



2025

ANNUAL REPORT



FROM OUR FOUNDER:

The rapidly changing industry and world are demanding we lean in harder when it comes to diversity and inclusion. Supporting women and underrepresented professionals is no longer an aspiration; it's an imperative. With a global community of more than 22,000 members spanning all genders, races, and abilities, it's clear that our work is not just relevant—it's vital to the future of the data and insights ecosystem.

I'm profoundly grateful to the stakeholders, volunteers, donors, and champions who have stood with WIRe over the years. From our award-winning Mentoring Program to our global events, our progress has been powered by people who believe in this mission and give their time, talent, and voice to advance it. What began as a small group of data, insights, and analytics professionals united by a shared vision has grown into a global movement—one that



still has important work ahead to build a truly equitable industry.

If you've been looking for a meaningful way to get involved, there's no better moment than now. Around the world, the rights of women and many marginalized communities are under increasing threat, and the years ahead will test our resolve to show up where it matters most. I invite you to connect with our Executive Director, Jessica Sage, to explore how your skills and passions can make the greatest impact. This community continually inspires me with its ability to come together and deliver real, measurable change and I'm confident we will rise to the challenges ahead. Let's make 2026 a powerful reflection of our shared commitment, resilience, and drive for lasting change.

Kristin Luck, Founder



WIRe champions diversity in the marketing research industry by arming women with the tools to develop professionally, build connections and stay inspired. We believe in the positive impact of women in business.

Our mission is to advance the contributions and voice of women in research, both for themselves and for the greater good of the industry.

"VERY MUCH WISH I HAD DONE [THE WIRE ACCELERATE PROGRAM] SOONER! I FOUND IT AN EXTREMELY USEFUL PROGRAM FOR FOCUSING MY ENERGY ON THE PATH THAT I WISH TO TAKE..."

— SARAH H., ACCELERATE GRADUATE

OUR MISSION



CORE VALUES

- + BE USEFUL
- + CREATE COMMUNITY
- + ADVOCATE FOR OUR AUDIENCE
- + PARTNER PURPOSEFULLY
- + THINK GLOBALLY, ACT LOCALLY
- + FOSTER INCLUSION & DIVERSITY





OUR DONORS

"WIRE HAS BEEN AN INCREDIBLE FORCE IN MY LIFE, BOTH PROFESSIONALLY AND PERSONALLY. I'VE LEARNED SO MUCH AND I'VE MADE LIFELONG FRIENDSHIPS AND CONNECTIONS. THE ACCELERATE PROGRAM IS GOING TO BE A GAME CHANGER! GET INVOLVED AND LEARN ABOUT THE VARIOUS FUNDAMENTALS OF RUNNING THE BUSINESS OF MARKET RESEARCH. IT'S TIME TO BOOST YOUR SKILLS AND TAKE IT TO THE NEXT LEVEL!"

— WIRE CORPORATE DONOR, LISA WILDING-BROWN, INNOVATEMR



OUR PARTNERS



OUR PROGRAMS

ACCELERATE

In Q4 of 2025 we launched, *Finance Foundations*, a new Accelerate program dedicated to personal and professional finance that aims to boost women through the “financial literacy gap” and into success.

WIREXEC

With 100+ woman executive leaders and entrepreneurs, the WIRexec program continues to flourish, adding new benefits such as a monthly community call in 2025. Executive Summits in the US and EU brought our community together, creating crucial space for career growth and connection.

MENTOR PROGRAM

Our award-winning, global mentor program continued to grow, matching more than 200 mentors and mentees in 2025 for a 12-month professional development partnership.



"Through the WIRe mentorship program, I've been able to change industries and achieve personal goals that I thought were impossible. I'm extremely grateful for my mentor as she helped me navigate job applications and effectively network with industry leaders. I'm thankful to be part of this network of women and hope to pay it forward."

— Ethel Gay,
WIRe Mentee

OUR PROGRAMS

WEBINARS

We average 330 registrants per webinar session in 2025, making it one of our top attended years for digital content ever. Our Annual Webinar Series was devoted to topics on fostering the authentic connections that make our careers and our lives more successful.

EVENTS

At 3,256 total event attendees globally, 2025 was our most attended in-person event year ever! Our event annual theme, "Show Up & Connect Authentically" encouraged attendees to follow-through with event attendance and renew their commitments to growing their network meaningfully.

