



Women in Innovation: Business and Commerce

Moderator: Judith C. Giordan

Organizer: Janet L. Bryant

Boston Convention & Exhibition Center, Room 51

August 18, 2015

1:30pm – 4:00pm

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WHY ARE WE HERE?

I MEAN, HAVEN'T WOMEN "MADE IT" ALREADY IN BUSINESS AND COMMERCE?

IN MANY WAYS WE HAVE, BUT FOR WOMEN IN STEM, WE HAVE A WAY TO GO....

Women are the **most valuable** and **most underutilized resource** in the GLOBAL economy

By 2011 women
controlled 1% of
global Wealth

Empowering Women – a CORE IMPERATIVE



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WOMEN IN THE WORLD

Hillary Clinton: Empowering Women is a 'core imperative'

By Holly Bailey, Yahoo! Staff | Women In The World – 4 hours ago

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Marc Bryan Brown for Women in the World

NEW YORK—Hillary Clinton delivered a rousing speech on women's rights Friday, insisting that empowering women is a "core imperative" for society if the United States is to enjoy economic success and remain a global leader.

Speaking at the Women in the World Summit organized by Tina Brown, editor-in-chief of Newsweek The Daily Beast, Clinton acknowledged women "have come so far" in areas including politics and in the workplace. But she called gender equality the "unfinished business of the 21st century"—not just in developing countries, but in the U.S., where women continue to be "marginalized" when it comes to access to education and their ability to receive a salary equal to their male peers.

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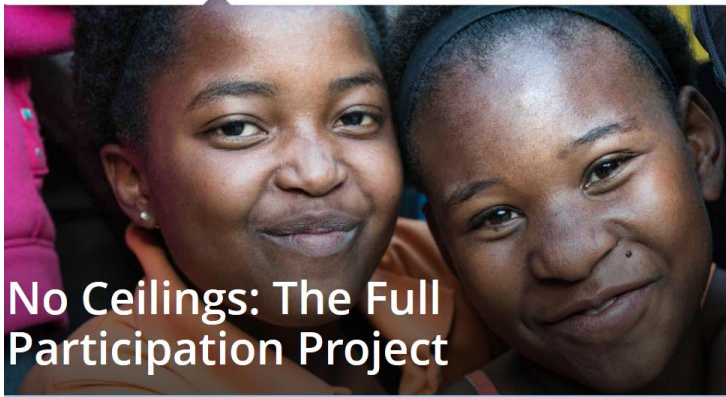
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Tweets @WomenInWorld

Women in the World @WomenInWorld
"We as businesses need to government at all levels to r It's all about these linkages #wiw13

DVF @DVF
Waiting for Diane to speak! @LaraSpencer at @Wome instagram.com/p/Xu_wBOq Retweeted by Women in Expand

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No Ceilings: The Full Participation Project

Women are the **most valuable** and **UTILIZED** resource in the US and DEVELOPED WORLD economies

MODERN DONOR MY NICHOLS' WORTH
UNDERSTANDING THE INCREASING AFFLUENCE OF WOMEN
Judith E. Nichols, Ph.D., CFRE

The American Association of Fundraising Council Trust for Philanthropy estimates that women's charitable giving has increased by more than \$15 billion since 1996. Yet, most organizations still focus their fundraising efforts more heavily on men.

Globally, women's economic power is soaring. Women make 80 percent of all buying decisions around the world. In the United States women are, in effect, (one of the) largest national economies on earth, larger than the entire (!) Japanese economy.

•Women control most of the spending in the household - about 80 percent.

Still not convinced? In *The Power of the Purse: How Smart Businesses Are Adapting to the World's Most Important Consumer -- Women*, (Pearson/Prentice Hall 2006), author Fara Warner asserts that:

- Women account for more than 50 percent of all stock ownership in the United States. By 2010, women will account for half the private wealth in the country, or about \$14 trillion. By 2020, you can expect that number to reach \$22 trillion as wealth continues to

Women account for >50% of US stock ownership and when women of equal education, abilities and similar social status are compared *pay disparity disappears!*

- Women control or influence 67 percent of household investment decisions. Forty-three percent of Americans with \$500,000 or more in investable assets are women.
- Women control 48 percent of estates worth more than \$5 million.

http://www.supportingadvancement.com/vendors/canadian_fundraiser/articles/womens_affluence.htm

Women are the **most valuable** and **UTILIZED** resource in the US and DEVELOPED WORLD economies

Women control more than half of the investment wealth in the U.S., according to [Mary Quist-Newins](#) author of *Women and Money: Matters of Trust*.

