



REUTERS EVENTS™

# TRAILBLAZING WOMEN 2024

## MARKETING, SERVICE AND EXPERIENCE



## FOREWORD

Welcome to Reuters Events' Trailblazing Women in Marketing, Service and Experience 2024, a collection of inspiring, influential and impactful women we have collated to celebrate International Women's Day.

This list of 21 trailblazing women has been curated from a much broader pool of nominations we sought from those in such roles, speaking to stakeholders and representatives in our customer-centric community to discover women with a demonstrable track record of influence, impact and leadership of their organization and industry alike.

We'd like to thank all of those who contributed and helped us put together our list of Trailblazing Women this year.

The theme for this year's International Women's Day is to #InspireInclusion, the goal being to inspire people

to collaborate more effectively in making the world more inclusive for women. It is our hope that this report plays just a small part in that by showcasing the significant achievements of our list of trailblazing women, which you can read in the forthcoming pages.

The stories and career accomplishments you'll read in this report are not only a testament to the expertise and determination our trailblazers have demonstrated, but should also serve as inspiration for the next generation of talented, trailblazing women.

We hope in publishing this report, we make these stories more visible and shine a light on the power of diverse and representative environments.

### **Jasmine Kees**

*Head of Marketing, Service and Experience*  
Reuters Events

## HOW WE ASSEMBLED OUR LIST OF TRAILBLAZING WOMEN

In naming our list of Trailblazing Women in Customer Experience, we sought nominations of individuals who have had a lasting impact on their industries, with a demonstrable track record of influence, impact and leadership.

A broader pool of nominations was assessed individually by an internal team, with nominations considered against the recency of their achievements and the impact they have had on their organization and industry.

Additional weighting was given to nominations from underrepresented communities and/or industry sectors.

Nominations were received from a broad set of industry stakeholders, including but not limited to, trusted contacts from across Reuters Professional and the communities served by Reuters Events.

Efforts were made to ensure that we received nominations from as broad and representative a pool of stakeholders as possible, and our final list of Trailblazers has been assembled to reflect fair representation ethnically, per industry and from across the political spectrum where necessary.

All individuals nominated in our list of Trailblazers have given their consent to be named in this list.



**Celessa Baker**  
Vice President of Brand  
Marketing, Makeup & Hair  
**SEPHORA**

Everyone deserves to look and feel their best. No one celebrates that mantra more than Celessa Baker, VP of Brand Marketing, Makeup & Hair for Sephora. Celessa focuses on developing bespoke retail marketing strategies for a diverse portfolio of over 90 brands – helping Sephora’s diverse and growing clientele find the products that make them feel empowered. Notably, Celessa led the global launch of Fenty Beauty at Sephora, and has helped to bring on various other breakout brands including Pattern by Tracee Ellis Ross, Makeup by Mario, Bread Beauty Supply, One/Size by Patrick Starr, Danessa Myricks, Glossier, Patrick Ta, Kulfi Beauty, and Rare Beauty. She continues to be a pivotal component in driving the retailer’s far-reaching and dynamic multi-brand campaigns, such as the “Black Owned Beauty” campaign, which spotlights the exceptional array of products from Black-owned and founded brands available at Sephora. Her team also oversees brand participation in the TikTok x Sephora Accelerate incubator program, an initiative dedicated to assisting beauty entrepreneurs and TikTok creators, with a special focus on people of color, in growing their businesses.



***Innovation in product development and self-expression is constant in beauty and it requires agility. As a leader, it’s important that we always evolve to meet the diverse needs of our customers, communities, and most importantly our teams.”***



**Lara Balazs**  
Executive Vice President,  
Chief Marketing Officer,  
and General Manager of  
Strategic Partner Group  
**Intuit**

Lara Balazs is Executive Vice President and the Chief Marketing Officer and General Manager of Strategic Partner Group for Intuit, a global technology platform that helps customers and communities overcome their most important financial challenges. As Intuit’s Chief Marketing Officer Lara is responsible for driving company growth and building Intuit’s brands and reputation in support of Intuit’s mission to power prosperity around the world. As the General Manager of the Strategic Partner Group, Lara leads Intuit’s ProConnect pro-tax group and is responsible for strategic partnerships to deliver the most important benefits to our customers. Lara also leads Intuit’s Corporate Responsibility efforts which focus on diversity and inclusion, job creation, job readiness, and making a positive impact on the climate.



