



International Women's Day Topics for Advancement, Inclusion & Impact

"Give to Gain" Keynote + Workshops 2026

Advancing women is not a zero-sum game.

When organizations, leaders, and allies give access, advocacy, and opportunity, everyone gains—in performance, innovation, retention, and growth.

Schedule an initial consultation [here](#)

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Learn more at [Advance Women at Work](#)

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CONFIDENCE

EVICT THE IMPOSTOR

Build Confidence and Manage Impostor Syndrome

Have you ever thought of yourself as a fraud or a fake, waiting for others to 'find out' that you aren't as smart or talented as everyone thinks you are? If *you* haven't personally felt this way, your team members probably have. Impostor Syndrome disproportionately affects women in the workplace, leading many to doubt their accomplishments and fear being exposed as a "fraud, fake or phony" who will be 'found out.'

There are real costs to an organization, including hesitance to take risks, share creative ideas, challenge the status quo, or drive innovation and can wreak havoc on team dynamics and cause rampant burnout. This workshop addresses why employees may feel Impostor Syndrome, and arms them with the tools to dismantle these doubts and build a solid foundation of confidence.

Women will learn to:

- Assess various drivers of Impostor Syndrome, including intersectionality;
- Provide self-validation for their achievements and embrace their expertise;
- Navigate and dispel the internalized narratives that contribute to feelings of inadequacy;
- Communicate their ideas and successes with greater clarity and confidence;
- Identify and overcome career-limiting challenges due to Impostor Syndrome.

Leaders, managers and allies will learn:

- How Impostor Syndrome can negatively impact women's performance and team dynamics;
- Techniques for recognizing signs of Impostor Syndrome in team members;
- To help teammates to overcome these challenges and cultivate an environment where all contributions are recognized and valued.

Attendees will understand the significant cost of Impostor Syndrome to both individuals and organizations, and arm all attendees with the knowledge to challenge and change how they respond to these feelings. By the end of this workshop, participants will be equipped to recognize different types of Impostor Syndrome, self-sabotaging behaviors and coping mechanisms, apply methods to bolster confidence, and implement best practices for managing teams to foster a culture of empowerment and growth.

GIVE TO GAIN WITH GENAI

Amplify Confidence, Connection & Collective Impact

Artificial intelligence (AI) is shaping the future of work—but there's already a gender gap in generative AI adoption, with women significantly less likely than men to use AI tools professionally.

This lag in adoption isn't just a skills issue—it has organizational consequences. When women are less empowered to use AI for decision-making, communication, and strategic influence, companies miss out on ideas, collaboration, and competitive advantage. Aligning with the Give to Gain theme, this workshop reframes AI not just as a productivity booster, but as a leadership accelerant—helping women turn new technology into confidence, connection, and collective impact across teams.

Women will learn to:

- Boost confidence and credibility through data-backed insights and clarity of thought.
- Craft persuasive and assertive messaging for everyday collaboration and high-stakes moments.
- Expand their network by identifying connections, personalizing outreach, and strengthening relationships.
- Navigate challenging conversations and negotiations by anticipating perspectives, objections, and win-win outcomes.
- Find more time in their day to minimize burnout.

Managers & Allies will learn to:

- Recognize and mitigate inequities in AI access and use, by supporting skill development.
- Foster a culture where AI is used not just for efficiency, but empowerment, psychological safety, and growth.

Investing in equitable AI adoption unlocks significant performance gains, as your team will be more innovative, efficient and effective. By elevating women's confidence and capability with AI tools, you'll foster employee growth, gain smarter decisions, stronger collaboration, and sustainable competitive advantage.

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GIVE TO GAIN WITH GENAI--LEADER EDITION

Unlock Confidence, Collaboration, and Collective Performance with AI

AI has reshaped how work gets done—but its real power is in giving leaders the skills to harness it to give clarity, access, and opportunity so their people can contribute at their highest level. When leaders deploy AI thoughtfully and inclusively, it supports individual growth while unlocking better decisions, stronger collaboration, and measurable business results.

In the spirit of *Give to Gain*, this workshop equips leaders with practical strategies to use AI as a leadership multiplier—one that expands confidence, improves communication, and builds systems where talent thrives and organizations win. This session is designed for executives, people leaders, and managers who want to harness AI to strengthen performance, retention, and innovation—while building a culture where contribution is shared and success is collective.

