



Jeffery Tobias Halter is a gender strategist and the President of YWomen, a strategic consulting company focused on engaging men in women's leadership advancement. YWomen focuses on driving actionable business plans and strategies to help organizations create Integrated Women's Leadership Strategies designed to create a sense of urgency and drive competitive advantage. YWomen's model is built on three key business drivers; revenue creation, improving operating profit through talent and engagement, and protecting and enhancing your 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 the author of two books, *WHY WOMEN, The Leadership Imperative to*

*Advancing Women and Engaging Men* and *Selling to Men, Selling to Women*. He has been a contributing writer to Huffington Post, New York Daily News, and his work has been profiled in Forbes, The Atlantic, US News & World Report and the Wall Street Journal. A two-time TEDx speaker, he introduced his *Father of Daughter Initiative, 10 Simple Things Men Can Do Support Women's Leadership Advancement* during a recent talk. He also created the *Male Advocacy Profile* to help men and women assess where they are as gender allies and advocates.

He has been a Panelist at the World Diversity Leadership Summit at Harvard University, led workshops at the Global Summit of Women in Athens Greece and was the opening keynote for Walmart's International Women's Day celebration. He is a frequent speaker for client's leadership conferences, Women's History Month and International Women's Day and for employee/business resource groups. Additionally, Jeffery has spoken at leadership events for SHRM and the Network of Executive Women. He has also supported the launch of major statewide initiatives to advance women in Massachusetts, Utah, and Iowa. Jeffery is also on the board of trustees for the Miss America Organization.

His clients include Walmart, Altria, Bristol-Myers Squibb, Bacardi, Barclays, Mercedes-Benz, Nestle Purina, E&J Gallo Winery 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. Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company and brings over 30 years of business experience to his work with clients and senior leadership teams.

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. Jeffery has a Master's of Science in Instructional Design and Adult Education from Georgia State University and a Bachelor's of Science in Marketing from the University of Wisconsin.