***Many thanks to Reuters Events for this humbling recognition. Intuit’s mission to power prosperity around the world takes on deeper meaning in a world with AI. We’re leveraging the latest technology coupled with robust data and a human layer of expertise to bring our customers unparalleled financial decision-making power.”***



**Tara Bunch**  
Global Head of  
Operations  
**Airbnb**

As Global Head of Operations at Airbnb, Tara Bunch oversees Airbnb's Community Support, Trust, and Payments teams, responsible for supporting hosts and guests in over 220 countries and regions, and payments in 40+ currencies.

A tech industry veteran, Tara spent over eight years at Apple and 15 years at HP before joining Airbnb in 2020. Tara helped the company navigate the pandemic and IPO, and has since guided Airbnb's roll out of enhanced features and policies to increase reliability, trust, and support on the platform. These include the introduction of AirCover, the expansion of ID verification, and implementing AI to assist in party prevention and customer support.

From leading AppleCare to AirCover, Tara is a visionary leader behind innovative products that enhance user experience, reliability, and trust. A trailblazer in tech for women and the LGBTQ+ community, Tara is focused on building teams and developing future leaders. She is an executive sponsor of the company's AirPride and Trans@ employee resource groups with the mission to help develop LGBTQ+ talent.

Tara lives in Los Angeles with her wife and six children, and holds an MBA from Santa Clara University and a BS in Mechanical Engineering from the University of California, Berkeley.



***It's an honor to be included in the Reuters Events Women Trailblazers list. This Women's History Month, I'm reminded of all of the women in our industry who came before us and opened doors of opportunity. I'm grateful to work at a company where we can build on this progress, not only uplifting and empowering LGBTQ+ women and nonbinary leaders in technology and business, but building a future of travel that is inclusive and reliable while driving human connection and fun, memorable experiences for all. Thank you for this recognition."***



**Deb Cupp**  
President, Microsoft  
Americas  
**Microsoft**

As President of Microsoft Americas, Deb Cupp leads an \$80 billion business responsible for the sales strategy, execution, and revenue growth for the US, Canada, and Latin America business. This includes enterprise, public sector, small and medium businesses, services, and partner communities. She leads a team dedicated to deepening collaborations with Microsoft's customers and partners across industries to help them on their digital transformation journeys. Deb leads with a culture-first mentality, driving a diverse, inclusive, and flexible workplace that connects her team to the company's purpose and values.

Underpinning Deb's leadership is her unwavering commitment. Her approach to working with customers goes beyond just listening; she works to truly understand their individual needs, sift through complexity, and help solve their most difficult challenges.

Deb also sits on the Board of Directors for Ralph Lauren, where she brings extensive tech and digital experience to one of the world's foremost fashion brands. Deb also serves on the Board of Directors for Avanade, the leading provider of digital and cloud services on the Microsoft ecosystem.



***Customer centricity is not just a strategy, it's a mindset. It means putting the customer at the center of everything you do, understanding their needs and wants, so you can create solutions that empower them to achieve more."***





**Angela Hession**  
*Chief Customer Trust  
 Officer, Product & Process  
 Improvement Experience*  
**Twitch**

With over 20 years of experience in the entertainment industry, Angela Hession is passionate about creating safer and more inclusive online spaces for communities. While we typically think about trust and safety at large tech companies as another male-dominated sector, Hession leads a global team of experts responsible for ensuring the trust and safety of Twitch's platform, content, and community, developing and enforcing Twitch's Community Guidelines, investigating and getting ahead of egregious harms on the service, and more. With a mission to create a safe, inclusive experience on Twitch and beyond, Hession has made a major impact within the industry, building tools to combat hateful conduct and harassment online. Under her leadership, Twitch launched the first-ever off-service harms policy, meaning Twitch can suspend users for harmful behaviors that took place outside of the service. Hession also spearheaded updates to Twitch's Hateful Conduct, Harassment, and Sexual Harassment policies, taking a tougher stance on those harmful behaviors — particularly ones that disproportionately impact women, members of the LGBTQIA+ community, Black people, Indigenous people, and people of color. Furthermore, Hession leads Twitch's Safety Advisory Council, a group of Twitch users, online safety experts, and advocates who give input on Twitch's safety products and policies. Mentorship is of deep importance to Angela, and she regularly mentors other women in the gaming and trust and safety fields.



