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CIO Women Magazine

MARCH | 2023

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The Most ADMIRED WOMEN LEADERS In Business – 2023 Women's Day Special Edition CIO Women



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FROM EDITOR'S DESK

"A leader is a dealer in hope."

- Napoleon Bonaparte, French military and Political Leader

Visionary women leaders have been playing a pivotal role in the development of the world. These women leaders have the ability to think strategically and create change in their societies and beyond. They have been trailblazers in achieving greater gender equality, economic growth, and social progress.

Women leaders have been instrumental in inspiring more women to pursue leadership roles in different fields. They have a unique understanding of the needs and aspirations of their communities. They are also more likely to take a collaborative approach to decision-making and problem-solving. This makes them better able to address the challenges that their communities face. They strive to create a culture of inclusiveness and respect for diversity.

This helps create an environment of trust and collaboration which is essential for progress and development. Women leaders are also more likely to use their power responsibly. They are often seen as role models and are held to a higher standard of accountability.

Featuring for CIO Women Magazine's this Women's Day Special edition of The Most Admired Women Leaders in Business- 2023 are the stories of such visionary women leaders, inspiring others with their extraordinary stories.

Featuring for the cover story-

Through her consulting company, MTC Consulting, **Ellie** helps corporate HR departments and C-Suite executives, as well as governments and NGOs, to optimize their operations, mitigate their risk, modernize their organizational culture, and strengthen their bottom line by truly developing their people to build world-class terms.

She offers assessments, audits, and strategic plans, plus full implementation assistance that includes workshops and training for HR and executives, as well as ongoing quarterly assessments and refinements. Her goal is to help organizations build an inclusive, aligned, and efficient company with optimized operations.

For entrepreneurs, authors, and speakers, Ellie develops, delivers, and leads international courses, training, workshops, retreats, and masterminds.

Adjunct Professor **Kylie Ward** is a humanitarian, CEO, equality warrior, transformation specialist, mom, policy reformer, visionary and a for-purpose leader. These roles fall short of her dynamic and strong leadership personality.

Before becoming a makeup artist, **Christina** worked as an image consultant and a personal shopper. She was also a tennis teacher and competed at the pro level momentarily before retiring. Christina then started her career as a makeup artist in 1995 and founded her own makeup line, Pretty Girl Makeup, in 1996.

Shalmali

Shalmali W.

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This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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PR News Section

Amantya Technologies Ranked a Leader in the ER&D Services – Telecommunications, SME Category, in Zinnov Zones' 2022 Global ER&D Services Ratings

Amantya has been declared a leader in the Small and Medium Services Providers vertical in ER&D Services – Telecommunications segment and has been ranked in the Executive Zone in the overall ER&D category in Zinnov Zones' annual ER&D Services ratings.

Amantya Technologies Inc., a leading global product engineering and system integration company, announced today that it has been ranked in the 'Leadership Zone' in the ER&D Services – Telecommunications vertical and in the 'Executive Zone' in the overall ER&D Services category in Zinnov Zones' 2022 Global ER&D Services Ratings.

The annual report by the prestigious global management consulting and strategy consulting firm provides a 360-degree evaluation of engineering research and development (ER&D) service providers, identifying their expertise and scalability across key markets and technologies, and is considered an industry standard. The 2022 study evaluated over 75+ top global service providers across industry verticals and micro-verticals for their digital engineering prowess. The ratings have been assessed on multiple dimensions, including scalability, growth rate, innovation and IP, services capability, maturity of delivery and services capabilities, ecosystem linkages, and feedback from enterprise buyers.

"We are thrilled to receive this recognition and be included in Zinnov Zones' ER&D Services ratings. It's a huge honor to be felicitated by such a prestigious body and be recognized for our strong capabilities to deliver value-added services and solutions in the 5G wireless and digital domains. Building a culture of R&D and disrupting new technologies are at the heart of what we do at Amantya. Our in-house innovations, 5G SA Core, 5G Network-in-a-Box, and 5G enterprise solution, 5G Astra, are a testament to this commitment.

The rating acknowledges our continued ability and deep commitment to exploring and disrupting cutting-edge technologies that drive next-gen digital transformations. Over the past few years, we have partnered with some of the best companies globally, and our leadership positioning in Zinnov ER&D Services reiterates our growing stature in the market. We look forward to accelerating and broadening our expertise in emerging technologies and being a front runner in providing solutions that transform everyday experiences," said Anuradha Gupta, CEO, Amantya Technologies, Inc.

The company was also recognized as "Best SME in Telecom Ecosystem 2022" at India Mobile Congress and "Most Preferred Workplace in IT/ITES 2022-23" by Marksmen Daily.

To know more about Amantya Technologies and the company's complete ecosystem of transformative solutions in 5G, IoT, AI ML, Digital, Cloud, and Edge, contact connect@amantyatech.com

About Amantya Technologies, Inc.
Amantya Technologies is a leading product engineering and system integration company with operations in the USA, Canada, and India (Gurugram, Bangalore & Nagpur). A global organization with proven expertise in next-generation technologies like 5G, IoT, AI ML, edge, and cloud services, Amantya works with some of the world's best brands, including Fortune 500 companies.

