Balance
- LEAD Network Event Istanbul 2020 - 7th & 8th October - Istanbul

View calender at: [www.lead-eu.net/event-calendar/](http://www.lead-eu.net/event-calendar/)

**Inspirational articles and videos**
Interviews with executives from the LEAD Network and role models.

**Special interest sessions**
Retailer project on “How to make the topic of diversity more relevant for men”.

**Job bank**
Find a job and post a job for members of LEAD Network.

**Mentorship programme**
Meeting place for mentors and mentees.

“At a LEAD meeting I met someone who helped me a lot on better ways to structure a large design workshop, and I was able to help someone else to bring an outside perspective in their board meeting on innovation strategy, which was fun and rewarding for both. I understand now what a network can do and how it brings value for those actively involved!”

Inge Terpstra, Production Director, TioFarma
Make change happen

How would you like to contribute?

There are many opportunities to get involved. Make a difference, help drive LEAD Network’s mission and join one of our committees or project working groups. We look forward to hearing your ideas.

What’s in it for you?

LEAD Network offers the opportunity to learn, exchange, bring back ideas to your business and make a change in the industry. By taking on an active role, you’ll personally contribute to the movement of advancing women leaders in the retail consumer goods sector. As agents of change, we’ll help transform the industry, one step at a time.

LEAD Network offers excellent opportunities for personal and professional development. This is your opportunity to build your own network and tap into a quality organization of top industry leaders. The more you contribute and get involved, the more value you’ll get from your experience.

Contact

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