***I am honored to be named alongside remarkable women who are reshaping their industries and supporting their communities. Making online spaces safer is deeply important, and I am grateful for the opportunity to contribute to this goal everyday. Improving safety, in a way that benefits everyone, is a journey. I'm excited to further this mission alongside the Twitch community."***



**Remi Kent**  
*Chief Marketing Officer*  
**Progressive Insurance**

Remi joined Progressive in November 2021 from 3M, where she was the Senior Vice President and Global Chief Marketing Officer for the 3M Consumer Business Group, and was responsible for eCommerce, Media, Insights & Analytics, and Integrated Marketing globally.

Prior to her work at 3M, she enjoyed a long-standing career with Procter & Gamble, where she delivered growth for billion-dollar businesses across North America, Asia, and Western Europe with leadership experience in brand building, P&L ownership, strategy, and successful new product launches. Remi is a business builder who brings strategic thinking, operational discipline, innovation, and marketing mastery to solve complex business challenges.

Remi has received numerous accolades for her leadership in business and marketing, including the likes of Ad Age Leading Women and 40 under 40, Twin Cities Women in Business Award, 100 Most Influential Black Leaders, Comparably 50, and Influential Marketing Leaders Changing the Industry. Remi is passionate about building high-performance teams and is a true advocate for diversity, inclusion and belonging. To bring that passion to life, she is a founding member of the Black Executive CMO Alliance, where she is working to create opportunity, access, and equality for the current and next generation of Black marketing leaders.



***It's incredibly important for leaders to have humanity, vision, and a passion to drive meaningful change. I'm fortunate to work with an organization and a leadership team that not only supports this, but sees the potential for marketing to be a driver of innovation and growth for the enterprise. My team is intentional about moving the needle and I'll continue to lead our marketing organization with that mindset by living our brand purpose, diversifying the industry, and empowering our customers and consumers."***



**Karen Kovacs**  
*President, Client Partnerships and National Offices, NBCUniversal Advertising & Partnerships*  
**NBCUniversal**

Karen Kovacs serves as President, Client Partnerships and National Offices, NBCUniversal Advertising & Partnerships. In this role, she oversees all client efforts, serving as a true advocate for advertisers and a liaison between clients and NBCU content, IP and audiences.

Over the last five years, Kovacs has worked across the broader Comcast NBCUniversal to develop enterprise-wide partnerships, leading a team that helps match the CMOs of the world's top brands with the opportunities that will drive deeper consumer engagement and measurable results for their businesses.

Prior to joining NBCU, Kovacs served as President, Brand Sales and Development, Time Inc., working with editorial and marketing teams to develop and implement strategic plans across 15 Time Inc. brands. During her more than 25-year tenure at Time Inc., Kovacs took on several different roles within the company. As Publisher, People Magazine, she helped evolve the business into digital, social, custom content and new technology capabilities.

Outside of these positions, Kovacs is a She Runs It Former Board Member and current co-chair of the Executive Achievement Committee, she founded women's initiatives at Time Inc, and was named one of Folio's Top Women in Media.

Kovacs is a graduate of Cornell University, and currently lives in Larchmont with her husband and two sons.



***I am honored to be part of the 2024 Reuters Events Trailblazing Women's List. I have been fortunate to forge a career in industries that I love: media and entertainment. Throughout my career I've surrounded myself with premium content, strong journalism and unmatched IP, while managing industry disruption and digital transformation. Growing up in publishing, I had the unique opportunity to work for female leaders that defined their industry. This experience inspired me to find and foster the same inclusive and supportive environment for my teams throughout my career, with an agile, empathic and strategic approach. I am passionate about building the next generation of female leaders and about championing our female talent and voices. Thank you to the team at Reuters and my NBCUniversal family for this recognition."***



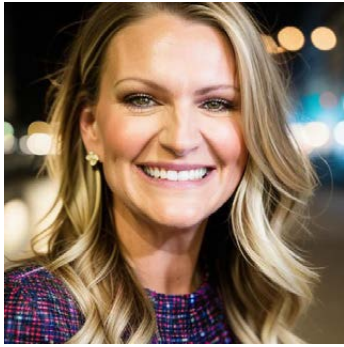
**Crystal Landsem**  
*Chief Executive Officer*  
**Lulus**

As the driving force behind Lulus, Crystal Landsem serves as the company's Chief Executive Officer (CEO) and is a member of Lulus' Board of Directors. She seamlessly transitioned to CEO from the role of Chief Financial Officer (CFO) in March 2023, after serving seven years. She also previously held the title of Lulus' Co-President since July 2020. Her strategic mindset and ability to navigate complex financial scenarios contributed to Lulus' long-term stability and resilience. With a profound understanding of financial intricacies and a keen strategic vision, Ms. Landsem is steering the 25+ year brand towards a new era of growth and innovation.