Key Takeaways for Leaders:

- **Give Structure to Gain Better Conversations:** Our research shows the biggest challenge for today's leaders is leading difficult conversations. Empower leaders to confidently lead tough discussions and negotiations—framing dialogue around shared goals, mutual value, and forward momentum rather than friction or defensiveness.
- **Give Coaching to Gain Capability:** Support more consistent coaching, development, and preparation—helping leaders elevate confidence, readiness, and skill across teams without adding time burden.
- **Give Clarity to Gain Stronger Performance:** Leaders learn how to use AI to provide better feedback, as research shows women are far less likely to receive valuable, honest performance-related feedback.
- **Give Access to Gain Better Ideas:** Explore how AI can help leaders broaden participation in meetings, planning, and problem-solving by lowering barriers to preparation and engagement—ensuring the best ideas rise, regardless of who voices them.
- **Give Psychological Safety to Gain Innovation:** Surface bias, challenge assumptions, and support fairer processes in hiring, promotion, feedback, and collaboration—creating cultures that retain talent and outperform.

Help leaders move beyond seeing AI as a tool for speed and toward using it as a strategic lever for *shared success*. Leaders leave with concrete actions to give more clarity, confidence, and opportunity—so their teams deliver stronger results, deeper engagement, and sustainable growth.

Note: Each one of these takeaways can be delivered as its own workshop to dive deeper and build leadership capabilities.

COMMUNICATION

THE CONFIDENT COMMUNICATOR

Present with Power and Polish

Effective communication is key to leadership, yet women often face unique challenges due to societal expectations around competence, warmth, and authority—a concept known as the "Double Bind." This workshop aims to empower women to navigate these challenges and become confident communicators, delivering messages with clarity and impact. We will share strategies for women to balance displaying their empathy and high EQ with being direct and assertive, so they can be perceived as the leaders they are.

Women will learn to:

- Address gendered communication challenges they face, based on societal norms;
- Manage the delicate balance of warmth and assertiveness without compromising authenticity;
- Overcome the "Seven Deadly Speaking Sins," which undermine powerful delivery;
- Enhance vocal presence to speak with decisiveness and power.

Leaders and allies learn to:

- Become aware of how unconscious biases affect how women are perceived;
- Support effective communication for women, especially in leadership roles;
- Create environments that encourage and value women's contributions and speaking styles.

Female employees will leave with an understanding of how to manage societal expectations while being clear, direct, and assertive. They'll understand common communication missteps that can negatively impact how they're perceived by others. All attendees leave with enhanced skills to elevate their presence and message, ensuring their communication is both powerful and authentic.

BUILD YOUR PERSONAL BRAND

Build Visibility with Integrity, to Drive Trust, Opportunity, and Growth

In today's competitive environment, promoting your personal leadership brand is not just an advantage—it's a necessity. This is especially challenging for women, since societal norms dictate that they need to abide by the 'Modesty Mandate' (as coined by Stanford University).

Through interactivity and practical exercises, participants learn how to showcase their strengths with authenticity, communicate their value with confidence, and establish themselves as influential figures and thought-leaders in their respective fields to elevate their brand and your organization at the same time.

Women will learn:

- That appropriate self-promotion is not only acceptable, but a key ingredient to fostering growth and advancement within the organization;
- How to balance humility with owning achievements, so they can get the respect and recognition they deserve;
- Why building their brand externally, with clients, partners, relevant associations, and on professional social media platforms, is key to advance relationships and business success.

All attendees will:

- Discover and Define Their Leadership Brand: Attendees learn to articulate their unique strengths and vision--essential for women who struggle with balancing humility with thought leadership;
- Craft a Comprehensive Brand Management Plan: Develop a "Be Your Own Brand Manager" strategy, highlighting what sets them apart. They'll enhance their visibility and influence within your organization, across professional associations, and on social media platforms like LinkedIn;
- Create and Communicate Their Personal Brand Statement: Participants will master the art of crafting a compelling 'elevator pitch' to effectively network and ensure contributions and achievements are recognized and celebrated;
- Leverage Achievements to Advance Mission: Attendees learn how to leverage social media, and land high-visibility speaking engagements (inside and outside of your org), to elevate their profile and influence.

