



21st CENTURY WOMEN'S ENTREPRENEURSHIP & LEADERSHIP

ANNUAL CONFERENCE

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The objective of the presentation is to discuss the importance of Women's Networks at the place of work are in the female professional development, networking, and support. After the COVID – 19 pandemic, female leaders have been leaving leadership positions at their organizations at a faster rate than their male counterparts. One of the reasons often cited is the disappointment in the mismatch between the values presented in the leadership positions, especially in the C-Suite, and their own values and needs. This single fact presents a big challenge in the further advancement of females in the workforce, but also at the same time an opportunity in creating a company culture that supports women, encourages joining leadership ranks, and provides the amenities needed for female leaders to be successful in their positions. Women's Networks can be the key driver needed in creating a corporate infrastructure that would reflect the values and needs of female leaders. Furthermore, the platform can help support young women in their professional and leadership development via establishing a safe environment that support female needs for mentoring, empowering, and life and work balance. During the presentation, the key steps to establishing a Women's Network will be presented along with templates of messaging to organizations' leaders to garner support for the initiative. At the end of the presentation, the audience will not only understand why Women's Network are a key to continued advancement of women into leadership positions, but also how to create a network that can support them in that journey.

Keywords: Women's Networks; Leadership; Female Empowerment; Professional Development; Advancement

Biography

Ewa J. Kleczyk, PhD is an analytics leader with a proven record for establishing high performing analytics teams and delivering innovative analytics solutions to the healthcare industry. Currently, Dr. Kleczyk is a Senior Vice President, leading the Analytics & Operations group at Target RWE.

THE POWER OF WOMEN'S NETWORKS AT THE PLACE OF WORK

Ewa J. Kleczyk

Senior Vice President, Analytics & Data Operations Target RWE, Durham, The University of Maine, USA
Distinguished Professional (Women of Distinction Magazine)

Previously, she was a VP of Analytics at Symphony Health, ICON, plc. Her experience spans across data science and advanced analytics, health economics, outcomes research, digital & media analytics, as well as forecasting & promotional impact measurement. Dr. Kleczyk is also a highly sought-after conference speaker with experience speaking at leading industry conferences, including Pharmaceutical Marketing Sciences Association, Intellus, DTC Perspectives, CDM Media, Pharmaceuticals & Novel Drug Delivery Systems, and Conference for Business and Economics at the Harvard University, etc. She also has published in multiple academic & industry journals and is a board member of several peer-reviewed publications, including the Pharmaceutical Marketing Sciences Association Journal. Dr. Kleczyk has been an active advocate of mentoring future women leaders of the pharmaceutical industry for which she has been recognized with multiple leadership awards, including HBA's 'Rising Star' & 'Luminary' recognitions. Finally, together with her husband, James Strout, Dr. Kleczyk is a Board Member on the Community Cancer Council for the Northern Light Health Network that provides advocacy for cancer patients, while also driving local community's initiatives in ensuring an increased access to diagnostic and treatment resources. Dr. Kleczyk earned her PhD in Economics from Virginia Tech and has been an affiliated graduate faculty in the School of Economics at the University of Maine.