Prior to joining Lulus, Ms. Landsem held broad leadership roles across the consumer and technology industries, including innovative start-ups and prominent organizations such as 11 Main, an Alibaba Group Company, and Walmart. During her tenure, she played pivotal roles in reshaping the financial landscape of organizations, implementing astute financial strategies that significantly bolstered revenue and streamlined operations. Ms. Landsem received a B.A. degree in Business Administration with an option in Accounting from California State University-Chico.



***In the realm of fashion, our journey transcends trends; it's about crafting experiences that resonate with our customers. To become a truly customer-centric organization, you have to embrace the art of listening. And to elevate an ordinary brand to an extraordinary one, you have to allow the echo of customer satisfaction to become the heartbeat of an organization's success. As a company, our goal is to help women feel beautiful, celebrated and as if she's the most special version of herself for every occasion. We're by someone's side when she experiences a major milestone, like graduation or a wedding, and we're building a discerning customer community that shares a deeper connection with the soul of our brand. For Lulus, it's not just about the garments we're delivering; it's about meeting our customers wherever she is in life and delivering something to her that is going to make her feel her best at that milestone moment."***



**Stephanie McCarty**  
 Chief Marketing and  
 Communications  
 Officer  
**Taylor Morrison**

Appointed to CMO at the early age of thirty-three, Stephanie McCarty is a trailblazer in the home building industry, where only 11% of those employed are women. Throwing out the old playbook and leaning into digital transformation, Stephanie is behind Taylor Morrison's biggest brand bets that have increased brand awareness almost 15% since 2022. From the national partnership with The Home Edit and its stars Clea Shearer and Joanna Teplin, to building TaylorMorrison.com into a transactional tool with a leading home shopping system enabling consumers to shop for, reserve and design their dream home entirely online, Stephanie has pushed the boundaries of what's possible as a home building brand. As the first-ever CMO at Taylor Morrison, Stephanie's leadership has resulted in sales conversions hitting an all-time high with a rate of more than 50%. Her secret? A myopic focus on customer advocacy and the home buying journey in an authentic and meaningful way. Stephanie has helped fuel the organization's revenue growth from \$4B to \$9B over nearly five years. Stephanie reports to the company's CEO, Sheryl Palmer, the only women running a public home building company and one of the 10% of women at the helm of a Fortune 500 company.

“

***I'm humbled and honored to be recognized alongside this list of incredible women as I truly believe marketers have the ability to make incredible impact, both within their businesses and the world. Driving change is not for the faint of heart but those who are steadfast in their convictions and willing to help others see different ways of doing things are capable of doing anything.”***



**Hazel Mitchell**  
 Global Service Delivery,  
 Senior Director  
**eBay**

Hazel joined eBay in 2004. In her 20-year tenure at the company, she has always been focused on the Global Customer Experience function, looking at trust & safety for eBay's customers, and then leading customer service for various global markets including the UK, Ireland, North America and Australia. In her current role as Senior Director Global Customer Experience CX she looks after the Global Service Delivery team, leading customer service teammates around the world to ensure that eBay's buyers and sellers have all the information they need. She's deeply passionate about putting the customer first, and ensuring buyers and sellers receive an exceptional eBay experience. Prior to joining eBay, Hazel worked at Aer Lingus within the customer contact centre - where customer experience became her true passion. Outside of work, you can find Hazel reading or listening to podcasts, and predominantly spending time with her close family – which normally involves food and travel.

