



Driving change for every woman, everywhere  
21 years of everywoman

A photograph of Kamala Harris speaking into a microphone. She is wearing a dark blue blazer and a patterned scarf. The background is dark, and the lighting is focused on her face and the microphone.

“What’s important for my daughter to know is that... if you are fortunate to have opportunity, it is your duty to make sure other people have those opportunities as well.”

**Kamala Harris, US Vice President-elect**

*Image credit: Isaac Hoops / Shutterstock.com*

# Message from the founders

2020 marks 21 years of everywoman advancing women in business. Over the past two decades the business case for diversity has gained momentum and we have witnessed a huge cultural shift as women have been granted greater protection, rights and opportunities in the workplace.

Through the work of everywoman, women have been supported with professional development and access to role models along with a growing international network of professional men and women all committed to the goal of inclusion. These have provided opportunities for women to gain the recognition they deserve. However, as we celebrate the milestones of the past 21 years, there remains much to do.

Covid-19 threatens to derail the progress that has been made, but at the same time it provides an unforeseen opportunity to re-write the rule book. The world has adapted to an agile and flexible approach to work, with women benefitting from this as they continue to hold the lion's share of family care.

We hope that, in this 21st anniversary year for everywoman, you will see the difference our work has made and continues to make to thousands of women in the UK and, increasingly internationally. We are committed to working towards a goal of equality in the workplace and we will achieve this by supporting the pipeline of talent at all levels, providing insights, networks and inspiration.

We cannot achieve this without the backing of our numerous partners, supporters and role models who have joined us on our journey and whom we wholeheartedly thank for their continued belief in everywoman and our work.

*Karen & Maxine*

**Co-founders, everywoman**



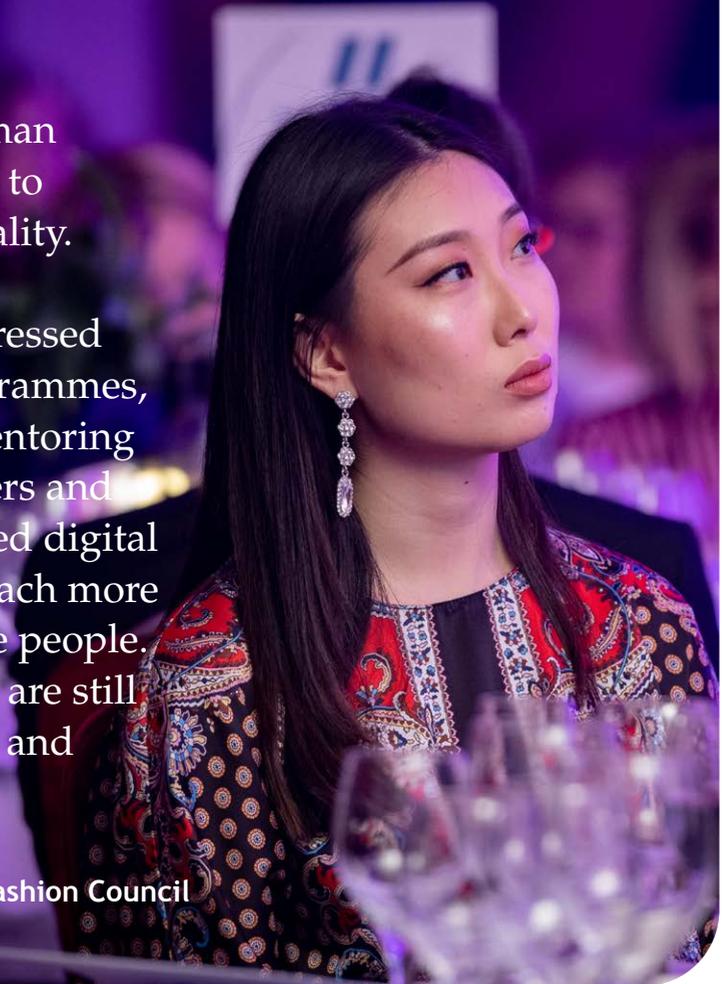
*“I am extremely proud to be everywoman’s patron and part of such an amazing group that so actively promotes the merits and talents of women and the vital contribution they make to the economy.”*

**Dame Mary Perkins  
Co-founder, Specsavers**

“We need everywoman now more than ever to address gender equality.