C O N T



Ellie Shefi

E N T S

The Many First Women

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Special Profile

The Leading Light of the Nursing Profession, for Today and Tomorrow

Monuments

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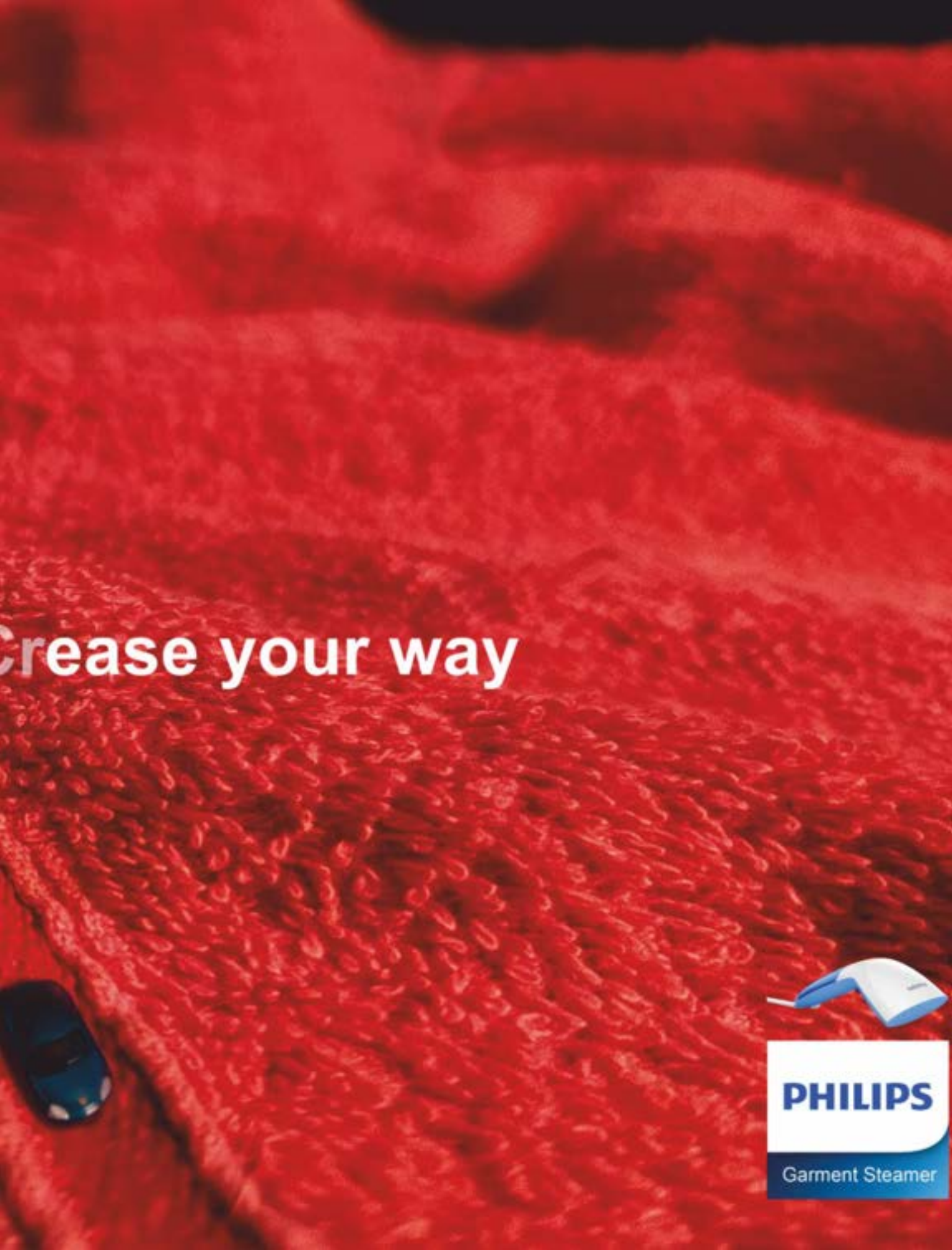
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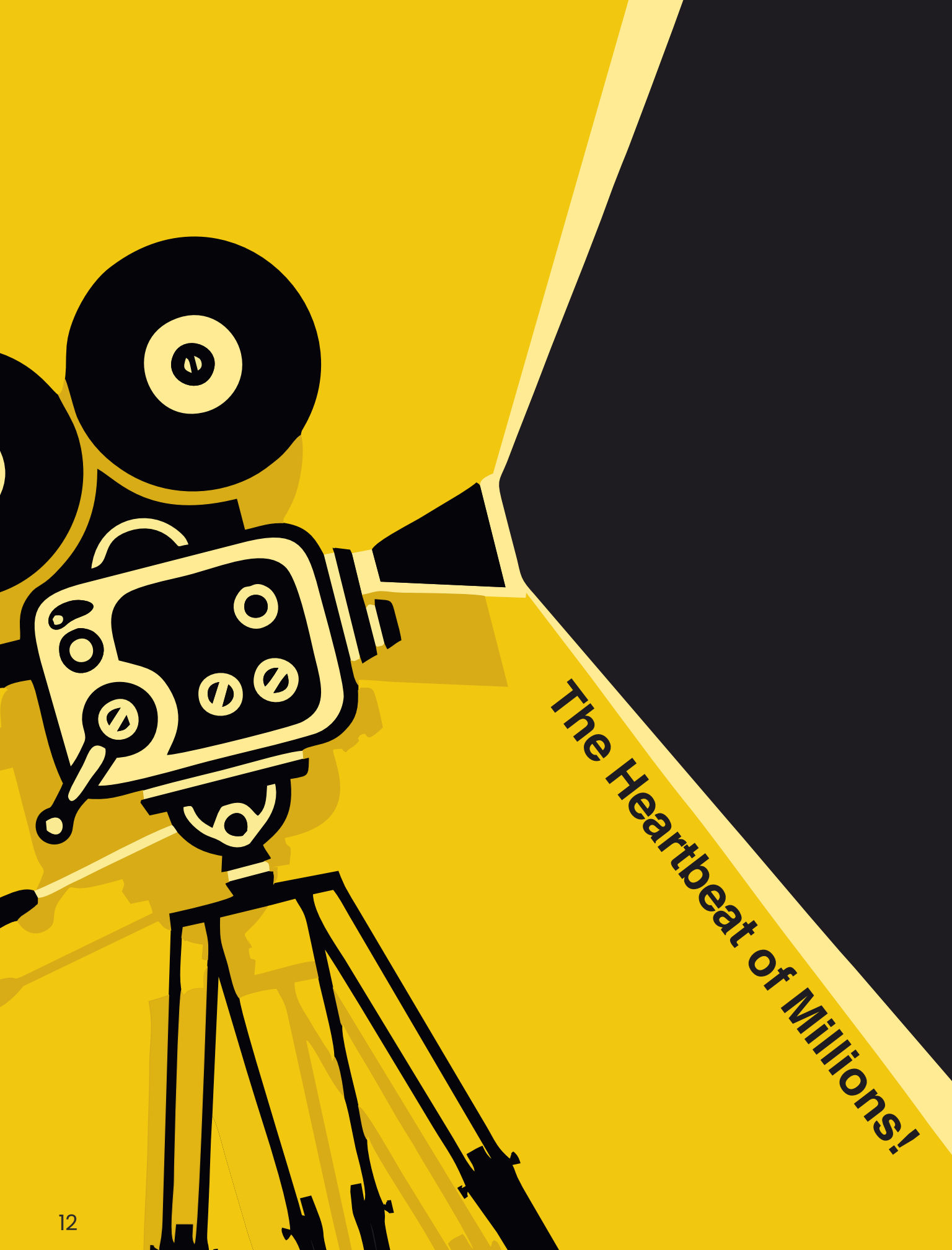
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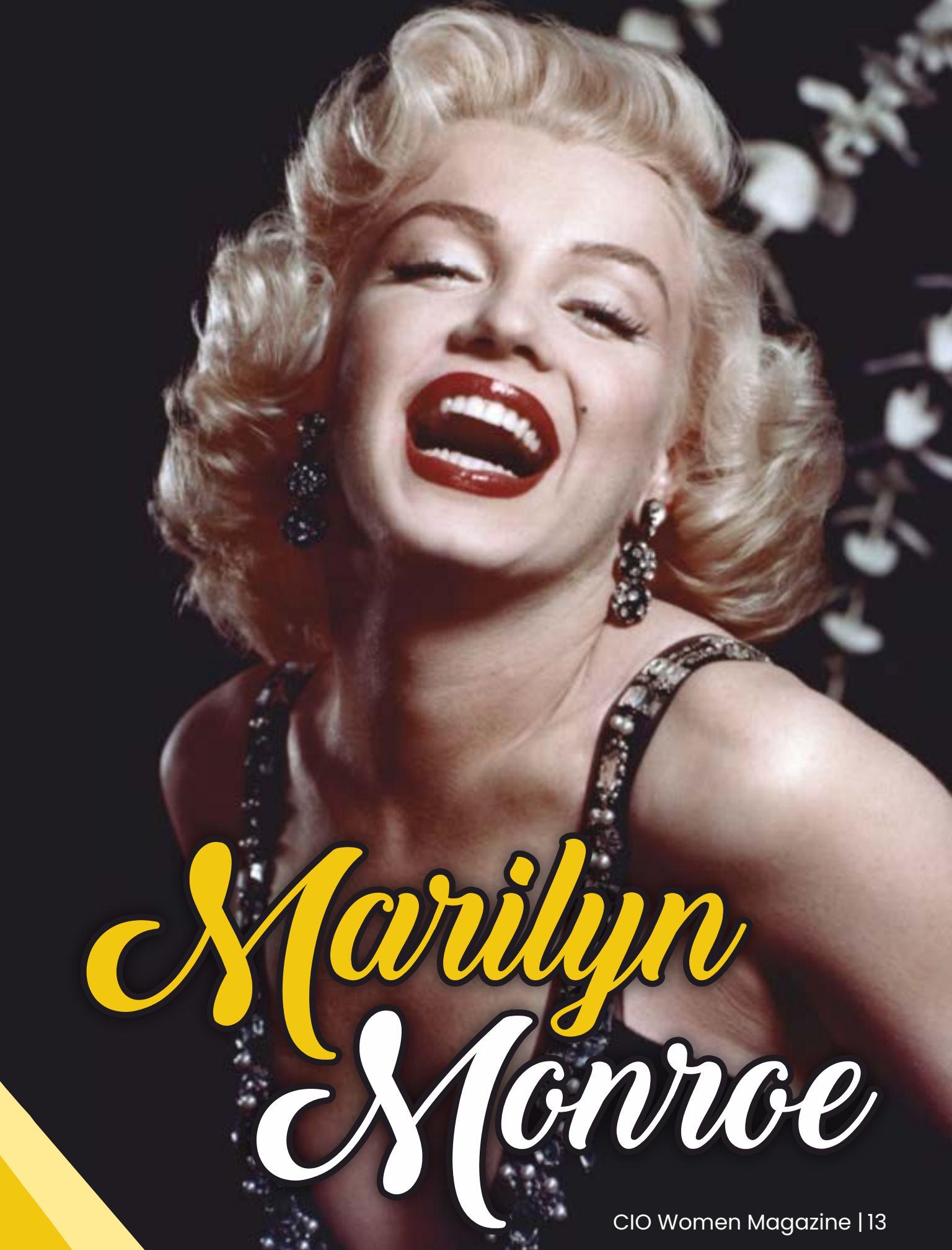
Article

Who are the 10 Global Innovation Leaders in Manufacturing


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The Heartbeat of Millions!



Marilyn Monroe

LIFE HISTORY

Norma Jeane Mortenson was given the name Marilyn Monroe on the day of her birth, June 1, 1926, at the Los Angeles General Hospital in Los Angeles, California. Gladys Pearl Baker (née Monroe; 1902–1984), her mother, was born in Piedras Negras, Coahuila, Mexico to a low-income family from the Midwest that had moved to California at the turn of the century. Gladys Pearl Baker died in 1984. Gladys Baker was just 15 years old when she tied the knot with John Newton Baker, a man who was nine years her senior. Robert, who lived from 1918 to 1933, and Berniece were their two children (1919–2014). In 1923, she had her petition for divorce and request for exclusive custody of the children granted. However, shortly afterwards, Baker abducted the children and transported them to his home state of Kentucky.

The fact that Monroe had a sister was not revealed to her until she was 12 years old, and the two did not initially meet until 1944, when Monroe was either 17 or 18 years old. Following the end of her marriage, Gladys found employment at Consolidated Film Industries as a film negative cutter. She wed Martin Edward Mortensen in 1924, but the couple split only a few short months after their marriage and were legally separated until 1928. The results of DNA testing conducted in 2022 suggested that Monroe's biological father was Charles Stanley Gifford (1898-1965), a coworker of Gladys's with whom she had an affair in the year 1925. This information was revealed in 2022. Doris (1920–1933), the older of Monroe's two other half-siblings, and Charles, the younger of Monroe's two other half-brothers, were both born during Gifford's marriage to his first wife.

Despite the fact that Gladys was emotionally and financially unprepared for a kid, Monroe had a secure and happy life in his early years. In the little town of Hawthorne, Gladys made the decision to entrust her daughter to the care of Albert and Ida Bolender, evangelical Christian foster parents. In addition, she resided there for a period of six months before being compelled to return to the city in order to find work. After that, she started spending the weekends with her kid. [24] Gladys purchased a modest home in Hollywood with the assistance of a loan from the Home Owners' Loan Corporation during the summer of 1933. She then brought her daughter Monroe, who was then seven years old, to live with her.

The circumstances of Monroe's youth were the first impetus for her pursuit of a career in the entertainment industry: "I didn't like the environment around me because it was sort of bleak... When I found out that this was acting, I immediately thought to myself, "That's what I want to do!" When I was younger, some of my foster families would take me to the movies as a means to get me out of the home, and I would wind up staying there for the whole day and far into the night. I was a tiny child sitting up front all by myself with such a large screen, and I really loved it.

On June 19, 1942, a few days after she turned 16, she tied the knot with James Dougherty, a factory worker who was 21 years old and the son of their neighbors. She felt that she and Dougherty were an inappropriate fit for one another, and she subsequently said that she was "dying of boredom" throughout their marriage. They eventually got a divorce.

She had prominent parts in the film noir Niagara, which explicitly depended on her sex appeal, and the comedies Gentlemen Prefer Blondes and How to Marry a Millionaire, which cemented her star image as a "dumb blonde." By 1953, Monroe was one of the most marketable actresses in Hollywood. The photographs of her naked body were on the cover and centerfold of the very first issue of Playboy, which was published the same year. Throughout her career, she had a large part in the formation and control of her public image, but she was disheartened when she was typecast and underpaid by the studio. She was given a temporary suspension at the beginning of 1954 for refusing to participate in a film project, but she later returned to act in The Seven Year Itch (1955), which was one of the most financially successful films of her career.
She afterwards wed another man. She wed Joe DiMaggio on January 14th, 1954, in the San Francisco City Hall, and the ceremony took place there. After that, they drove to San Luis Obispo, and then spent their honeymoon at the mountain lodge of Monroe's lawyer, Lloyd Wright, which was located just outside of Idyllwild, California. In 1955, they finally parted ways and divorced.

After the month of October 1955, the new relationship between Monroe and Miller grew more serious. In 1956, Monroe wed Miller as her second husband. A divorce between Monro and Miller would take place in 1961. The public was very interested in the turbulent personal life of Monroe. She battled addiction as well as mental issues throughout her life. Her marriages to Joe DiMaggio, a former baseball star, and Arthur Miller, a writer, both received a great deal of media attention but ultimately resulted in divorce. Her death on August 4, 1962, at the age of 36, was the result of an overdose of barbiturates that occurred at her residence in Los Angeles. It was determined that suicide was the most likely cause of her death.

MAJOR LIFE EVENTS

At the beginning of her career as an actress, Norma Jeane changed her name once again, this time to Marilyn Monroe (Monroe was her grandmother's maiden name). Monroe appeared in her first movie part on

February 11, 1947. She had already bleached her dark hair blonde and called herself Marilyn Monroe.

Marilyn Monroe made her debut in the film industry in 1947 with an uncredited appearance as a telephone operator in the film The Shocking Miss Pilgrim. She also had cameo roles in the films You Were Meant For Me and Green Grass of Wyoming. In the same year, she was cast in Dangerous Years for a little part.