“

***I have always believed that the best, most impactful leaders, understand that they are reflections of the attributes they have gathered from mentors throughout their lives. I feel incredibly grateful to have found inspirational leaders who believed in my ability and who took a chance on me, and their influence has been critical in helping me get where I am today. This fact motivates me to offer the same attention and focus to talented individuals, and I try to pass this on by nurturing great talent in my own way. I am continually inspired by a brilliant team at eBay who do extraordinary things to make a difference in the world, giving back to our communities and creating a culture of growth and an amazing sense of fulfilment and pride. I am humbled to be recognised and included on this list and it goes no small way to motivating me to do even more for those around me.”***





**Veronique Mura**  
Global VP of Marketing for Jim Beam  
Beam Suntory

Vero Mura is Global Brand Vice President of Marketing for Jim Beam at global premium spirits company Beam Suntory. Since joining the company in 2021, she's brought her expertise to storytelling around the brand's 225-year heritage, while spearheading innovative products and campaigns to ensure it's resonating with the next generation of consumers. She's a strong female leader, shining light on the brand's authenticity in an industry that many may view as being associated with male consumers. Her perspective honours the world's #1 bourbon brand's loyal customers, while driving relevance with campaigns that emphasize its power for inspiring connections.

A true global leader, Vero previously held various Marketing and General Management positions across iconic brands including Dirt is Good (Omo), Vaseline, Dove, Avon and Estée Lauder. She brings a curiosity about culture; While her roots are French, she is a woman of the world, having studied and worked across Europe and North America, with a focus on Asia – instilling an intimate understanding of global consumers.

Vero believes great brands are created by understanding people, building outstanding teams, having the courage of your convictions, and never settling. She's an inspiration to female leaders, reminding us to challenge ourselves – and the status quo.



***Collaborating with the incredible Jim Beam brand team at Beam Suntory, we emphasize opportunities to “unleash your spirit” every day – and that’s the perfect mindset for aspiring leaders. It’s a privilege to work at a truly global company where we can creatively tap into the history and authenticity behind our iconic spirits, while leveraging that special emotional connection to reach consumers around the world.”***



**Priya Nair**  
President, Beauty &  
Wellbeing  
Unilever

Currently Unilever Beauty & Wellbeing President, Priya Nair has been building successful brands that engage consumers for the past 28 years. A high-performing business leader, Priya has experience in building and shaping categories, turning around underperforming businesses and leading diverse cross functional teams that achieve strong results.

Priya joined Hindustan Unilever in 1995 where she led the Beauty & Personal Care and Homecare business. As Head of Homecare, she led the turnaround of the business delivering 10% CAGR revenue growth and 1000 Bps EBIT improvement over eight years. She also led the portfolio and cost transformation of the business to build a more sustainable, future fit business.

Prior to becoming President, Beauty & Wellbeing, Priya was the Global Chief Marketing Officer for the €12 billion Beauty & Wellbeing business. In this role she was responsible for global revenue growth and profit, brand building, and digital marketing transformation.

Recognised amongst the most influential women in business for multiple years in India, Priya has been an Independent Director on the company board of a publicly listed Indian company, an ASCI board member, member of multiple government bodies and has led industry forums like MMA India.



***It’s an honour to be included on Reuters Events Trailblazing Women list among so many esteemed women. When women are empowered, they achieve great things, and my talented colleagues at Unilever are proof of that. I am proud to work alongside the brilliant women of Unilever as we continue to build meaningful brands with unmissably superior products that are loved by our consumers.”***





**Jill Pavlovich**  
*Senior Vice President  
of Digital Shopping  
Experiences*  
**Albertsons Companies**

Jill Pavlovich is a seasoned digital leader renowned for her expertise in cultivating and motivating high-performing teams dedicated to crafting unparalleled omni-channel customer experiences. As Senior Vice President of Digital Shopping Experiences at Albertsons Companies, she is committed to delivering a distinctive, fully integrated end-to-end customer experience that seamlessly bridges Albertsons' digital and physical retail businesses. Responsible for the digital product strategy and management of the mobile app and website, Jill oversees a 184-person organization powering a multi-billion-dollar e-commerce grocery business that reaches millions of digitally engaged in-store shoppers. She serves as the strategic leader who has set, and already made strides in, a multi-year product vision aimed at transforming Albertsons from a 'local grocer' to an omni-channel retailer and service provider.

Under Jill's leadership, Albertsons has achieved significant milestones, including winning the "top 1% E-Commerce UX Award" from Baymard Institute in 2023, and recognition for the app by Grocery Dive as a versatile digital tool. These accomplishments, among many others, have yielded digital growth consistently above +20% year over year. Beyond financial and competitive success, she initiated a transformative mindset shift within Albertsons, steering the organization toward a 'connected experience' strategy that revolutionizes how both digital and in-person consumers perceive their local grocer. Prior to her role at Albertsons, Jill spearheaded the inception of the Exclusive Brands program at Wayfair, successfully launching over 100 exclusive brands, which eventually accounted for an impressive majority of the company's annual volume.