The number of wealthy women in the U.S. is growing twice as fast as the number of wealthy men.

- Women represent more than 40% of all Americans with gross investable assets above \$600,000.
- **45% of American millionaires are women.**
- 48% of estates worth more than \$5 million are controlled by women, compared with 35% controlled by men.
- 60% of high-net-worth women have earned their own fortunes.

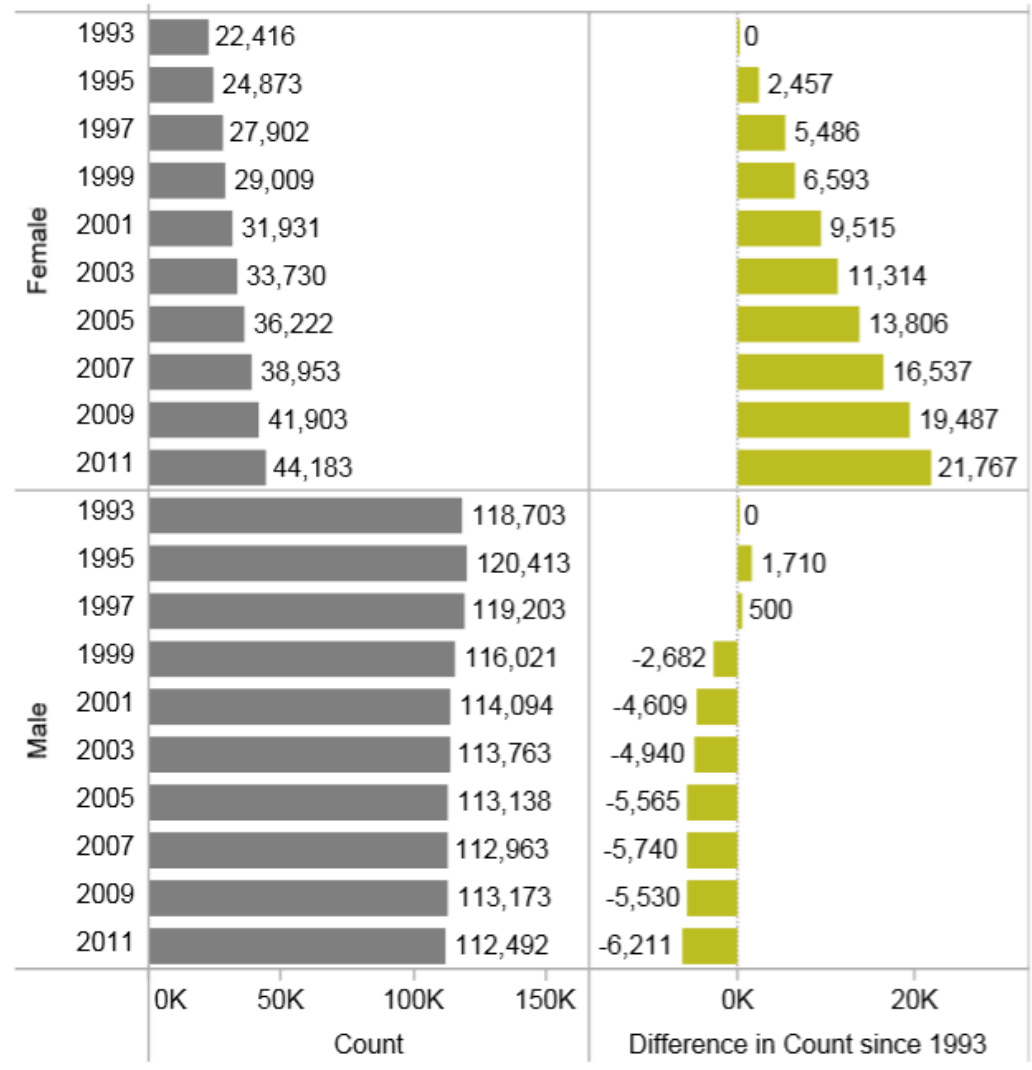
Some estimate that by 2030, women will control as much as two-thirds of the nation's wealth.