I am incredibly impressed by the support programmes, online resources, mentoring and awards it delivers and how it has accelerated digital transformation to reach more businesses and more people. It is no wonder they are still leaders in their field and going strong.”

Caroline Rush CBE  
Chief Executive, British Fashion Council



UK's first  
online  
platform for  
women in  
business

21

years of driving  
gender diversity  
and inclusion

170K

participants  
in learning  
programmes



Over 500  
million media  
impressions  
annually

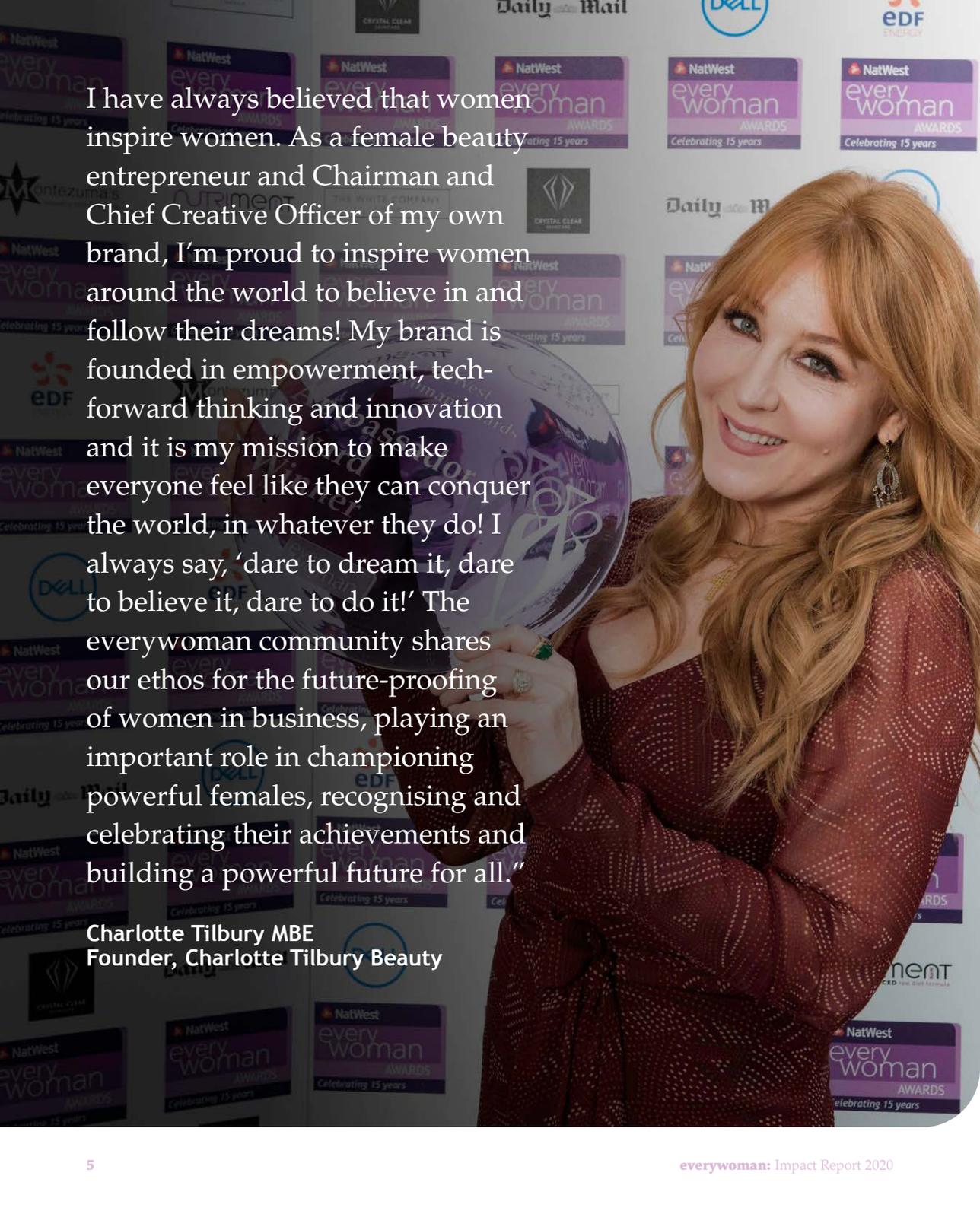


“everywoman’s engagement added real credibility to the Naval Servicewomen’s network’s first conference and set the seeds for servicewomen to find their own space and voice in the Royal Navy. Collaboration with everywoman will be a significant boost for our women and for the MOD as a whole.”

**Commodore Eleanor Ablet MBE RN**

## What we do

everywoman is a global platform for women in business that drives positive change by empowering women to achieve their professional potential. everywoman has supported thousands of women worldwide in establishing businesses and progressing their careers. Working with leading corporations and organisations, everywoman improves their productivity and performance through diversity insights to unlock female potential resulting in economic and societal gain. Through cross-industry awards and forums everywoman has created thousands of female role models and inspired generations of future leaders.

A photograph of Charlotte Tilbury, founder of Charlotte Tilbury Beauty, smiling and holding a large, clear award trophy. She is wearing a dark red, long-sleeved, sequined dress. The background is a wall covered with logos for the NatWest every woman AWARDS, including the NatWest logo, the award name, and the text 'Celebrating 15 years'. Other logos visible include Dell, EDF, and Crystal Clear.

I have always believed that women inspire women. As a female beauty entrepreneur and Chairman and Chief Creative Officer of my own brand, I'm proud to inspire women around the world to believe in and follow their dreams! My brand is founded in empowerment, tech-forward thinking and innovation and it is my mission to make everyone feel like they can conquer the world, in whatever they do! I always say, 'dare to dream it, dare to believe it, dare to do it!' The everywoman community shares our ethos for the future-proofing of women in business, playing an important role in championing powerful females, recognising and celebrating their achievements and building a powerful future for all."