***Being named among Reuters Events' Trailblazing Women list is not just an acknowledgment of personal success; it symbolizes my team's collective feat in crafting omni-channel experiences and making it easier for Albertsons customers to plan, shop, save and be inspired when it comes to grocery shopping. It's a testament to the dedicated teams I've had the privilege to lead, the transformative visions that have come into action, and the milestones achieved in shaping the future of digital shopping."***



**Nicole Portwood**  
*Chief Marketing Officer*  
**Salad and Go**

After serving on its board of directors for nine months, Nicole joined Salad and Go as CMO in October 2023. Before taking on her current role, Nicole was General Manager at House of Delola and helped launch Jennifer Lopez's bottled cocktail brand under the Delola trademark. Prior to that she was with Live Nation Entertainment as Chief Brand Officer; PepsiCo where she served as Vice President of Marketing for Mountain Dew and the flavored soft drink portfolio, leading a turnaround that saw 5 consecutive quarters of industry-beating growth; and Vice President and Chief Marketing Officer at Tito's Handmade Vodka for nine years, building the marketing capabilities along with the brand, for which she was recognized as AdAge's Marketer of the Year for 2017. Her early career spanned many brands in the spirits space and time at agencies across the spectrum from boutique to global powerhouses. Over the years, Portwood has honed a fan-centric marketing model and is also an entrepreneur in her own right, creating and then selling a thriving pizza business on Austin's 6th Street. She studied theatre and philosophy at Southern Methodist University and now lives in New York with her husband and two children.



***What an incredible honor to be recognized among such an inspiring group of women! To be a trailblazer means to push boundaries, to trek into the unknown in search of new ways to bring value and delight to the people we serve, to take risks, to hold hands and leap into the open space of discovery and creation. It's been the great privilege of my career to have found myself in spaces where that kind of exploration is not just valued, but required, and to be surrounded by those who have been willing to hold my hand and heed the call to "jump!" Together, we make magical things happen. Can't wait for what's next."***



**Peggy Roe**  
Executive Vice  
President and Chief  
Customer Officer  
**Marriott  
International**

Peggy Roe is Executive Vice President and Chief Customer Officer of Marriott International, Inc. overseeing global consumer strategy including brand, marketing, customer experience design, data, and innovation.

Since joining Marriott in 2003, Peggy has held various leadership roles focused on growth and innovation. She spent six years as the Chief Sales and Marketing Officer in Asia Pacific, where she was responsible for adapting Marriott brands and growing the Marriott Bonvoy member base. She managed \$100 million in sales, digital and marketing spend, led a workforce of over 5,000 associates, and drove the company's distribution and pricing strategy across 21 countries.

Prior to joining Marriott, she worked for GE Capital, Amazon.com, and Homestead.com in Silicon Valley. Peggy is passionate about education and supporting the development of women. She co-founded the Marriott Women in Leadership initiative in Asia Pacific in 2014 and is a board member of the Hong Kong chapter of the Asian University for Women. She previously served on the Board Committee for Advancement at Hong Kong International School and currently leads the Women's Associate Resource Group at Marriott International.

She is a graduate of the University of Michigan and holds a Master of Business Administration from Harvard Business School. She sits on the Board of Directors for Simon Property Group. She resides in Bethesda, Maryland with her husband and two sons.



***My passion is connecting people to the places they love, and I feel the most empowered when I'm traveling the world to listen and engage with our customers, associates, and partners. I am equally as inspired by their diverse perspectives, stories, and successes, as the essence of what we do lies in delivering personalized experiences through these interactions. Each step in my career has opened unexpected doors and I believe in the power of opportunity. I've always felt a responsibility to take what I've learned and nurture other women who aspire to lead. As we celebrate International Women's Day, it's a privilege to be in the company of such extraordinary women, who inspire me to keep pushing, to continue innovating, and to break barriers."***



**Raj Seshadri**  
President, Data & Services  
**Mastercard**

Raj Seshadri leads Mastercard's global Data & Services team. She is responsible globally for a unique range of data-driven capabilities that help customers make smarter decisions with better outcomes. These include software platforms and services for analytics, insights, consulting, loyalty, marketing, innovation, experimentation and personalization. They enhance the value of payments, improve business performance and elevate consumer engagement for financial institutions, retail and commerce firms, processors, acquirers, fintechs, neo-banks and public-sector institutions.

