

MediaCom launches Glass Wall Steering Committee to break down gender equality barriers

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MediaCom has launched a new steering committee for The Glass Wall Network, bringing together women industry leaders to address the gender diversity challenges in the workplace.

Inspired by Sue Unerman and Kathryn Jacobs OBE's book *The Glass Wall: Success strategies for women at work and businesses that mean business*, The Glass Wall Network is a series of talks and inspiration sessions held throughout the year for MediaCom employees, clients and media owner partners. The events tackle topics such as confidence, belonging, networking and authenticity.

The Glass Wall Steering Group is to be led by a group of women leaders from across media, film, finance, communications and retail, including Michelle McEttrick, Group Brand

Director at Tesco, Katie McAlister, CMO at TUI Group, Michelle Spillane, Marketing and Brand Director, UK&I, at Paddy Power Betfair, Nicola Jenkins, Media and Social Data Manager at Vauxhall and Shivani Uberoi, Head of Strategy at Sky. Together, the committee will work to ensure that organisations are nurturing environments in which men and women are afforded equal rights, opportunities and support in the workplace.

The Steering Committee has already agreed a manifesto which commits to a number of goals, including ensuring companies involved in the committee have gender balanced candidate lists for senior roles and gender balanced interview panels. In addition, they want an emphasis on championing paternal schemes within organisations and asking marketing and advertising partner companies to provide gender breakdowns across their teams at all levels. You can read the manifesto [here](#).

“There are still countless roadblocks that stand in the way of achieving gender equality in business. But as a group we are working hard to dismantle the inequalities and imbalances that hold back too many talented women in our industry. We must all – both men and women – commit to creating meaningful change, and I’m excited to be part of something that will help to empower women, to celebrate our contributions and to truly change our working lives.”

– *Katie McAlister, Member of the committee and CMO at TUI Group*

“I’m incredibly proud to be part of an initiative that is pushing for real change in the industry. It’s about more than just talking about the gender imbalances that we’re facing; it’s about giving women at all levels the practical support that will empower them throughout their career. Achieving gender equality can only happen if we have an open, honest conversation on what needs to change, and groups like The Glass Wall Network to make that change a reality.”

– *Nicola Jenkins, Member of the committee and Media and Social Data Management,*

Vauxhall

“Never mind the glass ceiling, in today’s workplace there is a glass wall. It’s more important than ever that we work with everyone across the business to smash down the barriers that keep women from achieving the career heights they deserve. By forming this steering committee, we can collaboratively do exactly that. By engaging with leaders from different industries and from all walks of life, we can share experiences and practical advice with one another on the easy-to-apply strategies that can make a real difference in creating a workplace that benefits everyone.”

– Sue Unerman, Chief Transformation Officer, MediaCom and co-author of *The Glass Wall*.

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