The Golden Globe Award for Best Actress in a Motion Picture Musical or Comedy was given to Monore on June 29, 1956, and she received the award for her performance in the film Some Like it Hot.

On June 29, 1956, Marilyn becomes Marilyn Miller after converting to Judaism and marrying the writer Arthur Miller. Arthur Miller was her longtime boyfriend.

On January 21, 1953, she made her debut in the leading role in her first big picture. Monoroe's debut in a leading role came in Niagara. She took on the role of a femme fatale who plotted the death of her husband. She was met with generally favorable comments, despite the fact that the majority of reviewers concentrated on the blatantly sexual aspects of her performance.

Monroe emerged as a prominent sex symbol and one of Hollywood's most bankable actors in 1953 after starring in three films that were released that year. In the first, a Technicolor film noir titled Niagara, she portrayed a femme fatale who plotted to kill her husband, who was played by Joseph Cotten. By that time, Marilyn Monroe and her make-up artist Allan "Whitey" Snyder had created what would become known as her "trademark" make-up look. This style had black brows arched upward, pale skin, red lips that "glistened," and a beauty mark. According to Sarah Churchwell, "Niagara" is one of Marilyn Monroe's most blatantly sexual films that she starred in throughout her career. The fact that Monroe's body was seen in some moments with nothing more than a sheet or a towel covering it was surprising to viewers of the time. The most well-known moment from Niagara is a thirty-second long shot taken from behind Marilyn Monroe in which she is seen strolling with her hips swinging; this photo was used prominently in the advertising for the picture.

On May 19, 1962, Monroe was requested to perform at John F. Kennedy's birthday party, where she did so along with a specially prepared lyric. She did so while singing "Happy Birthday." The Golden Globe Awards were held on March 5, 1962, and Marilyn won the award for World Film Favorite.

CONTROVERSIES

Nude Calendar

After Monroe admitted to the world in March of 1952 that in 1949 she had appeared for a nude calendar, she found herself in the middle of a controversy that lasted for the rest of her life. After discovering both the photos and the fact that she had been publicly suspected of being the model



a few weeks earlier, the production company and Monroe came to the conclusion that, in order to protect her career, it would be best for her to admit to them what had happened while emphasizing that she had been broke at the time. Because of this method, she was able to win the sympathies of the general public and generate more interest in her films, for which she was now getting top billing. Monroe was featured on the cover of Life magazine as the "Talk of Hollywood" after the incident, and gossip writer Hedda Hopper pronounced her to be the "cheesecake queen" turned "box office hit" after the scandal. [98] The public excitement in Monroe was capitalized on by quickly releasing three of her films: "Clash by Night," "Don't Bother to Knock," and "We're Not Married!"

Utilization of a Substance

Monroe had a reputation for being tough to deal with, which only became worse as her career grew. This reputation would continue to hurt her career. She was often late or did not show up at all, did not remember her lines, and insisted on several retakes before she was pleased with her performance. She also did not remember her lines. Her reliance on her acting tutors, first Natasha Lytess and subsequently Paula Strasberg, also annoyed the filmmakers who worked with her. It has been hypothesized that Monroe's difficulties stem from a mix of perfectionism, poor self-esteem, and performance anxiety on stage.



On film sets, she felt that she had little control over her performance, but during picture shootings, she had more input into how she was portrayed and was able to be more improvisatory rather than according to a script. She found that film sets were more stressful than photo shoots. She started abusing barbiturates, amphetamines, and alcohol in an effort to treat her anxiety and chronic sleeplessness; however, this only made her problems worse and she did not develop a strong addiction to any of these substances until 1956. Her issues were aggravated by her use of these substances.

Her passing away

Monroe's body was discovered at her house in Brentwood when she was 36 years old. Is it possible that she took her own life? An accident? A scheme to hide the truth that was hatched by the Kennedys? A homicide committed by one of her medical practitioners? After sixty years, there is still a great deal of controversy around the circumstances surrounding her untimely death.

HOW SHE BECAME FAMOUS

Her innate beauty was a factor in opening doors for her, but the effort she put in was the driving force behind her meteoric climb to superstardom. "She had a passion to improve herself by reading books on psychology,

philosophy, poetry, art, theatre, and everything else," adds Vogel. "You name it, she read books on it." Even after she had achieved fame as a Hollywood actress, she pursued her interest in drama by enrolling at the famous Actors Studio in New York and studying under Lee Strasberg. She did this because she had the ambition to be a drama student. She was a pioneer in many respects, and in many ways she was a feminist before the word was fully recognized or understood.

After being rehired by 20th Century Fox, Marilyn Monroe swiftly established herself as the most marketable star at the company. Following her role as a tragic femme fatale in the film Niagara (1953), she went on to star in a succession of films that helped create her "dumb blonde" reputation. These films include timeless masterpieces such as How to Marry a Millionaire (1953), The Seven Year Itch (1955), and Some Like It Hot (1962). (1959). Her usual part, which was that of a ditzy charmer with perfect comic timing, set her apart from peers such as Elizabeth Taylor, Doris Day, and Audrey Hepburn, whose characters exemplified many types of femininity. Day's benign "girl next door" attitude invoked the attractiveness of the younger actress' pin-up career, while Taylor's seductresses battled with Monroe's effervescent blondes. Day also had a role in the production of the film "The Seven Year Itch." Hepburn, on the other hand, is known for cultivating an image of aristocratic elegance, which is characterized by her social sophistication and flair.

When one considers the star's troubled personal life, it is even more remarkable to see how far she has come professionally. Monroe was famously difficult to work with due to the fact that she was always late to shoots and often messed up her lines. But she was no spoiled princess. "In all honesty," adds Vogel, "she suffered from tremendous stage fright." "She was a nervous mess while shooting sequences, sometimes breaking out into a rash or becoming physically unwell at the notion of acting." As a means of coping with the traumatic experiences she had gone through and the anxious feelings she had, she misused the barbiturates and amphetamines that her physicians had carelessly given to her.




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> ***"I realize that I am uniquely qualified to help businesses and individuals navigate and best position themselves in a new business era."***

Impact-driven leaders like Ellie Shefi are empowering individuals and organizations to bring needed change to the world of business.

As an advisor and strategist for individuals, Ellie helps her clients, including six-, seven-, and eight-figure entrepreneurs, build aligned businesses and become global brands.

And in her work with organizations, she's a complete contrast from the usual (and old-style) consultant types who look at the bottom line and pay lip service to "employee contentedness." While many competitors have been schooled in "best business practices," she's lived them. Not a white horse who'll come in and dictate how employees should feel from the top down, Ellie helps management to cultivate employees from the bottom up. It's a revolutionary, but necessary, change. She helps create organizational cultures where diverse employee experiences and ideas are welcomed. When she's finished, all oars are rowing in the same direction. The workforce knows and feels that the bottom line is a byproduct of their personal development.

It's the intersection of humanity and high performance. It's a holistic approach that only a person with significant advocacy, business, education, and legal backgrounds—like Ellie—can offer.

Featured in this Women's Day Special Edition of CIO Women Magazine is Ellie Shefi—one of **'The Most Admired Women Leaders In Business – 2023.'** Ellie is a speaker, strategist, consultant, corporate trainer, and trusted advisor to governments, universities, NGOs, corporations, and entrepreneurs. Here she shares wisdom and insights gained through her decades of experience as a leader who creates impact through the empowerment of others.

A Leader for All

"My mission and vision is to change the world and to empower others to do the same!"

For many years, Ellie was happy being a force for good "behind the scenes" as a staff attorney in the judiciary, an advisor to universities, and an advocate for many human rights-related causes. But a 2019 cancer diagnosis spurred an even stronger desire to be a force for good as a visible woman leader.

She decided to come out from behind the scenes.

"I said to myself, 'No more playing small. I am going to step out from the shadows, use my voice, and step into the full embodiment of who I am meant to be.'"

But how? She began writing books, speaking on stages, and being more of a media presence. She stepped up her individual advising and consulting and began globally advising governments and NGOs on criminal justice reform, civil rights, and human rights issues.



Now she is bringing her education, entrepreneurship, advocacy, and legal expertise to HR departments and C-Suite executives.

"I realize that I am uniquely qualified to help businesses and individuals navigate and best position themselves in a new business era."

Business is changing, but with that is a tremendous opportunity to build better company cultures and more diverse and inclusive environments. Ellie recognizes that there's now a chance—and a responsibility—for business to do better, and she's using her voice and her expertise to make sure leaders have the best training and tools to get it right.

Strategist, Consultant, Corporate Trainer, and Trusted Advisor

"I help organizations optimize their culture and individuals expand their influence."

Through her consulting company, **MTC Consulting**, Ellie helps corporate HR departments and C-Suite executives, as well as governments and NGOs, to optimize their operations, mitigate their risk, modernize their organizational culture, and strengthen their bottom line by truly developing their people to build world-class teams.

She offers assessments, audits, and strategic plans, plus full implementation assistance that includes workshops and training for HR and executives, as well as ongoing quarterly assessments and refinements. Her goal is to help organizations build an inclusive, aligned, and efficient company with optimized operations.

For entrepreneurs, authors, and speakers, Ellie develops, delivers, and leads international courses, training, workshops, retreats, and masterminds.

'Monetize Your Expertise' is Ellie's proprietary system for building an aligned business, increasing impact and income, and becoming a globally-recognized brand.

'Best-Selling Book Bootcamp' is a week-long intensive where Ellie works directly with authors to write their manuscript and create a customized monetization plan for their best-selling book.

'Monetize Your Message' is a program for aspiring speakers to further amplify their message. In it, Ellie helps speakers craft their signature talks, confidently connect with and captivate their audiences, and get booked on media.

'Master the Media' is a one-of-a-kind program where Ellie guides individuals step-by-step to get results from interviews and media appearances so they can establish themselves as the go-to expert in their field.

Ellie also owns a full-service, independent publishing house—**Made to Change the World™ Publishing**. It is the vehicle through which she helps mission-driven individuals to use their voice, share their message with the world, and build their brand. Ellie and her team help entrepreneurs, leaders, and experts publish best-selling books which, in turn, prompts their invitations to keynote speaking engagements, TV appearances, and podcast interviews.

"The best-selling books that we consistently produce are fundamental to successfully building our clients' brands so they can scale their income and impact."

> ***"I said to myself, 'No more playing small. I am going to step out from the shadows, use my voice, and step into the full embodiment of who I am meant to be.'"***





Ellie also leads the **'Sedona Sisterhood Retreat'** where women leaders exchange ideas and insights as well as decompress and recharge with an aligned group of high achievers. It's a safe space for women leaders to gather with peers and just BE … a place where they needn't lead or have all the answers.