Raj serves on the company's executive leadership team and management committee. She joined Mastercard as president of U.S. issuers, where she led the growth of payments and services with banks and credit unions in a very competitive market. Previously, she led the iShares U.S. retail ETF business at BlackRock and was the Global Chief Marketing Officer for iShares. Earlier in her career, Raj led Citigroup's global strategy team and small business banking. She also held leadership roles at U.S. Trust, McKinsey & Company and AT&T Bell Laboratories.

She serves on the board of directors of Raymond James Financial Inc., the board of trustees of Mount Holyoke College and the global board of the American India Foundation. Raj received a bachelor's degree from Mount Holyoke College in physics and mathematics, an MBA from Stanford University and a Ph.D. in physics from Harvard University.



***It's an honor to be recognized for innovation that puts consumers first. The path to transformation is paved with creative solutions that enable more choice and flexibility, and our approach to pairing innovative technology with smart human decisions can create a new level of connection between consumers and brands."***



**Jessica Sibley**  
Chief Executive Officer  
**TIME**

Jessica Sibley is the Chief Executive Officer of TIME. As CEO, Sibley oversees the global media brand which includes TIME's iconic magazine and digital platforms that reach the largest audience in its history of 120 million people around the world; the Emmy Award-winning film and television division TIME Studios; a rapidly growing global live events business; Red Border Studios, producer of award-winning branded content; TIME for Kids, which provides trusted news with a focus on news literacy for children; the sustainability division TIME CO2; and more.

Under Sibley's leadership, TIME has accelerated its digital transformation, expanded into new platforms and revitalized its brand overall. She has diversified TIME's revenue streams, launched new products, supercharged its global live events business, increased advertising revenue and meaningfully engaged new audiences, all while upholding TIME's mission to provide trusted journalism and reporting on the people and ideas that are shaping the world.

Prior to joining TIME, Sibley was the Chief Operating Officer of Forbes, where she led all revenue and growth initiatives for the world's largest business media brand and achieved five consecutive years of growth from 2018 to 2022.



***In today's rapidly changing media landscape, the value of trusted journalism has never been more essential. At this critical moment, TIME remains committed to delivering trusted content to our global audiences and building innovative, impactful programs for our partners. This recognition, alongside my fellow Women Trailblazers who are shaping the future of marketing, service and experience, inspires me to continue to lead with a focus on excellence for our customers, including our growing audience and world-class partners."***



**Christina Stejskal**  
VP, Global  
Communications  
**Fender**

Christina Stejskal, leveraging over two decades of PR and Communications expertise, currently serves as the VP of Global PR & Communications at Fender Musical Instruments Corporation (FMIC). In her pivotal role, Stejskal shapes the external narrative for FMIC's diverse portfolio, including iconic brands like Fender®, Squier®, and Gretsch®, underscoring the company's customer-focused messaging. At the heart of her mission is a commitment to prioritizing the guitar's place in mainstream culture storytelling, reaching new and diverse audiences, with a keen focus on the legacy core player and dynamic Gen Z demographic. Her approach is marked by continually finding innovative ways to connect with consumers through dynamic and creative storytelling, consistently pushing the envelope to remain at the forefront of the industry.

During her tenure, Stejskal pioneered strategies to extend FMIC's brand storytelling into diverse media verticals, resulting in features across Lifestyle, Tech, Business, Gear, and more in outlets like Refinery29, VOGUE, CNBC, Forbes, and Variety, expanding FMIC's reach and forming new editor relationships. Additionally, Stejskal spearheaded the development of a thought leadership program at Fender, elevating the corporate narrative and showcasing executive expertise to industry audiences.



***I'm deeply grateful to be recognized among Reuters Events' Trailblazing Women of 2024. This acknowledgment celebrates not just my journey, but also the strength of women worldwide. Shaped by challenges, my path has led to personal growth and a belief in continual evolution. None of this would be possible without the incredible women who inspire and support me. Their wisdom and courage, along with the collaboration of my Fender team, have been instrumental."***





**Tracy Sun**  
Co-Founder and SVP, Seller  
Experience  
**Poshmark**

Having spent nearly 20 years at the intersection of fashion and technology, Tracy's contributions have made it possible for more than 100 million people, namely women, to achieve environmental sustainability and economic empowerment through fashion resale.

