

Accenture & Women in Cable Telecommunications - internal I&D awareness

Since 2015 Accenture has proudly partnered with Women in Cable Telecommunications (WICT), a nonpartisan organization whose mission is to create women leaders that transform our industry. Since being founded in 1979, WICT has become the largest and oldest professional association serving women in media with over 10,000 members. Over the years, WICT has become a beacon for women in the telecommunications industry by partnering with Charter Communications and Comcast NBCUniversal to establish a powerful pipeline of women leaders and by providing professional development programs, commissioning original gender research, and supporting a B2B network that helps women advance.

This past year marked a new level of engagement for Accenture and our partnership with WICT, as our history with this amazing organization grows richer. In 2021 we took the membership to a new level by positioning April Wirtz as a speaker during the Leadership Conference, where we submitted nominations for their flagship annual awards. Our nominations subsequently won awards for both Woman of the Year and Woman to Watch.

On October 20th, our own Reshma Patil Bijoor, Managing Director, Communications and Media Strategy, was named one of the prestigious 2021 Woman to Watch honorees at the WICT Signature Touchstones Luncheon at the New York Marriott Marquis. Patil Bijoor works with Business Unit Presidents and CFOs at Communications Service Providers to help them drive B2B growth and revenue acceleration. She has built extensive expertise in areas such as new market entry, product strategy, customer segmentation, go-to-market models, sales strategy and effectiveness, and financial analytics. She was nominated by Accenture's Andrew M. Walker, Senior Managing Director, North America Communications & Media Industry Lead and Dan Rice, Client Account Lead – Comcast Corporation.

WICT is privileged to pay tribute to these extraordinary individuals," Said Maria E. Brennan, CAE, WICT's president & CEO. "Each honoree has forged a unique path while making tremendous contributions to their organization and our industry."

We also participated in WICT's leadership conference on October 4-5 which is the preeminent leadership conference for the industry, designed to bring together nearly 1,000 media professionals for equal parts education and inspiration. The conference is the one time each year WICT convenes all its members for education and B2B networking with over 90 speakers, coaches and headliners. This is accomplished through a mix of keynotes, workshops, networking activities, and coaching exercises. April Wirtz, Managing Director, Accenture Strategy, hosted a panel discussion on Reaching Beyond the Trends in the Growth Playbook. This lively discussion highlighted how women are making important decisions and becoming leaders in the industry by thinking outside of the box with creative answers to complex issues impacting the world today.

WICT has many leadership development opportunities throughout the year, including the Betsy Magness Graduate Institute and the Betsy Magness Leadership Institute, both of which start in November, and next years Senior Executive Summit in March. WICT and the Stanford Graduate School of Business are partnering together to present the WICT Senior Executive Summit (SES) which is designed exclusively for the industry's top-ranking women who have a desire to enhance their business acumen.

Since 2015, many of Accenture's women have taken part in two of the main events and programs of the WICT organization. In the next year, and for many years to come, we look forward to expanding our partnership and impact within WICT, showing that together we shine, together we thrive.