What the Future Holds

"I intend to further consult and advise organizations on optimizing their teams and operations. I will continue to work with companies that are committed to bringing in modern and progressive organizational cultures—those that believe in people over profit, and those that are willing to innovate, optimize, and align with their mission, vision, and values. With my insights, these companies can cultivate symbiotic and long-lasting relationships with their workforce, resulting in a litany of benefits, including greater profits."

Ellie is deeply invested in helping more people use their voice. She knows that business is on the precipice of change, and it's a key time for people to show up, stand up, speak up … to use their voice and be the instruments of that change.

In order to facilitate those opportunities, she is increasing the number and types of programs where she can guide her clients through writing and publishing their best-selling books, become sought-after speakers, and share their expertise through media appearances.

Ellie is a beacon for women to step up and lead from the front.

"We women leaders need to collaborate rather than compete. We need to extend our hand out to one another and help each other rise."

She emphasizes that women leaders in every industry share a duty to mentor the next generation and share a responsibility to create positions and create opportunities rather than wait for something to come along. It's time for women to build their own tables rather than wait for an invitation to sit at one.

Empowering Women

"Be the leader you would want to follow!"

According to Ellie, a successful woman leader should bring to her business



compassion, integrity, and authenticity at an overarching level. From these guiding principles, she would ideally structure and manage the business with inclusivity, alignment, empathy, and an ability to lead by example.

An impact-driven team-builder and cheerleader, she would create collaborative spaces where people are seen, valued, and celebrated for their individual gifts. Likewise, she would put people over profits, direct the business to be socially responsible, and mentor and cultivate other leaders within.

On Confronting Gender Biases

Ellie has confronted gender-related biases at micro levels. For instance (and probably familiar to many of our readers), because she looks young and is female, she's often mistaken for a secretary or a student or an employee. Consequently, she feels that she must continue to amass numerous and prestigious accolades because men, in particular, don't take her as seriously without them. She still finds that even having 30+ years of experience, she has to prove herself and her expertise to men more than men have to prove it when they speak to each other.

As frustrating as that can be, it pales in comparison to how proud Ellie is to be achieving her goals as a woman who plays very visible leadership roles in many traditionally male-dominated fields—business, law, and consulting/advising.

"And I do it on my terms!"

Now that Ellie's voice is being heard, she uses her leadership stature to empower other women to have their voices heard.

She notes that the deeper she got into her career, the more she realized that women often felt like they did not have a voice or could not use it. So her focus is to help them find, claim, and use their voice through her parallel roles of coaching, consulting, and corporate training. She believes that every person has a voice and can use it to advocate for themselves, their families, their communities, and their missions. But for many, it is not modeled nor encouraged.

"I use my voice to guide others to use theirs. It's a ripple effect."

Ellie's Many Accolades

Ellie describes being sworn into the United States Supreme Court Bar by her childhood hero, Ruth Bader Ginsburg, as a definite "pinch me" moment! Becoming a trusted advisor to governments, universities, NGOs, and nonprofits has also been a pinnacle achievement, and is a responsibility she doesn't take lightly.

In addition to being one of CIO Women Magazine's "Most Admired Women Leaders In Business 2023," Ellie has been named one of the "Top 10 Entrepreneurs to Watch in 2023" by Entrepreneur magazine.

Last year, she was included in MAXIM's "10 Most Inspirational Business Women of 2022" and CIO Views' "10 Most Inspiring Business Women of the Year 2022." And she was selected as the "Discrimination and Human Rights Lawyer of the Year 2022" by the Women in Law Awards! Being inducted into the National Academy of Best-Selling Authors and receiving both the Quilly Award and the Impact Award have also been capstones for her literary works.

"These awards show that I've effectively used my voice for causes that I champion—doing good, ethical business, and successfully advocating for positive changes across all industries for human and civil rights. Receiving these awards reminds me of the importance of stepping up and speaking up, and it spurs me on to continue to do so!"

Beyond all the accolades and achievements, the true pinnacle for Ellie as a woman leader has been getting to facilitate and witness the moment when the women she coaches, mentors, and advises become clear on their vision, their mission, and their purpose.

Ellie's Advice to the Women Leaders of Tomorrow

Ellie's aspirational advice is to embrace the one life that they have—their one chance on this Earth—and to make it count! Do something they truly love … build a business and a brand that aligns with their values, their vision, and their mission in life. And if they are stuck on whom to help or how, they should



> ***"I am honored to be a leader stewarding change in constitutional rights, civil rights, human rights, and prison reform issues."***



> ***I never tire of watching women step into their power and use their business, their voice, and their life as a force for good.***

remember that they are most powerfully poised to serve the person they once were, so they should look back through the challenges they've overcome and recount the steps they took to navigate them and start there.

Her pragmatic advice is to seek out other women leaders. Success takes a village and it's important to find an aligned tribe of women who they can journey alongside. And, of course, if Ellie's work aligns with the vision of tomorrow's women leaders, she wants them to reach out! She and her team want to work with them! They want to help cultivate even more women-owned and women-led businesses.

She encourages rising women leaders to embody the principles—like authenticity, transparency, inclusivity, social responsibility, and balance—that will attract and retain the top talent who also embody those principles. She emphasizes that a true leader should be willing to stand shoulder to shoulder with other women leaders and use their voices to advocate for themselves and others.

Together, women leaders can make a bigger impact and create well-rounded organizations that best serve their wider communities. As Ellie says, "Let's do it!"

To connect with Ellie and learn more about her work, please visit ellieshefi.com.



If your vacation is nice, time flies!



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KYLIE WARD

The Leading Light of the Nursing Profession, for Today and Tomorrow

Adjunct Professor, RN, MMgt, FACN, FCHSM (HON),
Wharton Fellow, MAICD and CE,
Australian College of Nursing (ACN)



My desire is to leave the world a better place and I have an unrelenting passion to bring others on the journey with me.

Adjunct Professor Kylie Ward is a humanitarian, CEO, equality warrior, transformation specialist, mom, policy reformer, visionary and a for-purpose leader. These roles fall short of her dynamic and strong leadership personality. The Enterprise World is proud to introduce her as one of The Most Influential Women to Watch In 2023.

Raised in the western suburbs of Sydney, Australia, life was simple, but Kylie was not. Little did she know that she was about to become one of the country's most influential professional health leaders and a formidable, passionate advocate for women, children, and equality.

Kylie's story is grounded in service to others, a vision for a greater future with a tenacity to get the job done. Her strengths lie in breaking down walls, reframing the issue for fresh thinking, and bringing people together to create long-lasting solutions.

By the virtue of this, she has acquired several accolades over the years and been recognized for her work. In 2017, Kylie won the Telstra ACT Businesswoman of the Year for Purpose and Social Enterprise.

A Wharton Fellow, who also holds honorary academic appointments with five leading Australian Universities, Kylie received a prestigious Honorary Fellowship with the Australasian College of Health Service Management (ACHSM) in 2019.

In recognition of her leadership in digital transformation in the health industry, Kylie was ministerially appointed as a Board Director to the Australian Digital Health Agency, a Board Director to the Australian Commission on Safety and Quality in Health Care, the National Health and Medical Research Council (NHMRC) and Health Translation Advisory Committee (HTAC) whilst holding numerous other national and board positions.

Kylie has served on numerous State and Territory Senate, and Parliamentary Inquiries and gave evidence in 2019 at the Australian Aged Care Royal Commission. In 2020, Kylie was named one of the Top 100 Health Voices for LinkedIn worldwide and was recognised as a National Influencer by AuSAE, the leading body for association executives.



Kylie is a graduate of Western Sydney University (WSU) for both her undergraduate studies and her Master of Management. In 2018 she received the Western Sydney University Alumni Award for Professional Excellence, which was presented by the Chancellor at a celebration dinner with 1000 guests in attendance.

In 2022, Kylie was named the National Winner of Executive / Team Leader of the Year and Overall National Winner of the Outstanding Leadership Awards for Leadership HQ Australia. Within the same year, she was also named the ACT Winner of the Excellence in Women's Leadership Awards by Women and Leadership Australia.

Kylie has been a national finalist for two of CEO Magazine's prestigious awards, CEO of the Year and Not-For-Profit Executive of the Year. On top of all of that, she is a regular keynote speaker, author, media personality, and mother of two.

Fostering Inspiration

"I work to achieve social reforms and policies that give greater access and equity for all and to ensure we are embracing and supporting diversity in all its forms."

Adjunct Professor Kylie Ward is the CEO of the Australian College of Nursing (ACN) and was pivotal in establishing the Australian College of Nursing Foundation (ACNF) to support emerging leaders through sponsorship and mentorship as well as inspiring research and policy. She is honouring nursing history through the raising of a commemorative sculpture of Lieutenant Colonel Vivian Bullwinkel at the Australian War Memorial.

When asked about her vision, Kylie says, "I wanted to create a workplace that allowed staff to flourish, and I

wanted to create an organization that enables nurses to succeed, placing them at the forefront as leaders and decision-makers. As a Registered Nurse myself, I know the sacrifices, the challenges, and the effort that being a nurse demands. I wanted to, and still do, problem-solve to make it better for every nursing professional."

Refocusing on Purpose

As CEO of ACN, Kylie has led a program of transformation, focusing the organisation squaring on its purpose to advance health and shape nursing She has built not only a legacy of nursing leadership but also the importance of policy, sponsorship, and community around it.

Kylie is inspired to increase the recognition of nurses and women in society. Articulating and amplifying the professional voice of nurses, she has ensured that they have a major seat at the table to develop health and social policy.



Kylie was instrumental in launching Nurse Strong, a platform empowering nurses to look after their own health. She has made a significant contribution to numerous policy campaigns, including the removal of conversion therapy, nurse-led care in Aged Care, and the improvement of population health outcomes.

She has led the ACN community to find its relevance through policy leadership, and political and industry influence. Thanks to Kylie's efforts, ACN is now Australia's beacon for Nurse Leadership.

Digital Champion

Kylie has been a champion for digital health and nursing informatics for several decades.

Throughout her career she has led major reform for modernisation of paper-based systems, point of care solutions, quality and safety initiatives to minimise risk to patients. This is in tandem with a focus on optimising the time nurses get to spend with their patients.

Most importantly, Kylie's leadership in digital transformation is guided by a vision to see digital platforms as a key tool for health equity and greater access to expert care. In particularly to address the disproportionate illnesses such as chronic and complex diseases for those living in rural and remote communities, as well as other vulnerable and marginalised people.

The importance of technology in the health sector cannot be undervalued says Kylie, from moving staff to work-from-home models through to delivering important educational and informational updates via webinars and hybrid learning models.

One key area of work, included Kylie leading the role of the ACN Immunization for Health Practitioners course which is now offered via an on-demand online portal, providing access to the latest information on immunization to a larger audience.