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GIVE TO GAIN BY LEADING UNCOMFORTABLE CONVERSATIONS

Drive Difficult Discussions to Build Trust, Performance, and Belonging

When employees avoid having uncomfortable conversations it costs organizations time, trust, engagement, and talent. We surveyed 200+ professionals globally and found that navigating difficult conversations and giving feedback was one of the most common and costly challenges—regardless of role or title. Research shows women are more likely to experience interruptions, career growth barriers, bias and backlash for direct communication—making difficult conversations even harder to navigate. This workshop equips women with tools to advocate for clarity and fairness *and* helps allies build awareness and skills to create safer, more supportive dialogue.

This workshop reframes courageous communication as a growth strategy, so employees can *Give to Gain*: when individuals and teams are equipped to speak up, listen well, and address issues early, everyone gains—stronger relationships, better decisions, and more inclusive, high-performing cultures.

Give clarity, skills and tools to create psychological safety.

- **Gain performance:** Clear conversations reduce rework, confusion, and missed expectations.
- **Gain engagement:** Teams that address issues early build trust and collaboration.
- **Gain retention:** Employees who feel heard are more likely to stay, contribute, and grow.
- **Gain Impact:** Orgs that normalize tough conversations outperform those that avoid them.

Women will learn how to:

- Prepare for difficult conversations with confidence, clarity, and emotional control.
- Speak up effectively across power dynamics—with peers, managers, and partners.
- Advocate for expectations, feedback, and resources that support growth.
- Practice and refine tough conversations using Generative AI tools.

Managers and allies will learn how to:

- Create psychological safety that encourages early, honest dialogue.
- Reduce bias in feedback, interruptions, and emotional expectations.
- Navigate performance and tension with clarity, empathy, and consistency.
- Use Generative AI to prepare, coach, and model courageous communication.

Participants leave with a practical, repeatable framework and ready-to-use language they can apply immediately—whether they're offering feedback, addressing tension, advocating for themselves, or navigating sensitive moments with empathy and professionalism.

The result: fewer avoided conversations, stronger relationships, and a culture where giving honest, respectful communication creates real gains for people and performance.

CONNECTIONS

BUILD YOUR PERSONAL BOARD OF DIRECTORS

Advance with allies and advocates

Professional progress is tied to the networks we build and the allies we gain. For women, creating these connections is crucial, yet it often presents unique challenges due to systemic barriers and societal norms around workplace relationships. The latest research (McKinsey/Lean In 2025) shows that a lack of sponsorship is preventing women from stretch assignments and promotions, and that they're 'slipping' on the proverbial "broken rung" at a higher rate than ever—leading to fewer women being promoted first-line management roles.

This workshop aligns perfectly with the 2026 *Give to Gain* theme, by equipping women with the skills and strategies to form a "Personal Board of Directors"—a circle of mentors, sponsors, peers and protégées who can provide critical support and advocacy on their journey to success.

Women will learn to:

- Engage sponsors and mentors for navigating career advancement.
- Authentically connect with allies to build mutually-beneficial relationships.
- Become a mentor to a mentee/protégée, to add value to the organization and their own strategic thinking.

Leaders, managers and allies learn to:

- Foster mentorship and sponsorship.
- Serve as allies to help advance women's career progression and networks.
- Create a culture of belonging for *all* employees.

Participants build a practical roadmap to identify and engage potential advocates, so they can secure their support to advance their professional goals. They'll also see the value in helping the next generation of leaders grow and develop at the same time, which also builds their confidence and strategic-thinking.

WIN-WIN NETWORKING

Build Authentic Connections to Support Your Business and Personal Growth

Networking is a critical skill for professional advancement, yet research shows women require different kinds of networks than men, while being less likely to engage in building mutually-beneficial networking relationships, since they view them as transactional or self-promotional. The complexity of networking is compounded by hybrid and remote work, along with global teams.

This workshop helps women navigate these nuances, creating authentic and effective networks. Participants craft a three-pronged strategic networking plan to maximize opportunities at work, at industry events and conferences, and online through social media.

Women will learn:

- Why they need different types of networks than men;
- Strategies to network authentically--aligning personal values to create genuine connections;
- Easy-to-implement techniques for initiating and sustaining workplace relationships;
- How to build visibility within their industry.

