

Charlotte Beers

Legendary Advertising CEO and Former Under Secretary of State for Public Diplomacy and Public Affairs

Winning Women. Studies have shown a shocking evolution in working women. A huge number are paralyzed mid-career, unable to make significant inroads into leadership positions. Traditional management intervention is often ineffective. Charlotte Beers, the legendary advertising exec and former chairman of both J. Walter Thompson and Ogilvy & Mather, leads a dynamic session filled with strategies that will give women the insight and vision to break into the leadership circle. With gathered lessons from her workshops and personal anecdotes from her own successful career, Beers reveals shortcuts that help women assess not only what they have to offer, but also the steps to successfully present their unique qualities.

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