

# 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 percent 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](#) and cohost of the [Win\(e\)d Down Wednesday podcast](#).

Jeffery approaches each engagement with a focus on your business and organization. Time is spent to understand your company culture, objectives and audiences. Each session is customized to fit your mission and goals.

## MOST REQUESTED PROGRAMS



### Keynotes

- [DEI Is Under Attack: Why Smart Companies Are Doubling Down](#)
- [Engaging All Allies: Moving From Awareness to Advocacy](#)



### Executive Briefings

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



### Virtual Programs

- [Creating Gender Advocates - Six-Module Series](#)
  - Why Women - The Leadership Imperative
  - Operationalizing the Business Case
  - Leveraging Gender Differences
  - Disrupting Unconscious Gender Bias
  - Deepening Gender Competency
  - From Advocacy to Action



### Thought Leadership

- [White Papers/Articles](#)
- [Staff Meeting in a Box/ Gender Conversation QuickStarters](#)
- [In The News](#)
- [Win\(e\)d Down Wednesday Podcast](#)



### Workshops/Immersive Programs

- [Creating Male \(Gender\) Advocates Half- or Full-Day Programs](#)

## Creating Gender Advocates

To address the ongoing need for companies to conduct robust, engaging virtual education and to provide cost-effective ways to train a wider audience of middle managers and individual associates, Jeffery has created a six-module virtual series called [Creating Gender Advocates](#). Each module includes a downloadable video and participant's guide for self- or team-paced participation.

- Why Women - The Leadership Imperative
- Operationalizing the Business Case
- Leveraging Gender Differences
- Disrupting Unconscious Gender Bias
- Deepening Gender Competency
- From Advocacy to Action

The modules are available both individually or as a complete series. The series is designed to be facilitated internally or to support your Women's Business Resource Group (BRG) initiatives. Each module runs approximately one hour and is perfect as a topic for a bi-monthly staff meeting or a company BRG session, providing a year's worth of meaningful programming and content complete with actions to take to move the needle in women's leadership advancement. Individual and corporate licenses are available.

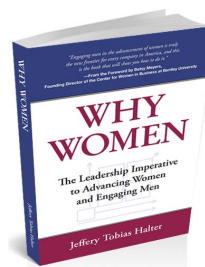
## Delivery Options

Jeffery is available for speaking and consulting engagements. All topics are available as a keynote, workshop or webinar and are available for virtual delivery. Custom programs and projects are available on request.

## Rave Reviews for Jeffery Tobias Halter:

"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

"Amazing, tremendous, engaging, excellent, awesome, well done, refreshing, practical and useful, time well spent with great ideas to implement immediately."

—Attendee, Corporate Keynote Session

"Jeffery was outstanding. Fantastic to be part of an organization that is openly discussing this issue and empowering people to take action to address it."

—Senior Leader, Executive Session Attendee, Pharmaceutical Company

"The YWomen "Creating Gender Advocates" series offers a deeply internalized approach to building gender advocates across an organization. Jeffery Halter's program provides a treasure trove of resources, assessments, and action plans that help any organization progress forward in a thoughtful and action-oriented manner. In particular, his focus on supporting BRGs with actionable tools helps to strengthen culture from within, by empowering practitioners and leaders with a path to scale."

—Rachana Bhide, Founder, "The Corner of the Court Project"



BACARDI.



E&J Gallo Winery



Bristol-Myers Squibb



Mercedes-Benz