Leaders and allies will learn:

- Why women need to network differently than men;
- How to foster women's strategic networking through coaching, mentorship, and sponsorship;
- What allyship at networking events looks like.

Attendees leave with a personalized Networking Plan for the workplace, conferences, events and online, along with confidence-building techniques to overcome fears of inauthenticity or rejection. Women will more confidently develop and maintain meaningful professional relationships, and position themselves as leaders and trusted partners. This impacts their ability to effect business growth while increasing retention and loyalty.

CONTROL

SELF-ADVOCACY IN ACTION

Champion Your Needs Without Backlash or Burnout

The ability to self-advocate is crucial for professional growth, yet many women find it challenging to champion their own needs in the workplace. This workshop empowers participants with the knowledge and skills needed to confidently advocate for themselves. They'll learn how internal and external barriers (like limiting beliefs and systemic microaggressions) impede their progress, and what they can do to overcome these.

Women will learn to:

- Identify and understand their needs, and mitigate distractions and barriers that hinder their advocacy efforts;
- Manage and reduce interruptions at work, which disproportionately affect women;
- Address and navigate microaggressions in the workplace effectively;
- Effectively ask for what they need, to drive business growth and loyalty.

Leaders and allies learn to:

- Appreciate the complexities for women advocating for themselves, and support their needs;
- Offer "microvalidations:" Small yet significant acknowledgments that bolster confidence and assertiveness in female colleagues;
- Cultivate an environment that encourages self-advocacy for women.

Women leave with a clear understanding of the challenges they face when advocating for their ideas and needs, and practical methods to overcome them. They'll be armed with tools to prioritize their goals, say 'no' with confidence and focus on their emotional well-being to maintain a clear path to their objectives. *All* attendees will understand how to navigate societal norms to create a workplace where everyone can confidently communicate what's needed for business growth and success.



FEARLESS NEGOTIATIONS FOR WOMEN

Strategies to Advocate, Influence, and Create Win-Win Outcomes

Negotiation should be empowering, not daunting. This workshop is designed specifically for women and the unique challenges they face in negotiating, as well as for leaders and managers looking to cultivate a supportive environment for equitable negotiation practices.

Drawing on academic research and real-world expertise, including insights from Wharton faculty, this course unpacks the intricacies of negotiation, through a gender lens. A proprietary 12-point Negotiation Plane teaches participants how to navigate complex deals, advocate for promotions, and articulate organizational needs with confidence.

Women will learn to overcome psychological hurdles and internalized misconceptions about negotiation.

Leaders and Managers learn to:

- Foster an environment where women can negotiate without bias, leveraging their unique strengths;
- Guide their team on negotiation techniques.

All participants will learn to:

- Master the pre-negotiation process, by assessing value and the reciprocal worth of their ask;
- Frame discussions and concessions strategically to maximize outcomes;
- Embrace a win-win mindset, ensuring that both parties feel successful in their achievements.
- Nurture trust, boost credibility, and foster long-term partnerships by following a winning formula and leveraging GenAI.

Your team will go from feeling hesitant to fearless, and uncertain to strategic. With tools to assert your company's value—and their own—they'll say goodbye to negotiation anxiety, and hello to a world where goals are within reach, and potential is limitless.



CAREER PATHING TO CLOSE THE ADVANCEMENT GAP

Design a Career Path That Moves You Forward

Women face unique challenges when pursuing professional growth, because of structural inequities, bias, and internal mindset barriers. This workshop equips women with actionable strategies to propel their careers forward with intent and agency. We recommend that this workshop is complemented with a dynamic panel discussion, featuring esteemed leaders from across your organization.

Women will learn to:

- Assertively chart their career path, embracing fearlessness and strategic planning;
- Engage with allies, leaders and managers, to support their career development actively;
- Understand workplace dynamics, to align their goals with those of their boss, team and organization;
- Navigate gender biases which historically hold women back from career ascension;
- Formulate a "Personal Career Plan," outlining practical steps for progression.

Leaders, managers and allies learn to:

- Recognize and mitigate unconscious biases affecting career progression opportunities for women;
- Understanding challenges women face, so they can support career development;
- Foster an environment where everyone's career aspirations are encouraged.