Turning Point

In speaking to Kylie today she presents as a woman of great strength, determination and conviction. And although she acknowledges she has had these traits since a very young girl, the road to being a voice of authority has not been without great challenges and sacrifices.

Upon reflection, Kylie confesses that she has come up against much criticism, knocks and even bullying because she dared to speak out and dream of something different, something better for the staff and the consumers of health services. She states she has worked in some organisations and teams that have had a pack mentality in tolerating the status quo, even at the expense of good care, better use of resources, and safer patient outcomes. Resistance to change at the top of an organisation is crippling, as is a culture that doesn't value innovation and diversity.

The journey has not been an easy one for Kylie with the challenge of what is, what was and what could be. Without her inner strength and desire to help people less fortunate than herself, she would have pulled back long ago to fit in. Instead, she has sacrificed the security of positions and titles in the pursuit of working with others who are also valued-based who want to make a difference. .

With an innate ability to connect with people from all walks of life, Kylie says it is the unexpected conversations and people she has encountered that have taught her the most, and who became her inspiration to keep fighting the system.

Her impeccable work ethic and ability to get people to unite, has resulted in many great outcomes and achievements for the teams she led. A natural creative and systems thinker she has delivered greater efficiencies and better use of resources.

As she gained more experience, her sphere of influence grew, as did those who wanted to follow her direction.

Kylie has a great love for people, and when you walk with her amongst her peers, you see this is very much reciprocated; people say that with Kylie they feel heard and seen. *"I have always felt that I have a smart brain, a strong voice, and a kind heart and I should use that to make a difference for humanity. I speak for all those who will never get the opportunity to feel heard by decision-makers, powerbrokers, and politicians."*

Owning this conviction, she has led ACN in illuminating Nurse Leadership within her seven years as CEO. Moreover, she has exceeded in meeting her personal KPIs and business goals to date.

Earlier this year, she completed a course on Strategic Non-profit Management at Harvard Business School. Kylie continuously looks for new ways to better herself in her role and is committed to personal development.

Behind The Curtains Of Success

A good leader defines organizational success. Kylie's leadership style reflects all shades of victory with empathy, compassion, innovation, problem-solving, and seizing every opportunity.




Australian
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Nursing
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Everyone becomes a nurse for a different reason. However, at the core of ACN, there are caring people who want to make a difference and help others. The organization's purpose has always centred around people, and Kylie is determined to build a strong, supportive and inclusive team to serve their nursing community.

Having a team that shares the same vision is what makes ACN a beacon of hope. Kylie strives to give her team new opportunities, supports their ideas and initiatives, challenges them for professional growth and ensures they have the help needed to do their job. Over the last year the structure of the team, the roles, and KPIs have been refreshed, giving staff greater opportunities for growth and development.

"I believe connection to purpose and a culture of innovation, creativity, flexibility, and problem-solving is key to staff retention, progression and instilling an atmosphere of anything is possible."

A Chink In The Armor

During the rise of the pandemic, Australia experienced an unprecedented impact on the healthcare system and subsequently on ACN. Nurses had to undergo being overworked and underpaid, dealing with workplace violence and not having adequate access to personal protective equipment. ACN took up the mantel to advocate for the nursing profession and ensure all their community was respected, heard and supported as best they could during this time.

Kylie and the ACN team organized over 1,000 care packages be delivered to hospitals who were feeling burnt out from the pandemic, all the products in these packages were sourced from bushfire-stricken regions.

Internally at ACN, Kylie made sure her staff felt supported and valued by giving them a tailored care package filled with well-being-focused items – all 82 staff received one delivered to their homes. Whilst this might seem like a simple idea, it was logistically challenging and expensive to execute; but it was timely, practical, and very well received.

On the other hand, post-pandemic has opened up many opportunities for nurses to be heard at the decision-making table.

"I'm proud to represent the nursing profession and lead us into a new era."

An Organization Standing Strong

The Australian College of Nursing is a purpose-led organization, that is committed to 'Shaping Health, Advancing Nursing'.

By Shaping Health, they create a real and lasting impact on the way all healthcare systems are designed, delivered, supported, and resourced. It has a unique perspective of how they will shape health to ensure all Australians have access to high-quality care.

With Advancing Nursing, the organization supports nurses and the health sector to train, inspire, educate, uplift the skills and expectations of nurses. They are creating a world where the nursing profession is well-respected and appreciated.

This has been initiated with the sole thought, to enhance health care and a strong belief that all nurses, regardless of their job title or level of seniority, can be leaders. By bringing together thousands of extraordinary nurses from across the country, ACN builds a strong collective voice for nursing.

ACN represents in excess of 150,000 nurses through corporate and individual memberships. It is the voice of the 400,000-strong nursing profession in Australia. The organization has been responsible for graduating more than 6,171 students through national courses.

A Step Ahead

"This is a very exciting time where we are commanding a new history with respect, regard and influence."

Kylie is a humanitarian at heart. She has invested decades in developing and empowering women as she believes when women are involved, children can flourish.

Kylie's passion to see a world where a nurse is at every table a healthcare decision is made, paves the way for nurses to be seen as leaders in healthcare, and have a professional voice of influence and impact.

Nurses have so many avenues to be involved, network, learn and contribute to the greater body of knowledge. The challenges along with their work are often missed, not shared or sought out. This is now changing.

Moreover, ACN now aims to overcome the risks that are borne by the profession in Australia – workforce shortages, occupational violence, and burnout.

ACN has initiatives and programs under six brand pillars:

- Advocacy – To advocate the issues for the nursing profession, making real and lasting changes
- Community – To build a strong community of nurses
- Education – To train, educate, inspire and mentor nurses
- Leadership – Prepare nurses to lead and facilitate opportunities
- Policy – Set the standard for exemplary healthcare
- Social Impact – Improve the beneficial impact nurses have on our society

Going forward, the contribution from ACN towards building stronger economies, gender equality, and healthier communities will be paramount.

Experience Speaks Louder

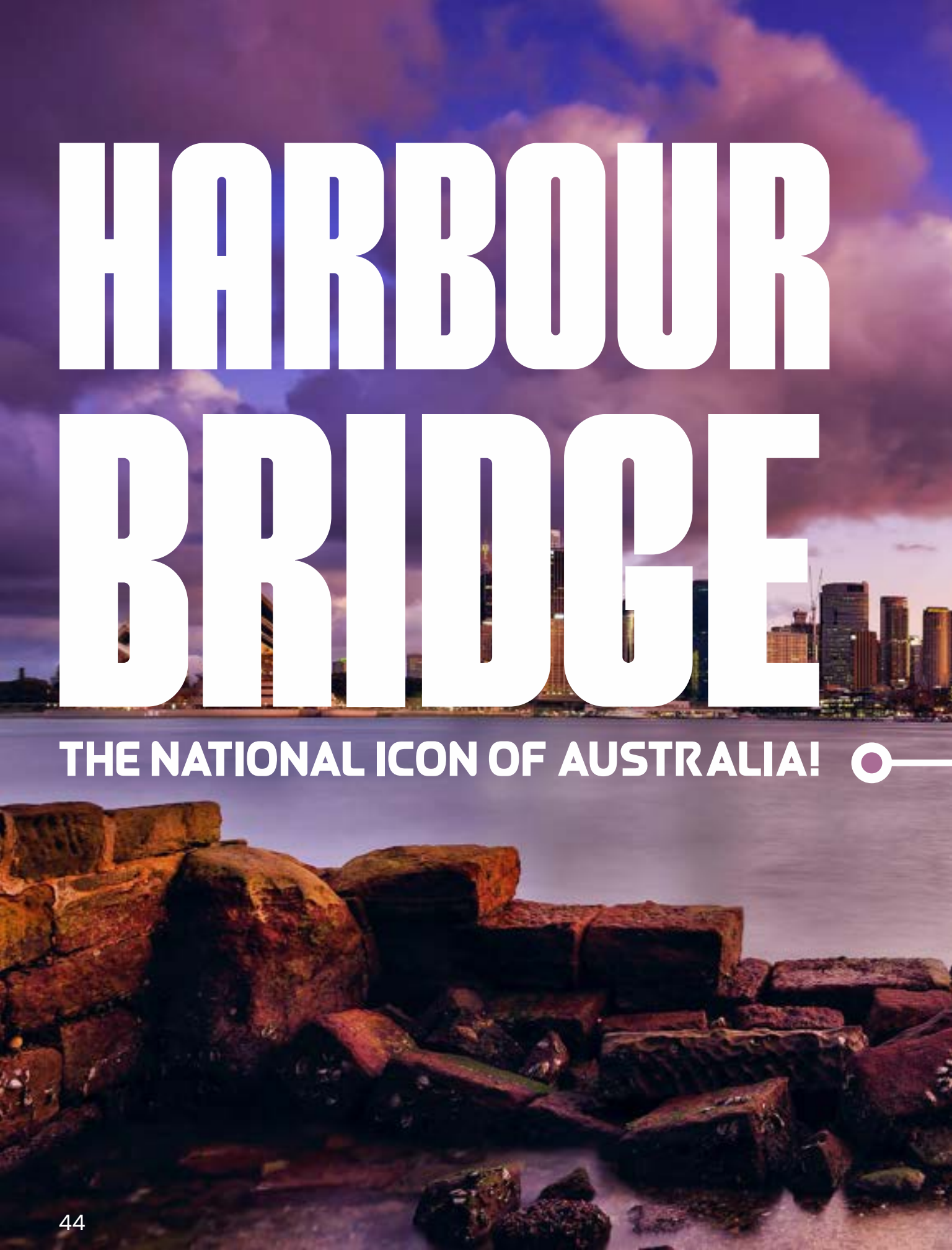
"My advice to women is to understand who they are, what they bring to the position and organization as well as the areas they need to strengthen. We should all understand we have more learning and growth to do, and we should commit our lives to personal and professional development. This will require finding the right mentors and coaches who will challenge you. Then it is up to you to do the personal work to be authentic and assimilate the learnings into improving the lives of those you serve.

Surround yourself with exceptional people at every level and let them challenge you and let them soar. Know ahead of time that you will not have all of the answers but stand in your conviction and courage when you do know the right thing to do.

Being a CEO or business leader comes with great privilege and power but most importantly it comes with great responsibility. Always conduct yourself with integrity, grace, clarity, and purpose, and be filled with gratitude and kindness, even when making tough decisions. Time is the most precious resource today, and it is not renewable so be respectful of other people's time, as well as your own and be decisive so people can follow your lead."


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HARBOUR BRIDGE

THE NATIONAL ICON OF AUSTRALIA!