**Charlotte Tilbury MBE**  
Founder, Charlotte Tilbury Beauty

everywoman launches

1999

Government publishes Listening to Women strategy

National Conference programme launched with IBM

2001

Introduction of Sex Discrimination Act

2002

Inaugural NatWest everywoman Awards

2003

Employers required to consider flexible working for parents of young children

Advises government on framework for women's enterprise

2005

Discrimination Law Review

Introduces corporate leadership and development programme

2006

Work and Families Act extends paid maternity leave

Gender Equality Duty introduced

2007

Women's employment at 65.5%

Launch of: everywoman in Retail Awards; everywoman in Transport and Logistics Awards

2008

Lord Davies recommends 25% women board members in FTSE 100

Publishes 10-year manifesto  
Founders awarded MBE

2009

Shared parental leave introduced

Launch of Modern Muse to showcase career opportunities to 1m women and girls

2010

Launch of everywomanAmbassadors, connecting senior women in business

2011

Hampton Alexander Review recommends 33% executive positions in FTSE 100 filled by women; Gender Pay Gap reporting becomes mandatory

Launch of everywoman in Technology Awards and everywoman in Tech Forum

2012

Launch of everywomanNetwork, a digital learning platform

2013

#MeToo movement against sexual harassment

Produces Focus on the Pipeline report

Co-founds Black British Business Awards

2014

Retaining and Advancing Women in Business: A Model For Success report

2016

#TimesUp – global movement against sexual harassment in the workplace

Launches everywoman of Influence programme for women in tech

Women's Business Council recognises everywoman's commitment to advancing women in business

2017

Launch of everywoman in Travel Awards

2018

Women's employment at 72.7% – a record high

everywomanNetwork expands internationally with events in North America and India

2019

everywoman appoints Advisory Board to support global expansion

Rapidly expands digital programme for the technology, retail, entrepreneurs and T&L industries