By establishing psychological safety and an atmosphere of belonging, every participant will leave empowered to enact change and drive growth. And they'll be armed with a playbook on how to put their professional aspirations into action.

If you choose to activate the panel as well, your leaders' experiences of leaders within your workplace, sharing success stories and tactics that both women and allies can employ.

BEAT BURNOUT + UNLOCK IMPACT THROUGH WORK/LIFE INTEGRATION

Build Your ‘Blue Sky Blueprint’

Burnout is a measurable business risk, as it’s the leading driver of voluntary attrition. According to McKinsey & Company and LeanIn’s latest *Women in the Workplace* report, women are significantly more likely than men to experience burnout, driven by a disproportionate share of caregiving responsibilities, emotional labor, and “non-promotable work” at home and at work. At the same time, women remain highly ambitious—yet increasingly stretched—placing retention, engagement, and leadership pipelines at risk.

Research from the McKinsey Health Institute shows employee well-being is directly linked to productivity, engagement, and reduced absenteeism, while replacing an employee costs 1.5–2x salary—making retaining experienced women a top priority.

This session reframes work/life balance through the lens of *Give to Gain*: when organizations invest in women’s ability to manage priorities, energy, and boundaries, they gain higher performance, stronger retention, and more sustainable leadership outcomes. Rather than promoting an unrealistic notion of “balance,” this workshop equips participants with research-backed tools to design intentional work/life integration—a practical approach that protects well-being *and* performance. The session is especially impactful during high-pressure periods, when burnout risk is highest.

Women will learn to:

- Create a **Blue Sky Blueprint** to align time, energy, and priorities across work and life.
- Clarify values, energy drivers, and what success looks like at this stage of life and career.
- Apply practical strategies for delegation, outsourcing, and boundary-setting.
- Learn how to say “no,” without guilt or career penalty.
- Integrate realistic self-care practices that support focus, resilience, and long-term performance.

Leaders, managers and allies learn to:

- Understand the often-invisible pressures women disproportionately carry.
- Address non-promotable work, which McKinsey research shows is more likely to fall to women and directly contributes to burnout and stalled advancement.
- Build systems and norms that support sustainable performance, flexibility, and accountability.

Participants leave with a clear, actionable plan to manage competing demands, focus on high-impact work, and protect their energy while continuing to grow. Leaders gain practical strategies to build environments where giving support, clarity, and flexibility delivers measurable gains in engagement, retention, and performance.

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WET CEMENT DELIVERS RESULTS

You can find more than 50 testimonials from our satisfied clients [on our website](#). Here are some examples:

"The Wet Cement workshop was the best program we've ever run for the global Women's Leadership Initiative."—Patricia Golas, Johnson + Johnson

"I love everything that Wet Cement is doing to provide resources and tools to empower women in the workforce. I had the pleasure of working with Jenn and the Wet Cement team on a workshop for the Viacom Women's Employee Resource Group. Jenn provided a dynamic, interactive and engaging workshop around the theme of Imposter Syndrome. The workshop had a profound impact on the attendees and provided insight and strategies to manage and overcome Imposter Syndrome. " --Lisa Bull, Paramount

"[Jenn] armed each of us with actionable tactics and strategies to help elevate our own personal and professional brand and become 'fearless' leaders." --Judy Wheeler, Nissan

"Jennifer was a wonderful, upbeat keynote speaker for our International Women's Day celebration. She brought forth a factual, relatable and actionable speech that inspired our employees to reflect and embrace equity. We were impressed with Jennifer's professionalism and enthusiasm from our first point of contact. This was a 10 out of 10 experience and we would highly recommend her!" --LaTisha Perry, Wesco

"WOW, what a spectacular SheSession you gave tonight! Your confidence is brilliant and the content was so aligned with my (our) journey. Very captivating presentation too. Really cannot say enough good things about it." -- Francine Karamalegos Conway, TED Conferences

"Jennifer has helped us build and deploy a world-class Women's Empowerment program that has provided tremendous value and community for our 150+ member companies around the world. She helps us across so many areas--from creating insightful, engaging and inspiring in-person and virtual workshops to building content and communications plus helping lead the strategy. --Barry Frey, DPAA

WHAT MAKES US DIFFERENT

Our interactive results-oriented curriculum is powered by:

Experience:

Our speaker has helped thousands of women around the world feel empowered to be more fearless at work and in life, by combining her decades of experience leading sales, strategy and marketing teams at some of the world's fastest growing but male-dominated tech and media companies with extensive research.