Since Tracy founded Poshmark in 2011, she's been dedicated to pioneering innovations that empower sellers at all levels to quickly and easily bring their closet online. Tracy works closely with Poshmark's seller community, creating touchpoints to gather their feedback while championing their ideas within the organization to create new features that uniquely serve them. By developing features like Reposh which has helped keep 300 million + items in circulation and out of landfills, and My Shoppers which revolutionizes clienteling, Tracy has supported millions in becoming resale entrepreneurs, with sellers earning over \$6 billion as a result. Most recently, Tracy led Poshmark's successful live shopping product, Posh Shows, which has helped sellers to scale their businesses by generating real-time sales and building connections with their customers.

Today, 1 in 3 Americans are on Poshmark, making money, saving money, and creating a more connected, sustainable world — all thanks to Tracy's leadership.



***Thank you to Reuters Events — it is a great honor to be featured alongside other incredible leaders for this year's Trailblazing Women list. In celebration of International Women's Day, I'd like to acknowledge the millions of remarkable women who make Poshmark the vibrant platform that it is today. Together, these women are reimagining a more sustainable future of fashion, achieving economic empowerment all while lifting up and supporting one another. This community is truly one-of-a-kind, and I'm grateful to celebrate their impact and be able to serve them every day. As a company, Poshmark succeeds when our community succeeds. To other leaders, I'd like to extend the same advice: focus on your customer first, and the results will follow."***



**Wendy Taccetta**  
Senior Vice President - Retail and  
Partner Management  
**Verizon**

Wendy Taccetta is Senior Vice President for Retail and Partner Management for Verizon Consumer Group, responsible for partnering, accelerating and multiplying what's possible in the retail and partner locations across the country. With more than 7,000 points of distribution coast to coast, Wendy focuses on driving transformation across the Verizon ecosystem while fostering a culture of collaboration. The work her organization does directly shapes the customer journey to ensure our employees have the right tools in place to drive best-in-class customer experiences.

Wendy is an employee advocate and a champion of women and other minorities in business. She believes diversity is not only the right thing to do, but it creates a stronger company and society. Wendy is a member and supporter of Verizon's employee resource groups, in particular the Women's Association of Verizon Employees (WAVE) and the Black Originators Leaders and Doers of Verizon (BOLD). Wendy is also the executive sponsor of Parents and Caregivers Together (PACT). She also currently serves on the Executive Committee for the Northeast Boys and Girls Club of America. Wendy attended the University of Connecticut and completed the Harvard Accelerated Learning Program. She also graduated from the Leading Women Executive Development Program.



***The mantra I try to live by is Grace, Laughter and Hope. Grace, because every day isn't perfect, and neither am I. I assume positive intent and give grace over reaction whenever I can. Laughter, because you can't take life too seriously. It all passes, the good and the bad. Hold on to the light moments and never take them for granted. And lastly, Hope. Some may say hope doesn't have a place in business, however one of the lessons I have learned is that everything is possible with the right people working together. My village is a living thing and I love dreaming about what we can do together next."***



**Lynn Teo**  
*Chief Marketing Officer*  
**Northwestern Mutual**

Northwestern Mutual Chief Marketing Officer Lynn Teo brings a “modern marketing” philosophy to the enterprise, backed by 25+ years of experience solving business transformation challenges in a variety of industries including health, retail, tech, software, financial services, travel/hospitality, and publishing. Her revenue centric, full funnel B2B2C approach is purpose built for NM’s business model, one that leans heavily on the complex interplay of scale at the national level, combined with community reach via local marketing efforts. It comes to life through diversified media that drives impact, strategic partnerships including a newly announced partnership with the Milwaukee Brewers, and brand and demand generation campaigns around advisor recruiting, financial planning and more. Teo knows that the best marketing is a blend of science and art. The science? Her data-driven, revenue centric focus. The art? A commitment to deeply understanding customers and what they care most about. Customer research and insights inform Teo’s latest campaign, which will launch this year and demonstrate that the company’s financial advisors are truly the company’s best kept secret. They ask better questions, uncover blind spots and deliver better outcomes for clients.



***Action happens when consumers feel deeply connected to a brand. Marketers who put their customer at the center of decision making and complement that with data, reap the benefits through emotional and quantitative results.”***

