



WICT develops women leaders who transform our industry. As the oldest and largest organization serving women professionals in cable telecommunications, WICT's mission is to develop women leaders. WICT's collaborative approach with industry leaders creates unparalleled professional development programs and services.

Creating Leaders. Together.

WICT embraces a spirit of collaboration within its organization and throughout the industry. We partner with industry leaders to provide leadership programs and services, and challenge these companies to create professional advancement opportunities for women.

WICT's PAR Initiative

Since 2003, WICT has provided the industry an objective measurement and roadmap to the advancement of women in **Pay Equity, Advancement opportunities and Resources** for work/life. Applying this benchmark allows our industry to more effectively compete for and retain the top talent needed to sustain our businesses.

The WICT Journey

For over 35 years WICT has partnered with the industry to help it stand out as a model for developing and advancing women leaders at all levels. On your WICT Leadership Journey, we are dedicated to creating opportunities for success and sharing those achievements with the industry.

Leadership-Focused: WICT Programs

Some leaders are born, others are made. WICT's world class development and networking opportunities help unearth the potential and talents that develop leaders who achieve their professional goals.

WICT Education and Development Programs

The **Betsy Magness Graduate Institute (BMGI)** presents a forum to build on the foundations forged during the BMLI experience. This tailored, 2-day curriculum focuses on continuing the life plan work and providing an annual venue for alumnae to connect and discuss their professional development.

The **Betsy Magness Leadership Institute (BMLI)** is WICT's flagship executive development program providing intensive, yearlong training for senior-level women leaders. The curriculum features a session at the world-renowned Center for Creative Leadership and strategy meetings with top industry leaders.

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The **Executive Development Series** (EDS) is designed to help mid-career professionals build skills that are critical to effectively delivering results within their organizations, with a focus on mastering competencies vital to success at the director and VP level.

The **Rising Leaders Program** (RLP) fosters the design of an individual leadership blueprint during an intensive week-long program. Leadership analysis, case study work, cable business acumen and tactical personal leadership skill expansion are the focus of this mid-level development opportunity.

The **Tech It Out** Conference was launched in 2009 and aims to build awareness of the tremendous opportunities for women in cable technology. Today, WICT has bolstered its Tech It Out Initiative to include a *Women in Technology* mentoring program.

The **WICT Leadership Conference** is WICT's premier leadership event that merges a stellar lineup of experts with technique building sessions to facilitate proven achievement strategies.

The **WICT Senior Executive Summit** (SES) is designed for the senior most women in cable who are at peak levels of performance, but want to continue to enhance their skills. The program enables participants to gather with their peers and focus on issues relevant to strategic leadership and top-level development.

The **WICT Signature Luncheon** is the premier industry event where distinguished leaders come together to recognize the year's inspiring achievements in support of women in the cable industry.

The WICT Executive Team:

- Maria E. Brennan, CAE, President & CEO
- Martha Soehren, Chair, Board of Directors – Chief Talent Development Officer & SVP, Comcast University & Comcast Cable
- Lesa Faris, VP, Business Development & Special Projects
- Talton Gibson, SVP, Marketing & Communications
- Greg Hickman, VP, Member & Chapter Development
- Christina Vergara Andrews, SVP, Educational Programs
- Rebecca L. Walker, CPA, MBA, EVP, Finance & Technology

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