2020

There are over 30,000 active members of the everywomanNetwork located in 116 countries worldwide, benefitting from over 2,000 dedicated learning and development resources

In a 2020 poll of everywoman members:

**96%** say they participate in business networking and over one third consider it essential for career progression

**88%** would recommend everywoman to their colleagues, employers and peers

**73%** consider personal development initiatives as vital for career progression

**7 in 10** believe their experience of everywoman will help them progress their career

**99%** agree that role models are inspiring with **36%** citing them as providing the confidence to make decisions they otherwise would not have taken



## Jacky Wright Chief Digital Officer, Microsoft

GLOBAL LEADER, INNOVATIVE TECHNOLOGIST AND ADVOCATE FOR BAME WOMEN IN STEM.

Jacky's career spans multiple industries. She has been widely recognised for her many contributions in technology and to diversity. Whilst on civic leave from Microsoft, Jacky led HMRC's digital transformation to create one of the most digitally advanced tax authorities in the world.

“everywoman has always been at the forefront of diversity and inclusion. I am especially proud of their work to champion the power of role models to inspire other women and girls in pursuit of careers in tech through the everywoman in Technology Awards. Expanding on that experience, they co-founded the Black British Business Awards, another hugely important programme. everywoman is always at the forefront of initiatives that deliver real impact.”

# Judith McKenna

## President and CEO, Walmart International



RETAILER, FINANCIAL DIRECTOR, LOGISTICS AND E-COMMERCE SPECIALIST.

Judith is responsible for more than 6,000 retail stores and 700,000 associates across 26 countries. Her Academy Stores program trained 250,000 people in its first year and under her tenure she launched Online Grocery Pickup in more than 1,100 US stores. Judith received the everywoman in Retail Woman of the Year Award in 2012.

“I believe passionately that all girls and women can flourish in their careers if they have access to leadership development opportunities, supportive mentors and sponsors, and a strong network. This is the true value of everywoman - its ability to bring together women of all ages, backgrounds and skills to share their experience of success and failure, and to provide support to others as they navigate their professional journey.”



## Rebecca Salt Director, Global Initiatives, Amazon Transportation Services

GLOBAL MARKETING AND COMMUNICATIONS LEADER, EXPERT IN ENGAGEMENT THROUGH CHANGE AND ADVOCACY.

Rebecca has worked in the Logistics industry with Exel and DHL for the past decade. In that time her career has focused upon providing communications and marketing support across the global business. This includes a diverse and wide range of activity and has recently included change management and supporting the business to attract, develop and retain employees.

“I started working with everywoman 13 years ago when the Transport & Logistics Awards were conceived. At that time we were having challenging conversations with male peers as we navigated how to make the industry a competitive and appealing place for women to start and flourish in their careers. everywoman created a platform that was fully inclusive and engaging for both men and women. By spotlighting authentic female role models across the industry, everywoman has helped more and more women step into roles and have innovative and dynamic careers.”

Since 2003, everywoman has organised awards programmes which recognise women at every stage of the talent pipeline. Today, everywoman's awards celebrate female success in enterprise, technology, retail, transport & logistics, and travel. Collectively these programmes have generated over **1,000 role models**, of which **over 100** have been recognised by the British honours system.

**A 2020 poll of former awards winners found that:**

**76% agree that their everywoman award has positively impacted their career**

**63% say their award has improved their personal and professional confidence**

**41% cited the award as a platform to connect to inspiring business figures**

**88% would recommend the experience to others**



## Chrissie Rucker OBE Founder, The White Company

CHRISSIE WAS NAMED EVERYWOMAN AMBASSADOR IN 2015 AND CO-CREATED THE BRAND OF THE FUTURE AWARD WITH EVERYWOMAN.

“I am proud to have been associated with everywoman for the past 12 years. It’s exciting to see the evolution of great brands of the future and a privilege to mentor the talented women who lead them. everywoman plays an important role in showcasing the very best of female enterprise and The White Company is delighted to support its important work and continues to sponsor the Brand of the Future Award.”

