

## **Kantar and NEW partner to drive gender equality in industry**

CHICAGO (June 4, 2018) – Kantar has joined forces with the Network of Executive Women to “foster leadership, learning, and create a more inclusive workplace for all,” the two organizations have announced.

NEW supports more than 11,000 members, 850 companies, 100 corporate partners, and 21 regional groups in the U.S. and Canada through research, best practices, advocacy, learning, career development, and more than 100 local and national events each year. Kantar, a research, data, and insights provider within WPP, and one of the world’s largest insights, information, and consultancy groups, will work with NEW as a Platinum partner.

“We are delighted to welcome Kantar to the NEW community,” NEW President and CEO Sarah Alter said. “It is not possible to move the needle on gender equality without the support of companies like Kantar. We are grateful for their support and look forward to working with them in the months and years ahead.”

“This relationship reinforces Kantar’s commitment to diversity and inclusion,” said Beth Ann Kaminkow, CEO of Kantar Consulting’s Brand & Marketing practice. “We are proud to stand with the best-in-class companies that support NEW’s mission of advancing women and building a stronger workforce. Driven by our Women’s Leadership Network, this partnership creates opportunity for all within Kantar to build their skills, broaden their perspective, and expand their network. Together with NEW, we can foster a workplace that not only celebrates diversity of gender, but also diversity of thought and experience.”

### **ABOUT NEW**

Founded in 2001, the Network of Executive Women represents more than 10,000 members, 850 companies, 100 corporate sponsors, and 21 regions in the U.S. and Canada advancing all women and building business. For more information about NEW and its learning programs, events, content and best practices, visit [newonline.org](http://newonline.org). Connect with us on social media @NEWnational.