

***WGBI: Putting in the
work to support the
women of our industry***

**Julie McClure, President
WGBI**



Women in the
Global Battery Industry

Background



- WGBI was launched January 2022 to support and promote the development of professional women in the battery industry
- Goal is to create a **global** organization across **all** battery chemistries
- Membership includes professional and academic segments of the industry (\$100 and \$35 annually)

Who is WGBI?



- Mission: to promote the development and growth of professional women in the battery industry and to inspire industry leaders of the future.
- Membership
 - 260 members globally
 - Professional
 - Entry level through C-suite professionals
 - Engineering, policy and legal, executive, marketing, HR, sales, etc.
 - ~98% are professional memberships
 - Academic
 - Professors and women in STEM education
 - ~2% are academic memberships
- Governance
 - Steering Committee: Responsible for guiding the organization through the work of the subcommittees

WGBI Leadership (Steering Committee)



• **Officers**

- President Julie McClure, Chairperson, MAC Engineering & Equipment Co., Inc.
- Vice-President/Treasurer, Virginia Archibald, CFO, Surette Battery
- Secretary, Terri Grocela, Hollingsworth & Vose

• **Subcommittee Chairs**

- Ellen Maxey, Clarios, Chair of Member Education Subcommittee;
- Terri Grocela, H&V, Chair of Member Recruitment Subcommittee;
- Rebecca Conway, Clarios, Chair of Marketing Subcommittee; and
- Negin Salami, Clarios, Chair of STEM Education Subcommittee

Marketing Subcommittee



- Responsible for the strategic marketing plan
 - LinkedIn and social media strategy and collateral
 - Leveraging of industry publications
 - Promotion through industry events
 - Membership newsletter
- LinkedIn
 - Public page - <https://www.linkedin.com/company/women-in-the-global-battery-industry/?viewAsMember=true>
 - Private group - <https://www.linkedin.com/groups/12627851/>

Member Education Subcommittee



- Develops the schedule of programming for members
 - Webinars
 - Mix of industry specific and professional education
 - Recordings made available to members
 - Mix of member and professionally-led programs
 - Energizing Conversations
 - Informal (virtual) gatherings to discuss relevant issues
 - Member facilitated
 - Mentor Program
 - Connects members with mentor/mentee
 - Two 6-month programs each year
 - In-person events
 - BCI Convention
 - Annual dinner
 - Global events – ELBC, ABC, others

Membership Recruitment Subcommittee

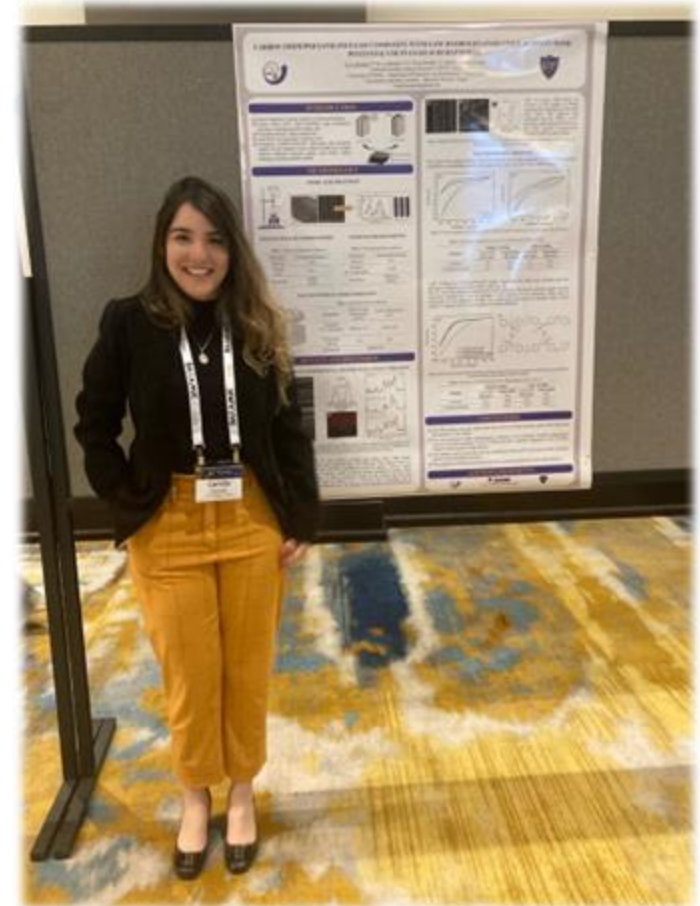


- Responsible for recruitment and retention strategies
 - Internal recruitment within organization/company
 - Outreach to member networks – LinkedIn, social media, professional organizations
 - Continued collaboration with international partners for global membership expansion (e.g., ILA/CBI, Asian Battery Conference, Eurobat)
 - Outreach through BCI poster contest to entrants in the academic community

STEM Education Subcommittee



- Connecting WGBI with academic institutions and STEM students
- Poster Showcase
 - Annual BCI/WGBI battery research poster contest
 - Open to students nation-wide
 - Undergrad, graduate, and post-graduate entrants
 - WGBI recognizes outstanding female participant



In the works....



- Strategic roadmap: 5-year plan for organization
- Regional Charters
 - LATAM
 - EMEA
 - South Asia

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For More Information:

Visit the WGBI webpage:

<https://www.womeninbatteries.org>

or

Contact Susan Bernard or
WGBI Leadership