## Whitney Bromberg-Hawkings Founder, FLOWERBX

THE FLOWERBX FOUNDER BENEFITTED FROM A YEAR OF MENTORING FROM CHRISSIE AND HER TEAM.

“Winning the everywoman Brand of the Future is up there with the biggest highlights... an ‘Oh my God’ moment! Just to know that our brand had resonated with so many people for whom I have so much respect, meant so much. Being mentored by Chrissie Rucker was a huge privilege.”





## Neg Bagherzadeh Director IT, GAP inc

NEG WON AN EVERYWOMAN RETAIL AMBASSADOR AWARD IN 2015, AFTER WHICH SHE WAS PROMOTED AND RELOCATED TO GAP'S GLOBAL HQ IN SAN FRANCISCO.

“Before my path crossed with everywoman I had low self-esteem. everywoman provides a safe community where woman can lift and empower each other in a way I had never experienced before. Winning helped build my confidence and unleash my potential as well as encouraging me to do the same for other women.”

## Emma Elston MBE CEO, UK Container Maintenance

EMMA'S RECYCLING OF REDUNDANT CONTAINERS HAS SAVED HER CLIENTS OVER £250M, CREATING A CIRCULAR ECONOMY IN THE PROCESS.

“Winning an everywoman award lifted my confidence, but also empowered me to do more to support others. Over the past decade I have developed the skills and confidence to help business owners, I have been part of an FSB campaign to celebrate entrepreneurs and I received an MBE. I like to think everywoman has been a part of this journey.”



Mark McLane  
Head of Diversity,  
Inclusion & Wellbeing,  
M&G plc

EQUALITY AND HUMAN RIGHTS COMMISSIONER,  
LGBT BUSINESS LEADER.

Mark is responsible for the firmwide diversity and inclusion strategy, enabling M&G plc to maintain its competitive advantage by driving innovation. He is a commissioner for the UK Equalities and Human Rights Commission and was recognised on the UK LGBT power list, Financial Times 100 LGBT business leaders and the Economist 50 Global Diversity Executives.



“M&G’s partnership with everywoman is an integral component in the delivery of our global Diversity and Inclusion strategy. Through the everywoman platform, we can provide colleagues with an engaging suite of digital tools, that sit alongside our internal offering, to offer a comprehensive approach to colleague development and networking.”



## Black British Business Awards

Having seen the success from uncovering and shining a spotlight on female role models in business, everywoman partnered with Melanie Eusebe and Sophie Chandauka to create something as equally impactful for the black business community. In 2013 the first Black British Business Awards launched and over the past seven years the programme has amplified the achievements of hundreds of talented professionals and entrepreneurs, working with some of the largest employers in the UK to help them attract, retain, develop, advance and recognise BAME talent.



## Jo Rzymowska Vice President, Celebrity Cruises

INTERNATIONAL TRAVEL, TOURISM AND  
HOSPITALITY LEADER.

Jo is ranked inside the top half of the Executive Diversity Top 100 – a listing of the UK’s most influential LGBT business executives – as compiled by OUTstanding and the Financial Times.

“My relationship with everywoman started as a network of business allies with whom I could connect, collaborate and mobilise. 20 years on, everywoman continues to support Royal Caribbean Group, educating, inspiring and motivating employees on their journey. It has facilitated lasting relationships including with fellow everywomanAmbassador, Kelly Hoppen CBE, who has been instrumental in our on board design.

everywoman’s focus to address gender balance and help women to fulfil their potential perfectly aligns with our passion for diversity and inclusion. From the events, support and resources, along with connection to industry professionals, everywoman is a partnership that continues to deliver.”

## Roni Savage Managing Director, Jomas Associates



ENTREPRENEUR, ENGINEER, CONSTRUCTION SERVICES CEO, BAME & FEMALE ROLE MODEL.

