



**Women in ETFs launches the Speaker's Bureau:
Creating a dynamic pipeline of public speakers for the ETF industry**

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Women in ETFs (WE) is launching the WE Speaker's Bureau. WE is a thriving organization, supporting the success of women in the global ETF industry. The WE Speaker's Bureau is aimed at helping event organizers and media outlets reflect the diverse talent and expertise in today's ETF industry.

WE's speaker's bureau's ***goals are modest overall but ambitious given current conditions: increase women's representation among presenters at industry conferences to 25% within the next 18 months.*** Major ETF conference organizers, Inside ETFs, Morningstar and IMN, have endorsed and partnered with WE on the Speaker's Bureau initiative.

The WE speaker's bureau is also working to increase women's representation in the financial media.

WE Speaker's Bureau will provide a registry of knowledgeable and accomplished women in the ETF industry, highlighting: ETF industry experience, areas of expertise, publications, speaking experience, and style. *"The WE Speaker's Bureau will provide conference organizers with access to well-qualified women speakers. We are excited about raising awareness and shrinking the gender gap at industry events and in the financial media," Elisabeth Kashner, Director of ETF Research at Factset and WE Speaker's Bureau Advocate.*

WE is committed to providing events and training to develop the next generation of well-qualified speakers. WE will be focused on providing opportunity for younger members and rising stars at WE events in order to grow the bureau's pipeline. As Jillian Del Signore, Head of ETF Distribution at JP Morgan Asset Management and Co-President of Women in ETFs notes, *"Since its inception in 2014, Women in ETFs has endeavored to create opportunities for the professional advancement of women. We continue that legacy with our commitment to*

providing opportunities to develop the oration and communication skills of our members to the benefit of the ETF Industry.”

Speakers are nominated by two WE members and are vetted through a comprehensive process to assure the recommendation of high quality speakers. All WE members are encouraged to take advantage of speaker training and experiences through WE and their own firms. The bureau also works with our WE corporate sponsors to showcase their deep benches and to enrich the industry dialogue.

Please contact us if your organization is in need of a great speaker. We can work with you to identify talented women for your event or media opportunity.

ABOUT WOMEN IN ETFs

Women in ETFs is the first women’s group for the ETF industry. Founded in January 2014, WE is a non-profit organization that brings together over 4,300 members, including women and men, in chapters in major financial centers across the United States, Canada, EMEA and Asia Pacific to further the careers of women by leveraging our collective skill and ambition. Women in ETFs brings together women and men in the ETF industry to connect, support, and inspire. To learn more about our organization and mission please visit womeninetsfs.com.



WomeninETFs.com



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