

# JEFFERY TOBIAS HALTER

Corporate Gender Strategist

Thought Leader, Author

Former Fortune 100 Diversity Executive



Jeffery is the country's leading expert in the design of strategic business plans to advance women and create male advocacy.

With more than 30 years of experience in corporate America, from front-line sales to leading corporate D&I strategy, Jeffery brings his passion for increasing the bottom line through leveraging the power of women in the marketplace and workplace. Jeffery believes that active male advocacy is one of the most important elements to driving long-term systemic change in organizations, as men still represent 85% of senior leadership in most companies.

Jeffery is the President of YWomen and the former Director of Diversity Strategy for The Coca-Cola Company, and he now consults with leading Fortune 500 companies including Bristol-Myers Squibb, Barclays, HBO, Walmart, Moët Hennessy and many more. A two-time TEDx speaker, Jeffery is sought-after to deliver keynotes, moderate sessions, participate in panel discussions and lead workshops at industry forums such as SHRM, Women in Automotive, Groundbreaking Women in Construction and The Conference Board.

Jeffery's book *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men*, is the first business book written by a man that addresses how companies can strategically advance women to enhance the company reputation, boost the bottom line and retain talent. His first book, *Selling to Men, Selling to Women*, highlights the role gender plays in the sales process.

Under Jeffery's direction, the YWomen team has created a series of tools to assist organizations as they strengthen their women's leadership initiatives, including the [30-point Readiness Assessment](#), [Gender Conversation QuickStarters](#) newsletter, the [Male/Gender Advocacy Profile](#) and he has written numerous [white papers](#) on the topic of women's leadership advancement and male advocacy. Jeffery is the founder of the [Father of Daughter Initiative](#).

Jeffery is available for consulting and speaking engagements. Other topics and keynotes available on request.



## Thought Leadership

[Videos](#)

[Articles](#)

[Staff Meeting in a Box/  
Gender Conversation QuickStarters](#)

[In The News](#)

[White Papers](#)

## MOST REQUESTED PROGRAMS



### Keynotes

- WHY WOMEN - The Women's Leadership Imperative
- It's Time to Stop Asking Women to Lean In and Time for Men to Stand Up - Jeffery's Signature "Red Heels" Keynote
- Women Beyond the Tipping Point



### Workshops

- Creating Male (Gender) Advocates Half or Full Day Program
- Men and Women Working Together for Team Success
- Executive Success: What Men Aren't Telling Women
- Disrupting Unconscious Gender Bias: A Primer for Men and Women
- Selling to Men, Selling to Women: Leveraging Gender in the Sales Process



### Executive Briefings

- Customizable private forum or working session designed for your C-Suite leaders, executive team, senior HR leadership and Chief Diversity Officers

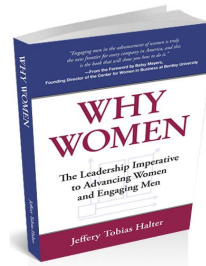
## Delivery Options

Jeffery approaches each engagement with a focus on your business. Time is spent to understand your company culture, objectives and audiences. Each presentation is customized to fit your mission and goals. All topics are available as a keynote, workshop or webinar. Custom programs and consulting projects available upon request.

- **Keynote** – 60 Minutes in duration, can include copies of Jeffery's books for attendees
- **Keynote + Breakout Session(s)** – Keynote plus a 2-3 hour mini-workshop, helping attendees to further internalize the key messages
- **Keynote, Breakout(s), and Follow-up Webinars** – Above option plus a series of follow-up webinars to both reinforce the key messages and as strategy development
- **Facilitated Interview / Panel Roundtable** – Poignant, well-prepared yet naturally delivered, professionally facilitated interview of senior executives, customer or partner panels with key messages as bookends of the discussions
- **Executive Briefings** - Customizable private forum or working session for senior executives

## Rave Reviews for WHY WOMEN:

"Fabulous, straightforward book. Jeffery does a terrific job presenting a strong business case, complete with eye-popping statistics that spur readers into action. His approach is **factual**, and it makes you stand up and take notice, particularly the examples of specific industries that aren't paying attention to women customers. He also tells it like it is. His transparency is refreshing. I couldn't put the book down."



—Sharon Orlopp, Global Chief Diversity Officer, Fortune Top 10 Company

## Testimonials

"My favorite takeaway or comment from an attendee was, 'I was rather skeptical when I saw you invited a white male to keynote a women's event but **now** I know why!'"

—Tina Thomson, Female Wave of Change USA

"Jeffery Halter was an opening keynote speaker for our organization. The feedback was very positive. Following Jeffery's keynote, he led a workshop for our Women's Insight Network. His message resonated with attendees and prompted a lively conversation about gender differences in the workplace."

—Jennifer Cinadr, Financial Services Company

"Jeffery was a phenomenal speaker! Our Women's Leadership Network is all the more energized now to engage men in our important work to advance women at all phases of their career."

—Grace Seme, Senior Business Consultant, Financial Services Company

"Jeffery Halter walked onstage wearing red pumps to make the point that men and women are having very different experiences in the workplace. His timely message was a hit at the Iowa Women Lead Change conference. He is a masterful speaker and practitioner who is able to talk to men and women about how to advance women in the workplace, giving each audience ample material to consider and actionable next steps."

—Sofie Lenzen, State Women's Leadership Initiative