“Winning the NatWest everywoman Award has given me a wider platform to share my story, enabling me to inspire and empower others to take the leap, and maximise their potential. In my sector I find that I am often the only woman in the room. It is therefore critical that I bring others along and show them what is possible with hard-work and purpose. They say it is difficult to achieve if you cannot see others ahead of you in the position you aspire for. That’s where everywoman’s value lies. In its powerful global network, there are many wonderful women trailblazers who pave the way for others to follow.”

## Alison Rose Chief Executive, NatWest Group

BANKER, CHIEF EXECUTIVE, WOMEN'S  
ENTERPRISE CHAMPION.

Alison Rose is the first woman to lead a major UK bank. She joined National Westminster Bank as a graduate trainee, rising through the ranks to head Commercial and Private Banking at RBS. In 2018 she led a Treasury Review of barriers for women in business.



“When we launched the Rose Review into Female Entrepreneurship last year, our ambition was to break down barriers, smash glass ceilings and push for equality. We wanted to trigger real actions that would unlock the tremendous potential of women-run businesses for the UK economy - something all organisations, private and public sector could contribute to. Through our partnership with everywoman, I am delighted that we have been able to celebrate women up and down the country, highlighting the role models that inspire future generations of female entrepreneurs. It is something which makes us very proud as an organisation. I applaud everywoman’s achievements over the past 21 years, and look forward to continuing to work closely together, to ensure that all women in the workplace have the support they need to achieve their ambitions.”

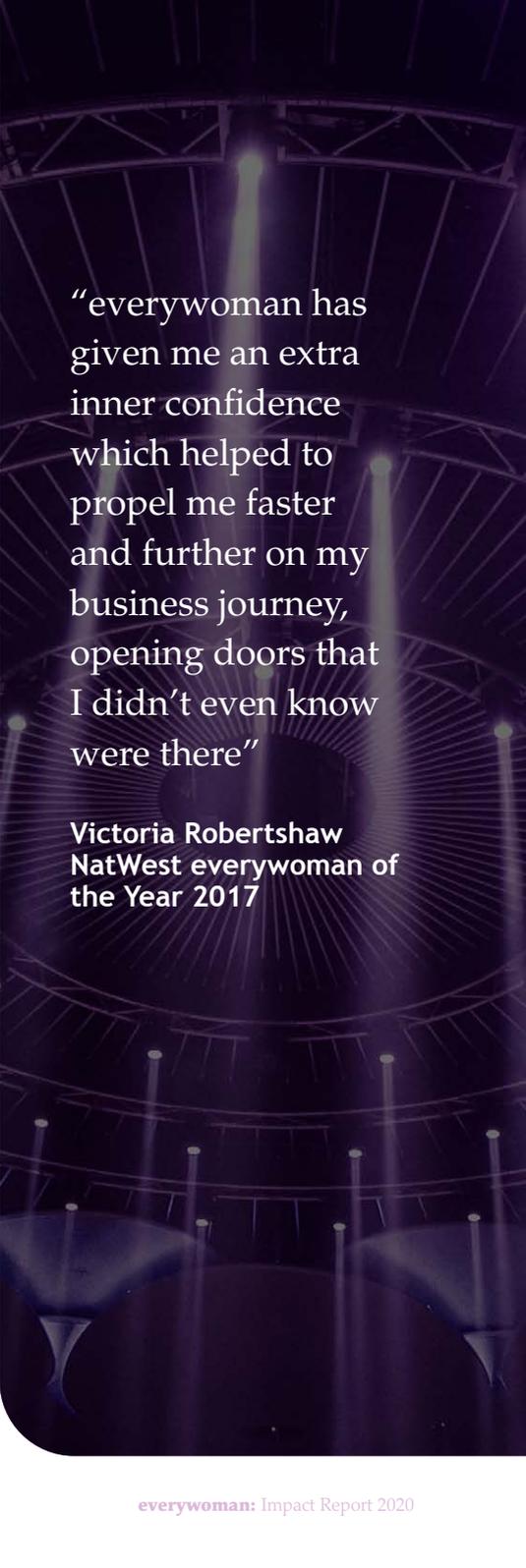
# Reflections and future plans

It has been a humbling experience looking back on all that everywoman has achieved over the past 21 years and we are proud of the change that we have driven. From the thousands of award nominees who have overwhelmed us with their vision and ambition, to the wealth of business connections that have been facilitated through the everywomanNetwork, such is the influence and impact that everywoman continues to have on individuals and organisations in the UK and beyond.