HISTORY

The Sydney Harbour Bridge is a steel-arch bridge that is located in Australia and crosses Sydney Harbour (also known as Port Jackson). The bridge, which had its inaugural opening ceremony in 1932, is now used as the primary connector for public transportation between Sydney and its northern suburbs. Because it has a span of around 500 meters (1,650 feet), it is considered to be one of the longest steel-arch bridges in the world. Along its length, it is equipped with two pedestrian walkways, a highway, and four separate railway lines.

In 1924, Bradfield was in charge of overseeing the beginning of the project. Because of the depth of Sydney Harbour's waters, it was impossible to employ temporary supports, therefore the steel arch was constructed from either side of the harbor. The two sides finally converged in the middle in the year 1930, and a grand ceremony was held to celebrate the bridge's official opening on March 19, 1932.

CULTURAL SIGNIFICANCE

The Sydney Harbour Bridge was designated as having exceptional national historic value by the Australian Heritage Council. Its building was a significant event in Australian history. Its inauguration in 1932 was essential in the building of contemporary Sydney and served as a focal point for national optimism throughout the Great Depression. The Harbour Bridge has become a lasting national landmark and has inspired many of Australia's leading artists. It is one of the world's most magnificent arch bridges. Although it does not have the world's longest arch span, its mass and load capacity are larger than those of other significant arch bridges, and



no other bridge in Australia equals to its technological importance. The bridge was the most expensive engineering feat in contemporary Australia, and although being over 80 years old, it has yet to meet its full capacity. The Sydney Harbour Bridge is especially notable for its affiliation with John Job Crew Bradfield, one of Australia's most illustrious civil, structural, and transport engineers, who produced the overall specifications and oversaw the whole project.

LOCATION

The Sydney Harbour Bridge in the country of Australia may be found at a latitude of -33.852222 and a longitude of 151.210556. The Sydney Harbour Bridge is located in Australia. From Sydney's Central Business District all the way up to the North Shore.

HOW TO REACH (MODES OF TRANSPORTATION)

By Train
By Tram
By Ferry
Taxi
Bus

THE NEAREST AIRPORT

Sydney Airport is the closest airport to the Sydney Harbour Bridge (SYD)
NEAREST RAILWAY STATION

Milsons Point Station

NEAREST FERRY STATION

Ferry stations near Sydney Harbour Bridge in Sydney
Kirribilli Wharf
Milsons Point Wharf
Jeffrey Street Wharf



NEAREST BUS LINE

Bus lines to Sydney Harbour Bridge in Sydney
Line Name - Direction

- 254 — Riverview to McMahons Point
- 269 — McMahons Point to Milsons Point via North Sydney & Kirribilli
- 291 — Epping to McMahons Point
- 324 — Watsons Bay to Walsh Bay via Old South Head Rd
- 325 — Watsons Bay to Walsh Bay via Vaucluse Rd
- 570N — Neutral Bay P
- 662W — Lane Cove
- 150X — Manly to Milsons Point (Express Service)
- 154X — Dee Why to Milsons Point (Express Service)
- 203 — Castlecrag to North Sydney
- 617N — Broughton St, Milsons Pt to Manly Wharf
- 589N — Spit Junction to Milsons Point
- 569N — Fitzroy St, Milsons Point to Balmoral
- 568N — Fitzroy St, Milsons Point to Taronga Park Zoo
- 287 — Ryde to Milsons Point via St Leonards & North Sydney
- 286 — Denistone East to Milsons Point via St Leonards & North Sydney
- 230 — Mosman Wharf to Milsons Point via North Sydney
- 229 — Beauty Point to Milsons Point via Balmoral Height
- 228 — Clifton Gardens to Milsons Point
- 209 — East Lindfield to Milsons Point via North Sydney





NEAREST PLACE OF ACCOMODATION AND COST TO HARBOUR BRIDGE

Four Seasons Hotel

The Four Seasons Hotel Sydney is colorful and elegant, with magnificent harbourfront views and a luxury day spa with special skincare and aromatherapy treatments. It is located in the historic Rocks neighborhood, only a short walk from the city's retail and commercial districts.
The cost each night is $300 per night

The Sebel Quay West Suites

When you stay at The Sebel Quay West Suites Sydney, you can expect nothing but amazing hospitality, elegant accommodations, and exquisite service. Our 5-star hotel provides large apartment-style apartments with views of the renowned Sydney Harbour Bridge, Opera House, The Rocks, and Circular Quay. The Sebel Quay West Suites Sydney is suitable for short getaways, special events, and long-term vacations, and is located in the historic Rocks area, 12.4 kilometers from Sydney Airport and the Ferry Terminal.
Cost: $240 per night

Hotel Kith Darling Harbour

Hotel Kith Darling Harbour is a modern urban sanctuary. This boutique hotel has four small room types, including the Petite queen and Petite twin room series for travelers searching for a fashionable and comfortable place to bed after a long day out, as well as the Standard queen rooms and Queen with Balcony rooms for that more wiggle room.
Cost: $230

Crown Towers Sydney

Crown Towers Sydney is the gold standard in Australia's premium hotel sector, having received a Forbes award for guest safety. Each accommodation has stylish, contemporary décor that captures the spirit of the stunning and distinctive harbor side position, with wonderfully framed views of Sydney's skyline.
Cost: $500 per night

MUST FOOD TO TRY OUT

XO Crispy Fried Dumpling (5) Scallop Steamed (2 pieces)
Half shell scallop steamed with XO chilli and shallot soy sauce
Quail with Salt and Pepper (2 pieces)
Stir-Fry with Dried Chicken and Black Beans Black Bean Sauce with Fired Chicken Thigh Fillet (skin on)
Mushroom with Seasonal Vegetables in Soy Sauce Vegetable Supreme
Chops of Mandarin Pork
Duck in Plum Sauce with Fried Pork Chops Tossed in Soy and Chinkiang Black Vinegar
Duckling Crispy with Sugar Cane and





Plum Sauce
Fillet Pan Fried with Wasabi Wasabi-Slathered Steak Cube
Stir Fried Salmon Cube with XO Chilli XO Chipotle Seafood Duck with Mushroom Soup and Dry Conpoy Seafood Beancurd Soup Soup with Hot and Sour Sauce Soup with Crabmeat and Sweet Corn

THINGS TO DO AND THINGS NOT TO DO.

THINGS TO DO

1. Harbor Cruise with Lunch Buffet
2. Harbor Cruise with Premium 3-Course Dinner
3. Open-Top Big Bus Hop-on Hop-off Tour
4. 3-Hour Catamaran Whale Watching Tour
5. Harbour E-Bike Tour Guided
6. CLIMB to the highest arch of the Harbour Bridge.
7. Admire the sunrise or sunset from the Harbour Bridge.

THINGS NOT TO DO

1. Going on a stroll without a tour guide
2. Staying out late at night.
3. Attempting to enter the water.

BEST TIME TO VISIT.

If you're considering a Bridge Climbing Adventure, you may be wondering when the optimum time to climb the Sydney Harbour Bridge is. The quick answer is that you can do so whenever you choose. What makes the Bridge so wonderful is that it provides a fantastic perspective of the city, the harbor, and its environs at all times of day.

Climbs are held at dawn, noon, sunset, and at night. Each time of day has various features that make a Climb unique and well worth revisiting.

CLIMBING DURING THE DAY IS ENJOYABLE.

During the day, you can hear Sydney's hectic buzz, from ships sailing below to Sydneysiders going about their business.
Views of the azure seas of Sydney Harbour, the Opera House, and the splendor of the Royal Botanic Gardens will be available as you rise.
The Climngi team can also provide you with some fantastic photographs.

CLIMBING AT NIGHT CAN PROVIDE A BEAUTIFUL NIGHT VIEW

At night, Sydney comes alive with brilliant lights and a lively nightlife. In the evening, the BridgeClimb offers lit 360-degree views of the city and its surrounds.

CLIMBING AT DAWN

The saying "the early bird gets the worm" accurately reflects morning climbing. Believe us when we suggest that getting up early to watch the dawn over Sydney Harbour is worthwhile.

CLIMBING AT TWILIGHT

The transformation of the day into the evening from the Summit is a spectacular sight that must be experienced to be appreciated. The benefit of a twilight Climb is that you get the best of both worlds: Sydney during the day and Sydney at night.

NEARBY PLACES

Pylon Lookout

The entrance to the Pylon Lookout and Museum, one of the top Sydney tourist sites, is located at the first pylon.

The Opera Bar

Yes, this location allows you to kill two birds with one stone! The Opera Bar, which situated right opposite the Sydney Harbour Bridge, has one of the greatest views of the bridge. You may get up up and personal with the Sydney Opera House before relaxing with a drink and some harbour bridge shots.

Blues Point Reserve (McMahons Point)

Blues Point Reserve at McMahons Point is a local favorite because it provides the ideal setting for a picnic with a view. We lived fairly near to this location and passed it on our way to the boat. Despite the fact that we saw it every day, it still astounded us.
At low tide, a tiny beach emerges, allowing you to snap a photo square on (and you can even get someone in the frame to offer perspective, as our niece graciously did above!).
Cahill Expressway
The Cahill Expressway is an excellent location for a nighttime photo of the Harbour Bridge, particularly if you happen to be in town during Vivid. You can obtain a view of the whole harbour, including the bridge and the Opera House. During Vivid, you may capture some incredible light trails, like our buddy Lee did with this photo.

Observatory Hill

Observatory Hill provides a spectacular view of the Harbour Bridge and The Rocks. There is a large grass to relax on, which is ideal for a picnic and a terrific area to view the sunset (which happens in the opposite direction to the bridge but still adds lovely soft light to photos). It's also free to participate.

AVAILABLE TOURS

Big Bus Sydney and Bondi Hop-on Hop-off Tour

A Sydney and Bondi Beach bus trip provides all of the advantages of a guided tour, such as hassle-free transportation and onboard audio commentary, while allowing you to explore the attractions at your own speed. Tickets are good for 24 or 48 hours, allowing you to jump on and off at sights such as Sydney Harbour, the Rocks, the Royal Botanic Garden, and Hyde Park, or just relax and enjoy the scenery from an open-top double-decker bus.

Sydney The Rocks Guided Walking Tour

On this guided walking tour of Sydney's historic area, discover the







mysteries of Sydney's legacy. Your guide will lead you along shady laneways and cobbled courtyards where you'll discover some of Sydney's earliest buildings, including Cadman's Cottage, built in 1816, and the Garrison Church, built in the 1840s, with stunning views of Sydney Harbour and the Campbells Cove Wharves.

Sydney Bike Tours

This city bicycle trip allows you to see Sydney like a native, with four distinct itinerary choices. Allow your guide to handle the route and navigation while you enjoy the view, passing attractions like the Sydney Harbour Bridge and the Sydney Opera House. You can choose a bike tour that fits your schedule and budget by offering a variety of tour lengths and focal points.