And it is going **WELL** for academe

Women in the Academic Pipeline for Science, Technology, Engineering and Math: Nationally and at AAUDE Institutions April 2013

<http://aaude.org/system/files/documents/public/reports/report-2013-pipeline.pdf>

Figure 4. Number and cumulative change in number of full professors by gender



What Women *Can and are Doing*: Start ups

The number of \$10-million-plus women-owned firms increased by 57% — *a growth rate nearly 50% more than \$10-million-plus firms overall*, [Growing Under the Radar: An Exploration of the Achievement of Million-Dollar Women-Owned Firms.](#)

% of VC deals going to women-led businesses was 13% in the first half of 2013. Nearly a 20% jump over 2012, according to [Pitchbook](#), a venture-capital research firm.

U.S. ranked #1 among the top 17 countries on having the conditions that foster high potential female entrepreneurship, according to [Gender-Global Entrepreneurship Development Index \(GEDI\).](#)

<http://www.forbes.com/sites/geristengel/2014/01/08/11-reasons-2014-will-be-a-break-out-year-for-women-entrepreneurs/>

But what about **WOMEN IN STEM**



What **STEM** Women Can *and are* Doing: **Industry**

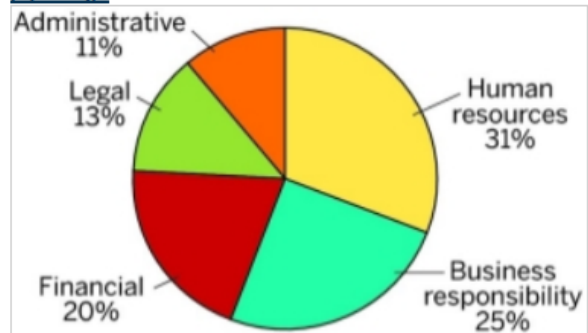
Women In Industry

C&EN's annual survey finds an influx of women at the top of chemical firms, b

By [Alexander H. Tullo](#)

Department: [Business](#) | Collection: [Women in Chemistry](#)
Keywords: [women](#), [executives](#), [directors](#), [survey](#), [women in industry](#)

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Women in executive positions in 2013 = 45

GENDER ROLES

Human resources is the dominant role for female executives in the chemical industry. NOTE: Data are based on the companies listed on page 19.

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2012.

- Increases in women in top positions bring female representation in the **chemical industry close to levels seen in the corporate world at large.**
- Of the 407 board of director positions that exist at 42 public chemical firms, **14.5% are held by women...** considered a sharp increase from the 13.6% share C&EN found in 2012.
- women serving as **executive officers increased significantly** since 2012. Of the 406 executive officers, **11.1% are women, up from 9.9% a year earlier.**

What **STEM** Women Can *and are* Doing: **Women Owned**

Distribution of women-owned firms by industry sector

- 17%: health care or social services-related
- 16%: Other Services e.g. pet care, beauty salons
- 14%: Professional services e.g. professional/scientific/
technical services
- 13% administrative support and *waste management*
- 10%: retail trade,

- **FASTEST GROWING industry? *Have a guess.....***

EDUCATION

American Express 2015 State of Women Owned Business Report
http://www.womenable.com/content/userfiles/Amex_OPEN_State_of_WOBs_2015_Executive_Report_finalsm.pdf

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Today's speakers



Janet Bryant
Researcher,
PNNL



Judy Giordan
Managing Director,
ecosVC; Co-founder,
Chemical Angel Network



Bonnie Fendrock
Co-founder & CEO,
Cyta Therapeutics



Marcia Stone
Co-founder & Managing
Partner, GGS Venture
Partners; Golden Seeds



Marta Piñeiro-Núñez
Director, Open
Innovation Drug
Discovery, Eli Lilly &
Company



Dawn Mason
Manager, Portfolio &
Special Projects, Eastman
Chemical Company;
Chair, ACS CA

Bonnie Fendrock



Bernadette “Bonnie” C. Fendrock is a life science entrepreneur and executive. Currently, she is the CEO and Co-founder of Cyta Therapeutics, a spin-out from UMass, Amherst. Cyta is developing targeted nanotherapeutics based on the novel polymer chemistry of Dr. S. “Thai” Thayumanavan. Cyta’s X-actogels are a nanogel technology with a wide range of clinical applications; ovarian cancer is an area of initial focus. Prior to Cyta, Ms. Fendrock was co-founder and CEO of Hepregen Corporation, a venture backed, commercial stage, MIT technology spin-out.