Parallel to our work, we've been encouraged by progress in the political sphere and the requirements for businesses to work harder towards gender equality. Yet we continue to be frustrated by the pace of change and greatly concerned by the risk of losing hard-won progress due to the impact of Covid-19.

Our research shows that access to role models, networks and learning opportunities are the three most effective tools to help women achieve their professional potential. everywoman remains committed to delivering these in fresh, new and inspiring formats in ways that resonate and deliver results for every woman, at every stage of her career journey. In 2021 we will expand on our existing product and service offering and continue our international reach.

Following the successful launch of everywoman in India and North America, we are excited to be growing our brand and influence in these and other key markets. We are supported in our global expansion by an advisory board of internationally renowned business leaders, all of whom share our commitment to achieving gender parity in the workplace. For it is not until we have cracked gender diversity that we can truly address inclusivity and ensure proportional representation of women across BAME, LGBTQ+ identity, disability, religion, age and class.



“everywoman has given me an extra inner confidence which helped to propel me faster and further on my business journey, opening doors that I didn't even know were there”

**Victoria Robertshaw**  
NatWest everywoman of the Year 2017

## Vision statement

We are working for a future where economic and societal change is achieved by unlocking female potential, creating diverse and inclusive workforces that in turn drive innovative and profitable businesses.



# Concluding remarks



Rosaleen Blair CBE  
Chair and Founder,  
Alexander Mann  
Solutions

ENTREPRENEUR, PHILANTHROPIST  
AND EVERYWOMAN CHAIR.

“The success, or failure, of every business will increasingly be determined by how quickly those in leadership promote an authentic, sustainable and enduring inclusion strategy.

everywoman’s relentless focus on gender diversity has seen individual women succeed, businesses benefit and industry sectors positively shift their image. Its programmes, initiatives and resources have helped to contribute to women’s employment today being at its highest ever level.

Ensuring women’s voices are heard, their faces seen and their contribution to business and community valued is what everywoman does best. Its intersectional approach and ability to translate success to support career opportunities for other excluded members of the business community – as well as a willingness to help eliminate all workplace inequality – is what gives everywoman’s clients the business advantage. As we navigate through these times of political and economic crisis, everywoman’s work has never been more important. everywoman has played and continues to play a part in our shared vision to build more inclusive businesses.”

# everywoman advisory board

IN 2020 EVERYWOMAN APPOINTED ITS ADVISORY BOARD, TO HELP IDENTIFY AND RESPOND TO THE NEEDS OF THE GLOBAL BUSINESS WORLD. THE BOARD COMPRISES BUSINESS LEADERS WHOSE MULTI-SECTOR EXPERIENCE HELPS GUIDE AND INFORM EVERYWOMAN'S CORPORATE OBJECTIVES.



