

Jeffery Tobias Halter

Gender Strategist | Consultant | Speaker | Author



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. The YWomen model is built on three key business drivers: revenue creation, improving operating profit through talent and engagement, and protecting and enhancing your company's reputation. At the core of this work is helping Senior Leadership Teams to embrace and articulate the strategic vision for advancing women in order to engage the organization in this important work.

Jeffery is the author of two books, *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men*, and his first book *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. He introduced his *Father of Daughter Initiative, 10 Simple Things Men Can Do Support Women's Leadership Advancement* as an entry point for male allyship. He also created the *Gender Advocacy Profile* to help men and women assess where they are as gender advocates.

Recently, Jeffery introduced the *Creating Gender Advocates* virtual series to provide organizations with tools to develop and enhance their Integrated Women's Leadership Strategy and conduct multi-part learning sessions designed to bring men and women together to raise awareness and develop personal action plans and next steps to advocate for advancing women.

A two-time TEDx speaker, Jeffery has also presented at the World Diversity Leadership Summit at Harvard University, the Global Summit of Women in Athens, Greece, Walmart's International Women's Day celebration, IBM Think, and NEXTGEN Technologies in Sydney Australia. Jeffery has also presented at the National SHRM conference, the Network of Executive Women and Women of the Vine. He has also supported the launch of major statewide initiatives to advance women in Massachusetts, Utah, Iowa and Indiana. Jeffery serves on the board of trustees for the Miss America Organization.

His clients include IBM, Amazon, Bristol-Myers Squibb, Deloitte, Caterpillar, United Technologies, Moet Hennesey, Gallo, Genentech, and dozens of other Fortune 500 companies. Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company and brings more than 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 of Science in Instructional Design and Adult Education from Georgia State University and a Bachelor of Science in Marketing from the University of Wisconsin.