

Corporate Fact Sheet

The WITIBaalnc mission is to empower women worldwide to achieve unimagined possibilities, transformations, and a global culture of inclusiveness through leadership and economic prosperity.

We are the premiere global organization enabling women in business and technology to attain their professional goals and dreams.

WITI Member Profile

WHO WE REACH: WITI delivers value for individuals whether they work for a company, the government or academia, as well as small business owners.

BY LEVEL: Over 50% are in management or executive level positions, but WITI encompasses all levels including: students, entry level, mid-level, individual contributor, executives and small business owners.

BY TITLE: Engineers, Sr. Tech Staff, IT, Business Development, Marketing, Sales, Directors, Consultants, and many others.

BY INDUSTRY: IT, Computers and Software, Consulting and Training, Financial and Insurance, Internet, Telecommunications, Consumer Goods and Manufacturing, Advertising, Marketing, Public Relations and more.

About WITIBaalnc

WITIBaalnc is the brilliant brainchild of Carolyn Leighton, founder of WITI's global network of smart, talented women, and Barbara Annis, world-renowned gender and diversity expert and author of the bestseller "SAME WORDS, DIFFERENT LANGUAGE". Today's WITIBaalnc offers products and services to corporations and organizations that focus on reaching the over 55 million women that use technology in their daily lives. We are focused on changing the world today by standing in the future.

Networks: WITI is comprised of three networks – WITI Professional Network, WITI Global Executive Network (GEN), and WITI Student Network.

U.S. and International Presence: Along with its U.S. professional association of networks, WITI also has networks internationally including: Hong Kong, Great Britain, Australia, Mexico and Ireland.

Our Commitment: WITI is committed to working with organizations worldwide to enable them to attract and retain women, as well as ensuring that businesses recognize the value in marketing to and reaching women.

Our Organization: The WITI Professional Association – worldwide networks that are dedicated to providing our members with connections, resources and opportunities. WITIBaalnc – a woman owned business – offering a spectrum of women-specific solutions that are marketed to small businesses and corporations, as well as providing infrastructure and support to the WITI Professional Association.

The WITI Promise:

WITI's Corporate Programs are designed to impact bottom line and ROI initiatives by increasing market share, reaching women decision makers, building brand, increasing productivity, improving morale, meeting diversity requirements, and finding the best and brightest employees.



build. empower. inspire.

WITI Alliance Programs

These alliances enable us to extend our reach to thousands of additional women in many other markets and industries through direct marketing and industry events. WITI's Alliance partners include:

CeBIT America
CMP Media
The Gartner Group
IDG Executive Forums
Information Week 500 Conference
Princeton Review
Streaming Media
SIIA
SuperCOMM
SVASE
and more!

WITI Corporate Partners

WITI has the support and enthusiasm of many corporations that recognize the value of tapping into WITI's huge constituency, including:

3Com
Advanta
Blockbuster
BMC Software
Capital One
Deloitte & Touche
EMC
Hewlett-Packard
IBM
Keane Inc.
Microsoft
Northrop Grumman
Raytheon
SBC
Texas Instruments

WITI Corporate Outreach

WITI is a solid investment for your business. Through our extensive outreach programs, we reach millions of tech savvy women that possess leadership skills and purchasing power. We invite you to share in our vision!

WITI FASTTRACK MAGAZINE: Content exclusively about WITI members distributed through Information Week, Network Computing and Optimize to over 100,000 professional, tech savvy women on a quarterly basis.

WITI WEB: The premiere web site for women that reaches 50,000+ unique visitors every month.

WITI STRATEGIST: This eNewsletter – distributed to 80,000+ readers every two weeks – is full of information, editorial content, benefits, partner programs, job postings, and industry discounts.

CONFERENCES & EVENTS: In addition to local network meetings, WITI holds national and regional conferences offering inspirational speakers, informative sessions, and opportunities for coast-to-coast networking.

AD CAMPAIGNS: WITI targets women with proven purchasing power. These campaigns are instrumental in driving traffic and increasing exposure for corporate partners.

WITI4HIRE & WITI SEARCH: Job board, resume posting service and career expos – all designed for employers to easily find and hire qualified, extraordinary women. WITI's search division finds the diversity candidates you need to fill senior level positions.

OPPORTUNITY EXPOS: These popular quarterly expos are held concurrently with WITI conferences, thereby bringing together top companies with the "best of the best" women in business and technology.

THE WITI MARKETPLACE: WITI's online business directory provides corporations with a one-stop shop for finding women owned businesses.

INDUSTRY EVENTS: WITI's footprint extends significantly beyond our own constituency into other markets and industries, as a partner participant in such events as: CeBIT America, COMDEX, The Gartner Group Conferences, and many others.

AWARDS: These highly successful recognition programs open the door to high visibility within the business and technology community.

PRODUCT EXPOS: A showcase at WITI Conferences that features "female friendly" products and services.

"BUILDING BUSINESS FOR WOMEN": Designed to reach entrepreneurs that want to gain more visibility and more customers. Package includes company-branded WITI Platinum Mastercard®, WITI Marketplace and other features.

TRAINING & PROFESSIONAL DEVELOPMENT: Our programs in leadership, technical and business skills are designed to improve and upgrade professional and personal skills.

CORPORATE MEMBERSHIP: Provides your organization with access to our exclusive global network of smart, talented women in business and technology. Boost employee morale while building brand.

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