Ms. Fendrock is a member of Golden Seeds, is a Director, Executive Women Series, for the Boston Chapter of the Healthcare Businesswomen’s Association (HBA) and has been a mentor for many entrepreneurs.

She has a BA in Molecular Biology from Wellesley College, an SM in Interdisciplinary Science from MIT, and an MBA from The Wharton School, University of Pennsylvania.

Dawn Mason



Dawn Mason is currently a Portfolio and Special Projects Manager at Eastman Chemical Company, where she keeps watch on a multimillion-dollar technology portfolio. She has held a number of managerial positions and successfully led a variety of technology groups contributing in areas from catalysis to polymer modification and from technical service to process improvement. She is the chair for the ACS Committee on Corporation Associates and is a member of the ACS Leadership Advisory Board.

She has a Ph.D. from Texas A&M University in Chemistry, and a BS in Chemistry from the University of Missouri – Columbia.

Marta Piñeiro-Núñez



Marta Piñeiro-Núñez is the Director of Open Innovation Drug Discovery (OIDD) at Eli Lilly and Company, an American global pharmaceutical company headquartered in Indianapolis, Indiana. She has been with Eli Lilly since 1997, starting as a medicinal chemist in cognition, cardiovascular disease and psychosis projects and lead generation. In 2009 Marta launched the initial open innovation program and website at Eli Lilly and was awarded

the Lilly Research Labs President's Award; in 2012 she was named the Director of the OIDD. Marta has served as the President of the Organization of Latinos at Eli Lilly since 2014.

She has a PhD in Organic Chemistry from Indiana University, and a BS in Chemistry from University of Santiago de Compostela in Spain.

Marcia Stone



Marcia Stone is a scientist, inventor and entrepreneur. She is the Co-founder and Managing Member of GGS Venture Partners, a venture firm that invests in companies and cutting-edge consumer products that solve problems and improve people's lives, and is part of both Golden Seeds and Boston Harbor Angels.

Dr. Stone was the Founder, President and CEO of Hybrivet Systems, Inc., where her focus was on utilizing chemical methodology, monoclonal antibody technology and methods of biotechnology as the basis for diagnostic products. Dr. Stone manufactured Hybrivet's flagship product, LeadCheck[®], which detected lead contamination.

She has an PhD in Organic Chemistry from Northeastern University.

Janet Bryant



Janet Bryant is a Systems & Science Policy Analyst and project manager at the Pacific Northwest National Laboratory, where she has been innovating for over 30 years. She uses her knowledge of human capital and organizational development to deliver Lens of the Market[®] training.

Janet chairs the American Chemical Society (ACS) Chemical Innovation and Entrepreneurship Council (CIEC). She received the prestigious Federal

Laboratory Consortium's Excellence in Technology Transfer Award for successful commercialization, and has been elected an ACS Fellow and ACS Richland Section "Chemist of the Year" for 2013

Judy Giordan



Judy Giordan is the co-founder of the Chemical Angels Network, Managing Director of ecosVC, Inc., an entrepreneur and former Fortune 100 executive. Judy serves as board member, co-founder, advisor and investor in seed and early stage start-ups.

Her previous executive positions include Vice President and Global Corporate Director of Research and Development at International Flavors and Fragrances, Inc.; Vice-President Worldwide

Research and Development for the Pepsi-Cola Company, the global beverage arm of PepsiCo, Inc.; Vice President Research and Development, Henkel Corporation, the North American operating unit of the Henkel Group; and co-founder and managing partner of 1EXECStreet, a successful San Francisco based boutique executive search firm. She has also held management and technical contributor positions at Polaroid and ALCOA and has served with the National Science Foundation as Program Director for the IGERT Program.

Question 2:

- **WHAT ARE THE TOP 3 “KEY PIECES OF ADVICE”** you would give to anyone and especially any **WOMAN** who wants to achieve *success in commercializing science*?



Let's HEAR FROM YOU!





Women in Innovation: Business and Commerce
THANK YOU!!!

PLEASE FILL OUT THE SURVEY!

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