Sydney Harbour High Tea Cruise

Enjoy a leisurely afternoon sail around Sydney Harbour, complete with high tea treats and sparkling champagne. During this 1.5-hour picturesque viewing tour, you'll get great views of classic Sydney sites including the Sydney Opera House, Sydney Harbour Bridge, Fort Denison, and the city skyline. Upgrade to get a window sea with great views of the renowned gorgeous harbor city. Keep your camera available for amazing picture opportunities in every direction.

Sydney Harbour Top Deck Lunch Cruise

Reserve a table for a 2-Course 1.5-Hour or 3-Course 3-Hour lunch cruise in Sydney Harbour. As your boat glides down the river, you'll see iconic Sydney sights including the Sydney Opera House and the Sydney Harbour Bridge. Your seated dining experience includes dedicated service for your chosen two or three-course meal. As you take in the scenery, a variety of fresh seafood, pork, and veggie meals are offered. Upgrade when making your reservation to ensure a window seat.


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Creator and CEO

PGM PRETTY GIRL MAKEUP

Christina Flach

Making People Feel Beautiful Inside & Out

The cosmetics & beauty industry is growing every year and constantly reaching new heights. Pretty Girl Makeup and Christina Flach are critical in helping the industry expand and move forward. Christina's mission is simple, making everyone feel beautiful inside and out.

This article features CIO's Most Successful Businesswomen to Watch Out for, Christina Flach.

Education is Power!

While being a makeup artist does not require any formal education, Christina does think her degree has shaped her career. While she was getting her degree in Art History, it taught her to appreciate art, colors, and techniques that she now utilizes when she is working with her clients. Initially, Christina believed she would use her degree differently.

"Every experience is a lesson and it guides you from one place to another."

What Made Christina Choose Make-Up?

Christina always loved being creative and making people feel good about themselves. She also loved meeting new people and traveling the world. By becoming a makeup artist, She was able to do all of this while having the flexibility of a work-life balance. This career has given Christina so many unique opportunities that she used to dream of.

"Figure out what you love, then find a way to make money doing it."

Brushing up Her Skills

Before becoming a makeup artist, Christina worked as an image consultant and a personal shopper. She was also a tennis teacher and competed at the pro level momentarily before retiring. Christina then started her career as a makeup artist in 1995 and founded her own makeup line, Pretty Girl Makeup, in 1996.

An Advice that Changed Her Perspective

Never take no for an answer. If someone tells you no, change directions and find someone who will give you exactly what you want.

"Never stop asking until the answer changes because eventually, you will get your yes."

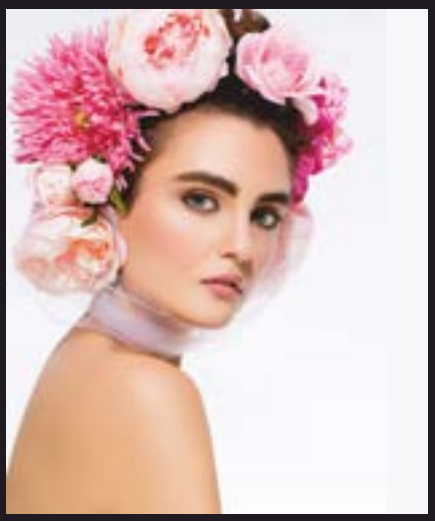
Young and Free

Words of wisdom for her younger self:

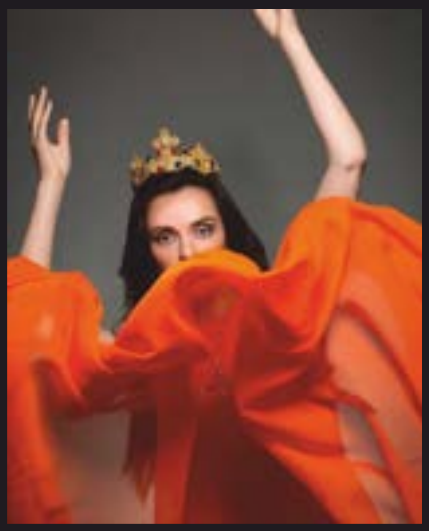
"There are so many things I wish I could tell my younger self but of course, hindsight is 20/20." Firstly, Christina would tell her to stop wasting time worrying about things that were not going to happen or that were out of her control and instead focus her energy on the outcome she wanted.

Secondly, she would tell her to be kinder to herself. Christina believes that we deserve to give ourselves the











same love and kindness that we show to others. Lastly, Christina says she would tell younger Christina to dream big because dreams do come true. Nothing is impossible and the sky is truly the limit.

What's Pretty Girl Makeup About:

Founded in 1996, Christina Flach is the creator and CEO of Pretty Girl Makeup. Pretty Girl Makeup believes every girl is a pretty girl and should feel at her absolute best. They have created products that look good on you and are also good for you. The simplicity of Pretty Girl Makeup goes beyond just a message.

This is why you will not find any complicated ingredients in the products of Pretty Girl Makeup that are hard to pronounce. What's more? The products are vegan, clean, and cruelty-free, making them a safer choice for anyone. Christina's work is inspired by her love of beauty, fashion, music, and art. Pretty Girl Makeup is Christina's way of fulfilling her goal of making people feel and look beautiful inside & out.

Pretty Girl Makeup is a line of long-lasting lip glosses that are hydrating, moisturizing, and anti-aging. Christina founded the company on the belief that every girl is a pretty girl and should feel at her absolute best. She believes in creating products that not only look good on you but are also good for you. Each lip gloss is made with clean, vegan ingredients and is cruelty-free, making them a safer choice for anyone.

Hurdles Along The Way:

When Christina started her journey in 1995, she didn't have any clients. To remedy that, she befriended local salon owners and convinced them to let her do makeovers on their customers without charging a single penny. In the hopes that they would like her work and hire her in the future, she also reached out to local photographers in her area and offered her services for free. It took years of hard work for Christina to build a successful clientele on which she could rely.

Journey Towards Growth:

One thing that has impacted Christina's growth recently is appearing on podcasts. Christina never thought that people would want to hear her advice about life and business, yet she books multiple podcasts a week that give her the opportunity to expand her brand at no cost. On the podcasts, Christina talks about philanthropic causes, subjects she cares about, and her personal products. Podcasts have given her a platform to market herself in a way that is unique and one that she has never done before. Christina also appears on NBC's CA Live as a beauty expert where people from all over the state are able to get a peek at her makeup techniques as she shared them.

Key to long-standing Success:

Never saying no and never giving up is the ultimate key to Christina's success. A successful career requires hard work and dedication. To become successful, you have to be willing to keep pushing yourself and say yes to every opportunity that comes your way. She believes you can never take your success for granted or have the belief that you made it.

"Everything you worked for can be taken away if you stop hustling."

Seeing the bigger picture:

The beauty industry has expanded in many ways and so has Christina's vision for her career. When she first started out, there were no influencers and no social media but today, the industry would fall apart without Social Media and Influencers. Adapting to changes is crucial because the world changes and with it, you will have to change. If you stay stagnant, in most cases, you will not make it.

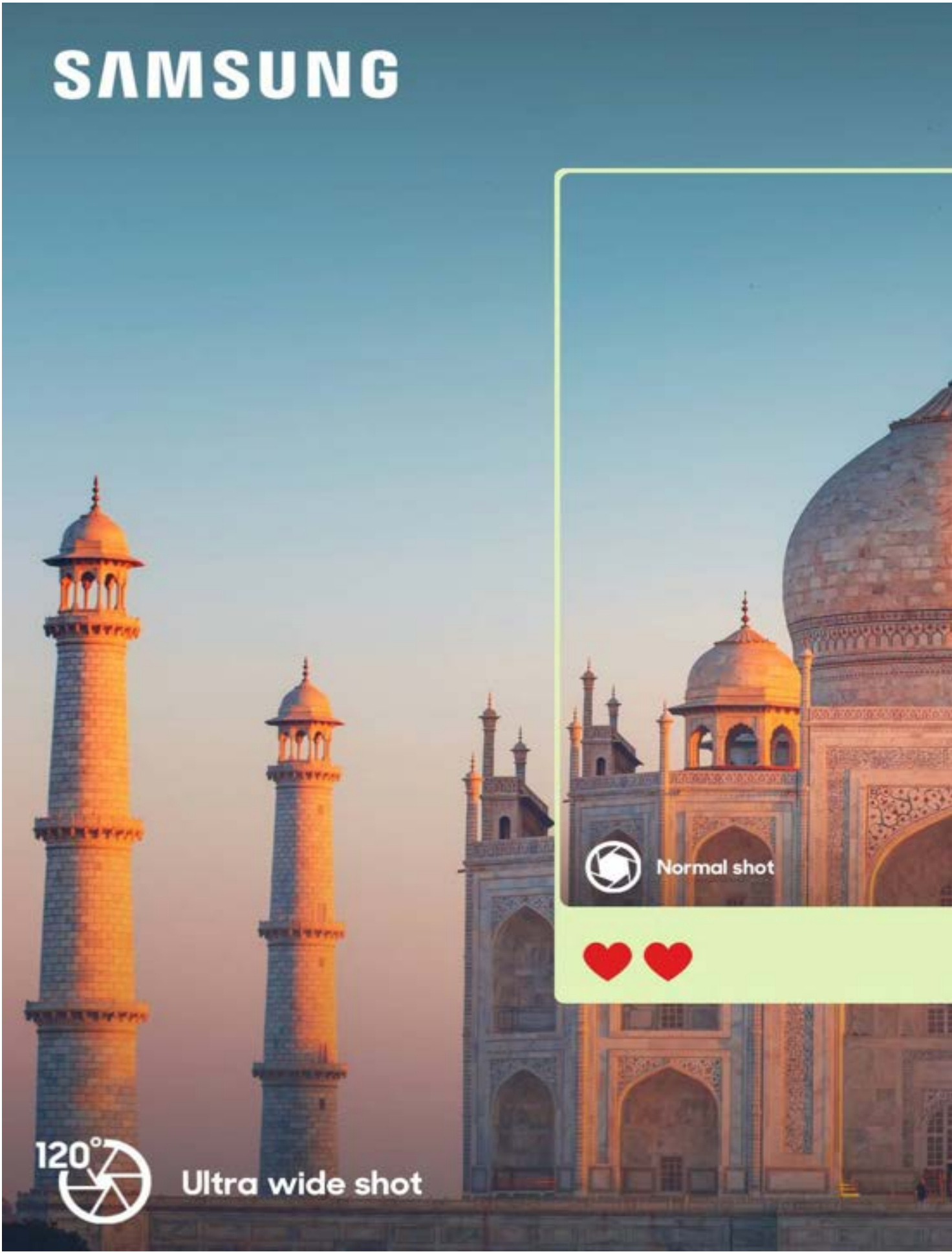
What The Future Holds:

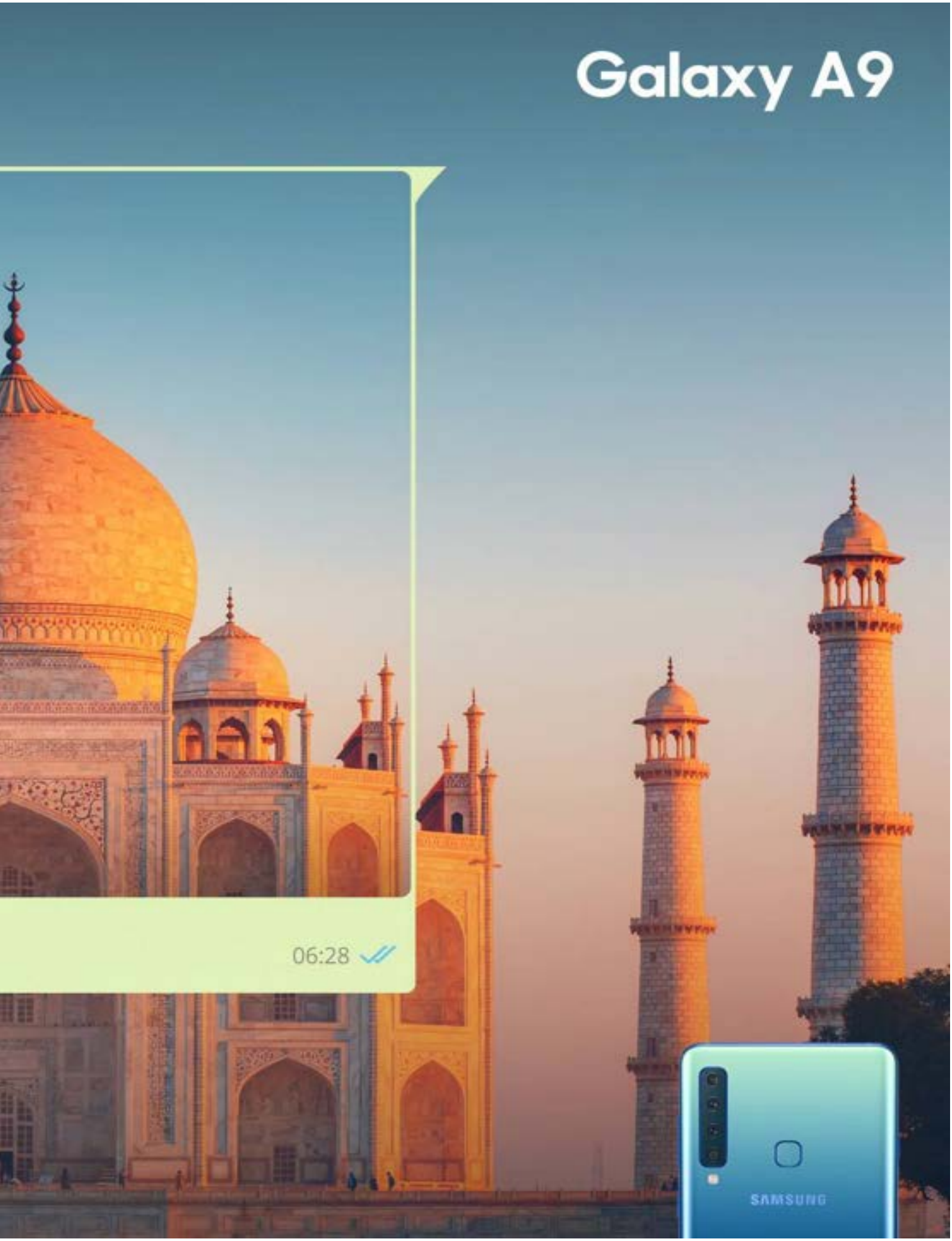
Currently, Christina is working on a new line of high-quality products called "I'm Too Busy". This line will include skincare, haircare, and makeup that is infused with CBD to provide customers with the maximum possible health benefits. Further explaining the benefits of CBD, Christina says that the calming properties of CBD will help keep customers' skin from being irritated by natural environmental stressors.

In addition to this product line, Christina is also in the process of creating her own podcast. She plans to use this platform to talk about everything from women in business to wellness, mindset, manifestation, and of course, makeup tips.

Word of Advice For future entrepreneurs:

"Be comfortable in being uncomfortable, take risks, and do not be afraid of failure. The only real failure is if you do not try at all. There are millions of makeup artists to choose from, so never take anything for granted. When you're working with people, always be a team player and keep a positive attitude. This will make all the difference when you're building your clientele and brand."


SAMSUNG
Normal shot
120°
Ultra wide shot


Galaxy A9
06:28
SAMSUNG

WHO ARE THE 10 GLOBAL INNOVATION



LEADERS IN MANUFACTURING?



BCG says that leading innovators need a "well-tuned Global Innovation Leaders system" that can spot new product, service, and business model opportunities. This system needs to be able to be developed quickly and scaled up successfully over and over again.

BCG says that repeat innovators who are successful do three things right:

They want to make innovation a top priority and are decisive about investments and goals. They understand how important size is. They create a system for Global Innovation Leaders that will lead to a cycle of success.

Here are the 10 Global Innovation Leaders in Manufacturing:

1. Siemens

Siemens has been making new things for more than 170 years, and many of its inventions have changed how the world works today. Some examples are the Pointer telegraph, which changed the way people communicated, the Dynamo, which paved the way for modern electricity, and SIMATIC, which has been changing the way automation works for decades.

"Siemens makes its mark with innovations that matter—Global Innovation Leaders that aren't just new, but also change market standards as new products, solutions, or services," says Siemens.

2. Volkswagen

Its goal is to "shape mobility for future generations" by "becoming a sustainable mobility provider that serves as a role model in the areas of environment, safety, and integrity."

Volkswagen Group Innovation has been the base for a global ecosystem for innovation since 2019. The group uses a wide range of skills and an international network to come up with new ideas for decarbonization, security, saving resources, and future mobility.

- Global Innovation Leaders in Manufacturing
- Sustainable Mobility
- Intel's Innovations

3. Intel

Intel's mission is to "create world-changing technology that improves the lives of everyone on earth." This is what keeps the company going, even though it has big goals. Global Innovation Leaders is at the heart of this mission, and Intel works to make the world safer, build healthy and thriving communities, and make people more productive.

Gordon Moore, one of Intel's co-founders, predicted in 1965 that the number of transistors on a microchip would double every two years. This prediction led to many of Intel's innovations in the industry. "This idea, which became known as Moore's Law, became the golden rule in the electronics industry and sparked new ideas."

4. Adidas

The founder of Adidas, Adi Dassler, had a simple goal: to improve athletes. Global Innovation Leaders are at the heart of the business because of this and the desire to make products that work well and can be made in a sustainable way.

"The choice of materials and how they are made are the two main ways our innovation teams can affect the environmental footprint of our products," says Adidas, which is taking steps to deal with plastic waste, recycle materials, and use less virgin plastic.

5. Nike

The Nike brand can be described in many ways, but its goal is always the same: to "inspire and innovate for every athlete in the world."

Nike has a well-thought-out strategy that covers a wide range of sports, lifestyles, and price points. This gives the company more chances to be innovative and grow in the long run.

"Global Innovation Leaders is the one thing that drives Nike's business in every way. It's in our nature to try new things. Nike says, "It's the fuel that keeps us going." "Because we're connected to athletes and customers, we can make technologies and products that change the game.

6. Tesla

Tesla was started in 2003, and its goal is still the same as it was then: "to speed up the arrival of sustainable transportation by bringing compelling electric cars to the mass market as soon as possible."

This commitment to green transportation is what keeps Tesla coming up with new ideas and working with other companies to grow the market for electric vehicles (Evs). Tesla has been called a pioneer in the EV battery industry because it knows how important it is to keep improving battery technology.

7. Sony

Sony has been making new things for more than 70 years. It made Japan's first magnetic tape recorder in 1950, the first commercially successful transistor radio in 1995, the first commercial battery-powered portable TV in 1959, the first

video cassette recorder (VCR) in 1971, and the first commercial consumer-grade camcorder in 1983.

Akio Morita, the co-founder of Sony, has three pieces of advice when it comes to Global Innovation Leaders: "Try innovation by elimination," "Ignore the doubters, believe in yourself," and "Ignore focus groups and instead try to predict what customers will want."

8. Huawei

Over the past 30 years, Huawei has spent more than $100 billion on research and development. David Harmon, Director of EU Public Affairs at Huawei, says thatGlobal Innovation Leaders are a part of the company's DNA.

Huawei's plans for moving from Innovation 1.0 to Innovation 2.0 were laid out in 2019. "In Innovation 1.0, we focused on how to meet customer needs through technological and engineering Global Innovation Leaders. William Xu, Director of the Board and President of the Institute of Strategic Research at Huawei, said, "In Innovation 2.0, we will focus on theoretical breakthroughs and inventions that are driven by our shared vision for the future."

9. Samsung

Samsung has high standards for its people and technologies because it is committed to "creating superior products and services that make the world a better place." The electronics company puts a lot of money into its employees. It has a culture of innovation based on training, methods that can be used again and again, and an elite creative formation.

Samsung's commitment to Global Innovation Leaders can be seen in its "Samsung Strategy and Innovation Center" (SSIC). There, the company works with visionary entrepreneurs and innovators to find and develop new technologies that will help people all over the world live happier, healthier, and wealthier lives.

The SSIC says, "The Samsung Strategy and Innovation Center is taking the world in creative new directions through innovative, reliable products and services, talented people, a responsible approach to business and global citizenship, and collaboration with our partners and customers."

10. Apple

With strong Q1 results for 2021 totaling US$111.4bn in revenue, Apple is definitely the world's "most valuable company." However, Apple's CEO Tim Cook says that "this quarter for Apple wouldn't have been possible without the tireless and innovative work of every Apple team member worldwide."

Apple has made many important changes to how technology is made over the years. For example, the iPhone, which came out in 2007, was the first device to offer a full version of the internet that wasn't shrunk down.

Today, Apple is still trying to improve its Global Innovation Leaders by making its own computer chips, the M1 processor. What used to take multiple chips to do is now done on a single chip, called a "system on a chip" (SoC). "Every Mac that has M1 turns into a totally different kind of product. This is not better. Apple says, "It's a big step forward."





BUFFERING

Buffering used to occur when your internet connection was **too slow to stream a video in real time.**

That meant that the playback would start only when there was enough data to present a video big.

Buffering was a strong indication that you should upgrade your connection's speed in order to enjoy **uninterrupted video streaming.**

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Video streaming speeds that make
buffering a thing of the past.

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