**Caroline Rush CBE**  
Chief Executive,  
British Fashion Council



**Gisela Abbam FRSA**  
Chair,  
British Science Association



**Melissa Di Donato**  
Chief Executive,  
SUSE Software Solutions



**Claire Irvin**  
Editor,  
Telegraph Travel



**Danny Lopez**  
CEO, Glasswall and former  
Director General for Trade  
and Investment in the USA



**Clare Parsons**  
Chair,  
Lansons



**Peter Pledger**  
NED & former Chief Executive,  
National Skills Academy for  
Financial Services



**Kate Thompson**  
Co-founder,  
Businessfourzero



**Zoe Bayliss Wong**  
Director,  
Depop and Forbes' 30 under 30

# Thank you to our partners for supporting our mission

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NatWest

sse

THE WHITE COMPANY  
LONDON

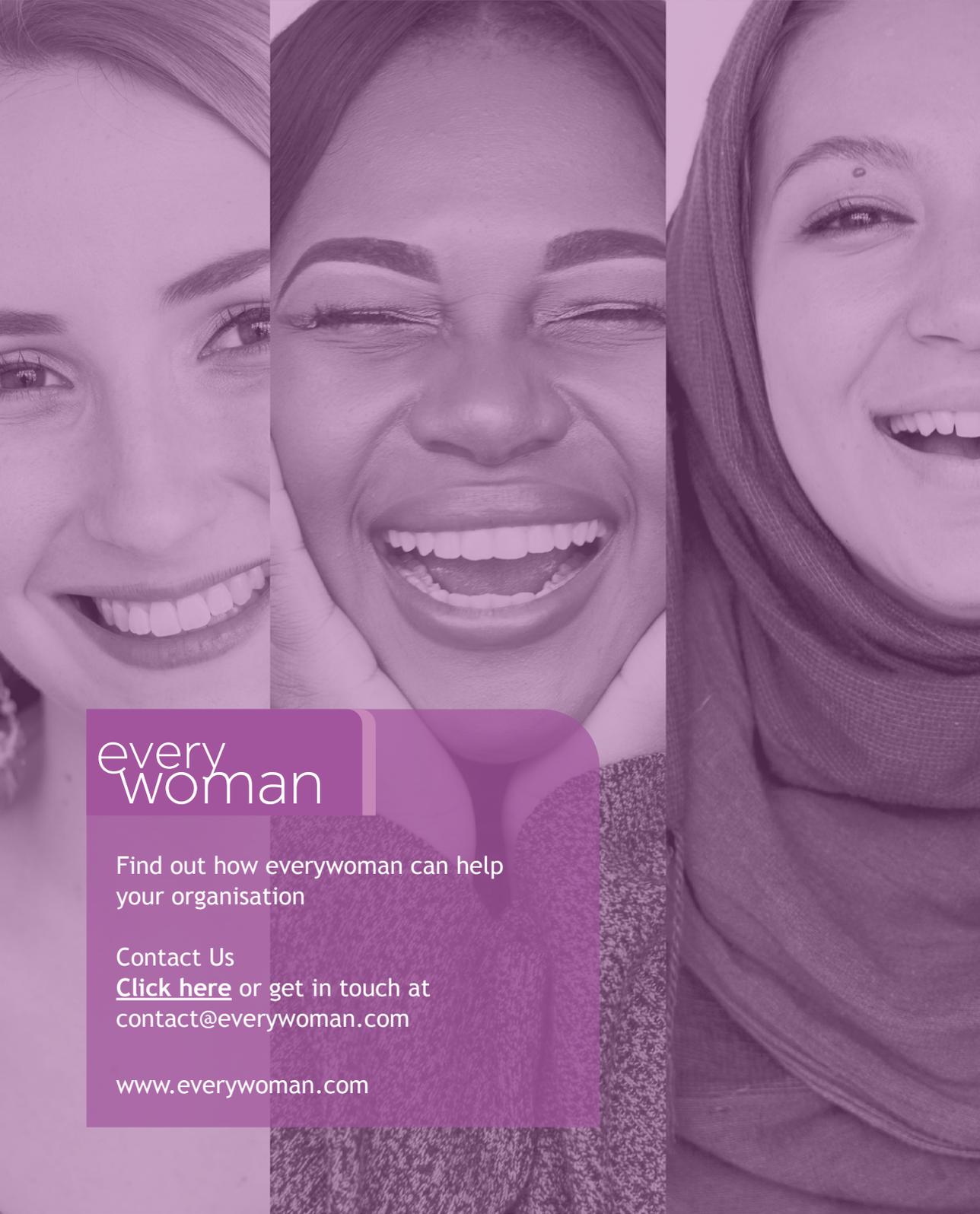
CGI

GREGGS  
Always Fresh. Always Tasty.

NUTRIMENT  
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