



gender equality as smart economics  
A World Bank Group Gender Action Plan

World Bank Group  
PREM Learning Week

**GLOBAL  
PRIVATE  
SECTOR  
LEADERS**

F O R U M

# Leadership at a time of economic crisis: the role of women

featuring

**MARILYN CARLSON NELSON:**

Chair

Carlson (one of the largest privately-held companies in the U.S. employing more than 160,000 people worldwide)

**How we lead matters:**

Reflections on a life of leadership



with

**Beth A. Brooke:**

Global Vice Chair, Public Policy  
Ernst & Young

**Groundbreakers:**

Using the strength of women to rebuild the world economy

**Joanna Barsh:**

Director

McKinsey & Company

**Centered Leadership:**

How talented women thrive

**Monday, May 4, 4:30-6:30pm - Black Auditorium**

**The World Bank (H Building, 600 19th St. NW. )**

**Limited numbers. RSVP by April 30th: [tle3@worldbank.org](mailto:tle3@worldbank.org)**

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# World Bank Group PREM Learning Week

## Leadership at a time of economic crisis: the role of women



Marilyn Carlson Nelson is current Chair and former CEO of Carlson, one of the largest privately-held companies in the U.S. employing more than 160,000 people worldwide under such brands as Radisson and Regent Hotels, Carlson Wagonlit Travel, Carlson Marketing and T.G.I. Friday's restaurants. In the 10 years she served as CEO, Carlson Nelson grew revenues nearly 80% and transformed the company's culture to a meritocracy. She is the past chair of the National Women's Business Council, co-chaired the World Economic Forum and currently serves as chair of the U.S. Travel and Tourism Advisory Board.

Carlson Nelson was named as one of "America's Best Leaders" by *U.S. News & World Report* and one of the "Most Powerful Women in the World" by *Forbes* magazine. In her new book, *How We Lead Matters: Reflections on a Life of Leadership*, Carlson Nelson shares her philosophy and the defining moments that have shaped her leadership.



Beth A. Brooke is Global Vice Chair of Public Policy, Sustainability and Stakeholder Engagement at Ernst & Young and is a member of the firm's Global Management Group and a member of its Americas Executive Board. Beth has public policy responsibility for the firm's operations in 140 countries and interacts frequently with regulators, policymakers, and capital market stakeholders. Beth has been named for the third year in a row by *Forbes* Magazine as one of the world's "100 Most Powerful Women".

Presenting E&Y whitepaper *Groundbreakers: Using the strength of women to rebuild the world economy*, Beth will talk about why corporations and governments need to see the economic crisis as the burning platform to do whatever it takes-- now -- to capitalize on the contributions women can make and how we can use the lessons of this economic crisis to reinvigorate dialogue, action, and progress around women's leadership and economic empowerment.



Joanna Barsh is a Director in McKinsey & Company's New York office. Since joining the firm in 1980, Joanna has served a broad range of consumer-facing clients. Her client experience spans mergers and acquisitions, development of corporate growth strategy, and performance and operations transformation.

In 2002, Joanna was appointed to the New York City Commission on Women's Issues by New York City Mayor Michael Bloomberg. In 2004, Joanna launched the McKinsey Leadership Project to accelerate the number of women leaders in the world. In her new research paper *Centered Leadership: How talented women thrive* Joanna discusses a new approach to leadership that can help women become more self-confident and effective business leaders.