OWNIT

THE PATH TO MORE WOMEN-OWNED AGENCIES

OWNIT BELIEF

WE BELIEVE WOMEN OWNERSHIP IS A KEY DRIVER FOR SUSTAINABLE PROGRESS AND A MORE CREATIVE AND EQUITABLE WORLD

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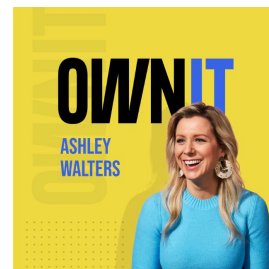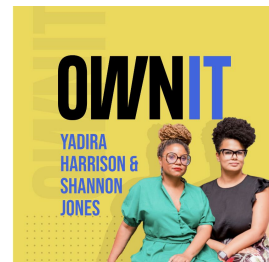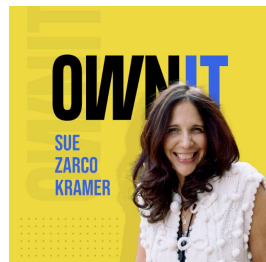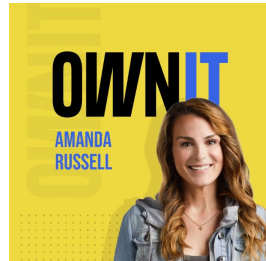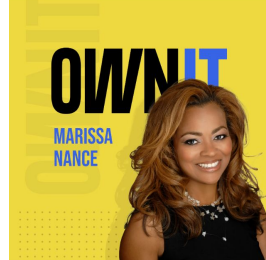
42% OF ALL U.S. COMPANIES

LESS THAN 1% OF ALL AGENCIES

OWNIT EXISTS TO GROW THE NUMBER OF POWERFUL, INFLUENTIAL, DIVERSE WOMEN & NONBINARY OWNERS IN ADVERTISING.

OWNIT
MARISSA NANCE

OWNIT
CAROL H. WILLIAMS

OWNIT
MARISSA SHAPIRO

OWNIT
AMANDA RUSSELL

OWNIT
SALMA GOTTFRIED & FLOR LEIBASCHOFF

OWNIT
SHANNON LaBARE

OWNIT
SUE ZARCO KRAMER

OWNIT
LIANNE KIM

OWNIT
YADIRA HARRISON & SHANNON JONES

OWNIT
SUSAN LEE COLBY & KATHY SJOGREN

OWNIT
MIRA KADDOURA

OWNIT
ASHLEY WALTERS

OWNIT

SO WHERE ARE WE NOW?

350 FEMALE AGENCY OWNERS

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And manage revenues **UNDER $10M** for the most part

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WHAT ARE OUR CHALLENGES?

OWNIT CHALLENGES

LACK OF POSITIVE CULTURAL FRAMEWORKS	LACK OF TIME	LACK OF CONFIDENCE
Leadership archetype VS. "the gentler sex" stereotypes *"Not fit to lead"* *"Not creative"* *"Not as innovative"* *"Busy with kids"* *"Absent for pregnancies"…*	Systemic inequalities Gender roles	Internal bias, fear, self-doubt, imposter syndrome *"Do the job before you get the title"* attitude Lack of testing grounds

Systemic issues needs to be addressed but slow progress to be expected

OWNIT CHALLENGES

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Leadership archetype VS. "the gentler sex" stereotypes *"Not fit to lead"* *"Not creative"* *"Not as innovative"* *"Busy with kids"* *"Absent for pregnancies"…*	Systemic inequalities Gender roles	Internal bias, fear, self-doubt, imposter syndrome *"Do the job before you get the title"* attitude Lack of testing grounds	*"You can't be what you don't see"* Few female leaders Fewer than 1% of founders are female	Exclusionary boys' club culture	Lack of mentors Lack of accessible communities and networking opportunities Lack of resources designed for and by female founders

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*Industry issues
addressable today,
ongoing ground work needed*

*Industry issues
potential to create a big sign
and move the needle*

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TO SPARK AN INSPIRING MOVEMENT BY...

gathering people, stories & insights,
creating community & resources,
& generating opportunities together.