

Jeffery Tobias Halter

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It's my pleasure today to introduce Jeffery Tobias (ta-bias) Halter. We have invited Jeffery to speak to us today to (feel free to edit as appropriate) highlight the critical need as a company for us to accelerate our commitment to the recruitment, retention and advancement of women.

For me this connects directly back to our ... (leader highlights connection to the business/culture/etc.)

- 1)
- 2)
- 3)

Consider adding a personal story about why this is important (optional).

Now let me introduce Jeffery. Jeffery Tobias (ta-bias) 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. Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company.

Jeffery is the author of two books, *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men* and *Selling to Men, Selling to Women*. He is a contributing writer to the Huffington Post, the New York Daily News, Working Mother magazine and a two-time TEDx speaker. His work has been profiled in Forbes and US News and World Report and the Wall Street Journal. He is a regular contributor to Fox Business Radio and Good Morning Charlotte.

His clients include Walmart, Altria, Bristol-Myers Squibb, Bacardi, Citigroup, Deloitte, Novartis, and dozens of other Fortune 500 companies. His best practice work focuses on other award winning companies such as McDonald's, The Coca-Cola Company, IBM, and GE.