

## CEO CHAMPIONS SIGN A PLEDGE TO SPONSOR WOMEN AT WOMEN'S FORUM MEXICO 2017

*Mexico City, 8 November* – Another huge success for the **CEO Champions** Meeting took place in the framework of Women's Forum Mexico 8 November 2017.

With the support of McKinsey & Company, knowledge partner for **CEO Champions**, the Women's Forum gathered 60 CEOs to improve the role of Women in Global companies, focusing on executives' roles as sponsors of women. The CEO Champions then showed their commitment by signing a pledge whereby each of them will sponsor at least one woman and to do their utmost to advance her professionally. More than 50 women are already sponsored.

- 1) **Chiara Corazza**, Managing Director of the Women's Forum announced at the closing plenary of Women's Forum Mexico, that **Alejandro Cardoso**, CEO of Publicis Communications Mexico, **Anne-Gabrielle Heilbronner**, Member of the Directoire, Publicis Groupe and she will follow up on the progress of these sponsorships with each CEO, six months from now.
- 2) **Anne-Gabrielle Heilbronner**, during the opening of Women's Forum Mexico 2017, also announced the launch in 2018 the first ever Women's Forum index to monitor the top 100 companies worldwide on gender equality measures to stimulate a better inclusion and representation. As Anne-Gabrielle mentioned, "many diverse people are smarter few identical ones. Today, diversity is a business imperative".

The CEOs underlined the differences between being a sponsor and a mentor: a mentor acts as a sounding board, advises, gives time and helps a person change, whereas a sponsor is a champion who advocates, gives opportunities and makes change happen. According to McKinsey, while women and men are equally likely to have mentors, 46% of women are less likely to have sponsors. Sponsorship enhances career progression for women and retention is 25% higher for women with sponsors and they are also 19% more likely to be promoted. Mothers who are sponsored are also 27% more likely to stay in the workforce and as McKinsey has proven through its Women Matter studies, keeping a more diverse workforce is "good business". Consequently, with the increased participation of women in all the economies, 12 trillion dollars could be added to annual GDP growth.

The Plenary session, during the Mexico Women's Forum focused CEO Champions conquered the audience. **Talent management for the 21st century as a key issue** was moderated by **Alejandro Cardoso**, CEO, Publicis Communications Mexico, speaking with **Maria Teresa Arnal**, Country Manager of Google Mexico, **Alberto Chaia**, Senior Partner of McKinsey & Company Mexico, **Melanie Devlyn**, Chairman of Devlyn Holdings and Daniel Parfait, CEO, Safran Mexico, for a public discussion of the key takeaways of the CEO Champions workshop on sponsorship,

And of course practical measures to retain more women talents after they marry were at the heart of the discussion. **Daniel Parfait's** company invests billions in innovation and he states that of the 4000 women who work for him, that means they have 8,000-10,000 ideas for production, which increases income and directly affects the company. As **Alberto Chaia** mentioned, "to increase productivity, we need to attract all the unused talent." **Alejandro Cardoso** explained how the companies he leads have closed the gap between salaries of men and women and he promised to eliminate this gap in no more than 18 months. When it comes to the women's sponsorship programme, he went so far as to pledge during plenary, to sponsor his wife and daughter. He asked the question, "why don't I do this at home"

The next Women's Forum Meetings will take place 15-16 March in Malta, 10-11 May in Toronto, September in Singapore, and 14-16 November 2018 in Paris.

### **About the Women's Forum for the Economy & Society**

Established in 2005, the Women's Forum for the Economy and Society is the world's leading international platform that highlights women's vision and voice on the major economic and societal issues of our time. By deploying the experience and expertise of women from all generations and continents, the Women's Forum allows for practical discussions to project themselves into possible futures, provide answers, create new horizons and opportunities; it also offers open, rich and forward-thinking debates on important issues. In addition to the Women's Forum Global Meeting, the Women's Forum organized events in Brazil, Burma, Italy, Brussels, Dubai, Mexico City and Mauritius. Throughout the year, the Women's Forum for the Economy & Society expresses its commitment to the advancement of women through a wide range of initiatives organized in partnership with businesses, media groups and non-governmental organizations. The Women's Forum also promotes the advancement of women through business and collaborative networks. The Women's Forum for the Economy & Society, based in Paris, France, is a Publicis Group company.

**LIST OF CEOS WHO SIGNED THE PLEDGE**

**Rodrigo Arévalo**, Regional General Manager LatAm, Uber / **Lourdes Berho**, President, Alchemia  
**Amanda Berenstein**, Managing Director, Weber Shandwick / **Alejandro Cardoso**, CEO of Publicis Communications Mexico / **Alberto Chaia**, Senior Partner, McKinsey & Company Mexico / **Jérôme Cottin-Bizonne**, CEO, Pernod Ricard Mexico / **Chiara Corazza**, Managing director of the Women's Forum / **Marta Ruiz-Cuevas**, CEO, Publicis Media Mexico / **Melanie Devlyn**, Chairman, Devlyn Holdings / **Mari Loli Sanchez Cano Gascon**, President, Jafra Cosmetics / **Mayra González**, President and Managing Director, Nissan Mexico / **Francisco Guerra**, Partner, McKinsey & Company Mexico / **Lorena Guillé**, Director of Corporate Social Responsibility, Cinépolis / **Nathaniel Hedman**, Lead Country Manager of Exxonmobil / **Anne-Gabrielle Heilbronner**, Member of the Directoire, Publicis Groupe, / **Martha Herrera**, Corporate Social Responsibility Director, Cemex / **Ahiko Kuroda**, CEO, Grupo Kuroda / **Francoise Lavertu**, Country Director, Tesla Motors Mexico / **Sharon Lewis**, Partner at Hogan Lovells / **Vincent Magana**, Managing Director, ABB Mexico / **Eduardo Malpica**, Partner, McKinsey & Company Mexico / **Karla Mawcinit**, CEO, MB Exelencia en Comunicaciones / **Armando Mendiola**, General Manager (Gamesca Biscuits Business Unit), Pepsi Co Mexico / **Rodolfo Montero**, CEO, LafargeHolcim Mexico / **Michelle Orozco**, Partner Diversity Leader, PWC Mexico / **Alberto Pérez-Jacome**, Managing Director, Hermes Infraestructura / **Carlos Rivas**, Fuels General Director, Exxon Mobil Mexico / **Sergio Waisser**, Managing Partner, McKinsey & Company Mexico / **Cristina Sanchez Weber**, Partner, Sánchez Devanny / **Enrique Zorrilla**, CEO, Grupo Financiero, Scotiabank



**THE WOMEN'S FORUM THANKS**

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