

## Jeffery Tobias Halter



Jeffery Tobias Halter is a gender strategist and the President of YWomen, a strategic consulting company focused on engaging men in women's leadership issues. YWomen focuses on driving actionable business plans and strategies to help organizations create Integrated Women's Leadership Strategies. YWomen's model is built on four key business metrics; revenue creation, talent management, engagement, and company reputation. At the core of this work is helping Senior Leadership Teams to lead, support and manage the integration of Sales, Marketing, Operations, Human Resources and the Executive Team.

A featured keynote speaker, Jeffery is author of two books, *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men* and *Selling to Men, Selling to Women*. His work regarding gender differences has been used in Tom Peter's work *Xellence Always*. He has been a contributing writer to Huffington Post, the Tom Peters Times, and PINK Magazine. At Jeffery's recent TEDxWomen presentation he introduced his *Father of Daughter Initiative, 10 Simple Things Men Can Do Support Women's Leadership Advancement*.

Jeffery has worked with two Catalyst Award winning companies, The Coca-Cola Company and Kimberly-Clark. He has led best practice work with companies such as McDonald's, Deloitte, Publicis Groupe, GE and Clorox. He recently keynoted the opening session for Walmart's International Women's Day celebration and the launch of the state of Utah's Women's Leadership Institute.

Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company. For the first 14 years of his 26 year career at The Coca-Cola Company, his work focused on franchise relations, sales management, customer management, and regional marketing. Jeffery has extensive knowledge of the Consumer Package Goods, Retail, Food Service and Hospitality industries. For his last 12 years he led a series of initiatives focused on senior and mid-level leadership development, sales management and creating integrated diversity leadership strategies.

He has taught Business Communications at Georgia State University and has been a guest lecturer at The Goizueta Business School at Emory University and the Coles College of Business at Kennesaw State University. He was a Panelist at the World Diversity Leadership Summit at Harvard University and led workshops at the Global Summit of Women in Athens Greece. Jeffery has a Master's of Science from Georgia State University and a Bachelor's of Science from the University of Wisconsin.