- On-stage: Inspiring and driving outcomes as a Global Keynote Speaker -- see examples [here](#).
- On-air: As a TV News Anchor and Reporter for ABC and CBS.
- Online: As thought leader and creator of the "Fearless in 5" series--see an example of how we've created branded versions for our clients [here](#).
- On her game: Leading as an executive for Yahoo, AOL, WebMD, The Trade Desk and others.

Research: Our curriculum integrates commissioned research (conducted by behavioral scientists at Wharton) with findings from leading academic studies to address common challenges that impede personal growth for the modern professional, and then assessed through the gender lens. Our team also conducts continual analysis of peer-reviewed academic literature and for-profit research on gender dynamics in the workplace. All of our proprietary programs are based on these findings, along with the real-time data we collect in the programs we've led for some of the world's biggest organizations across the globe.

Value: Wet Cement's suite of services includes training, 1:1/small group coaching, strategic consulting and keynote speaking. That makes us a turnkey, integrated solution for focused employee development, company offsites or client meetings. We can serve as an extension of your team, consulting on new business pitches, marketing/sales strategy and gender equality initiatives. We also offer a deeper, more robust curriculum than most, with topics across Leadership, Business Skills and Diversity & Inclusion.

CERTIFICATIONS & PROFESSIONAL MEMBERSHIPS



ADVANCING OUR MISSION

We are a proud supporter of the non-profit [Working for Women](#). Wet Cement helps women achieve financial independence through skills-based volunteering and financial support. Our donations create a ripple effect in business and the economy as a whole so we can all give back better.

ADVANCE

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JENN WILLEY, CEO & FOUNDER, WET CEMENT



Jennifer Willey launched [Wet Cement](#) in 2017 to cultivate inclusive, equitable and empowered cultures through keynote speaking, training, coaching and strategic consulting. She works with Fortune 500 and high-growth/innovative companies and global associations. Our gender equality practice, [Advance Women at Work](#), offers programs for women and Inclusive Leadership and Allyship Training.

Jennifer is a global Keynote Speaker and Content Creator. [Fearless in 5](#) is her career-enhancing microlearning video series that helps business professionals learn how to be more fearless at work and in life. She is as the Inclusivity + Gender Equity Advisor to Comexposium Japan + Ad:Tech Tokyo, and co-developed and leads the DPAA Advisory Board for the global Women's Empowerment Initiative for the DOOH industry (WE.DOOH).

Jenn volunteers to support the advancement of women. Wet Cement donates a portion of every dollar, time and resources to the non-profit [Working for Women](#). Jenn volunteers to help certified Women-Owned Businesses as a trainer for the Women-Owned Business Enterprise Council SAGE Program. She is a member of the Executive Women of New Jersey where she serves on the Seat at the Table committee. She is a part of [Impact100 Jersey Coast](#), a philanthropic organization for women, and Central New Jersey Chapter member of the Society for Human Resources Managers (SHRM). Jenn co-developed and leads the SPIRAL program for the Diversity Alliance for Science and serves on their Membership Committee. Jenn founded the WebMD Women's Leadership Network and previously served on the Board of the Alliance for Women in Media.

Before launching Wet Cement, Jennifer spent 20+ years leading sales, strategy and marketing for innovative tech and media companies, including Yahoo, The Trade Desk, AOL and WebMD. Jenn brings a unique perspective to public speaking and communication, given her experience as a journalist and on-camera talent earlier in her career. She served as a television news anchor and reporter for ABC and CBS affiliates. Jennifer is also a member of the National Speakers Association. She first learned how to command a room when she was initially certified as a Fitness Instructor more than 30 years ago--and today, she still combines her love of empowering and motivating others to achieve their potential by teaching at Crunch Fitness.

Jenn graduated from Cornell University with a degree in Communications, and is a proud mom to two college students. She lives in New Jersey with her husband (and dog Snowball!). You can contact Jenn directly at jennifer@wet-cement.com or via [LinkedIn](#).

Schedule your free consultation [here](#).