AWARDS

WIRe's MRX Diversity Champion Award celebrates those who have made a remarkable commitment supporting a diverse workforce and industry. In 2025 this award entered its ninth year; Dana Keilman and Anne Brown were named our Gold and Silver winners respectively.



"[I loved] networking with other women and understanding that we are all faced with similar growth challenges. What makes us amazing? What do we want to be known for? I assumed these questions were just hard for me to answer, but it seemed like nearly everyone was challenged by these topics."

— Sandy C.,
WIRexec Leadership Summit Attendee



OUR TEAM

"Thanks so much WIRe for such illuminating insights, wisdom and perspective. It has been a true growth journey for me professionally and personally. Thank you for sharing with us everything you wish you had known sooner."

- Meghan O.,
WIRe Accelerate Graduate



ADVISORY BOARD MEMBERS



Tiama Hanson-Drury

Chief Product Officer,
Minna Technologies



Emma Cooper

Chief People Officer,
System1 Group



Anito Rao Kapur

APAC Insights Leader,
LinkedIn



Lisa Wilding-Brown

CEO, InnovateMR



Mario Carrasco

Co-Founder & Principal,
ThinkNow



Alex Owens

CMI VP, Global Head of
PDC, Predictive Analytics,
Shopper & CMI Hive &
Executive Sponsor of proUd,
Unilever's LGBTQI+
community



Elaine Rodrigo

Chief Insights & Analytics
Officer at RB



Michelle Gansle

Chief Data, Analytics and AI
Officer, McDonald's



Jackie Chan

Director of Research, Meta



Shazia Ginai

Founder, Exhale Expand
Ltd.

CITY EVENT LEADS



Emily Dickinson

AMSTERDAM
Director, Opinium
Research



Renee Blackledge

AUCKLAND
Account Director,
Dynata



Alexandrea Davis

CHICAGO IN COLOR
Sr. Manager Consumer
Insights, Kimberly-Clark



Madhu Thapliyal

DELHI
Director Strategic Research,
Capgemini India



Alisa Hamilton

ATLANTA
Founder, Harvest
Insights



Alice Warren

BALTIMORE/DC
Market Researcher,
A. Sterling LLC



Paula Tripp

CHICAGO
Founder and CEO, The
Insights Partnership



Marinette Dalbard

GENEVA
Founder,
Capra Alta



Courtney Turner

ATLANTA IN COLOR
Research Manager,
The Link Group



Ashley Spring

CHARLOTTE
Director of Research, Ally



Jaswant Singh

CINCINNATI
Account Executive,
Burke, Inc.

CITY EVENT LEADS



Danielle Todd

LONDON
Director, The Forge



Georgia Phillips

MELBOURNE
Co-Owner, COO, Luma
Research



Edna Thiongo'o

NAIROBI
Founder, Breakthrough
Consulting



Maria Parra

ORLANDO
Principal, Ingenium
Research



Julia Lain

MADRID
Freelance Insights Director



Emmily Maduro

MEXICO CITY
Client Development
Manager, SampleGurus



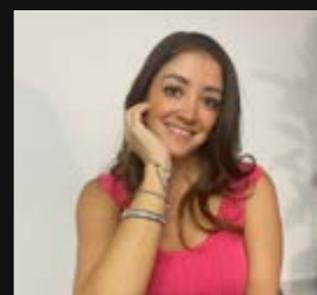
Djuana Stokley, Ph.D.

NEW ORLEANS
Strategic Design Lead @
KeyString Labs



Kate Rhodes

MANCHESTER
Founder, House of Comms



Montserrat Guzmán

MEXICO CITY
Managing Director, Exafield



Dana DiGregorio

NEW YORK CITY
Managing Director, NA at
MESH Experience

CITY EVENT LEADS



Liz Granahan

PHILADELPHIA
Partner, SyncScript



Brin Moore

SAN FRANCISCO
Partner, Trusted Talent



Jo Brockhurst

SYDNEY
Financial Service &
Insurance, Nielsen



Tron Smith

PHOENIX
Market Manager, Airbnb



Paula Rosecky

SEATTLE
Strategic Partner |
Qualitative Facilitation
Expert, Paula Rosecky &
Company



Barb Paszyn

TORONTO
Mixed Methods Researcher



Suann Griffin

RALEIGH/DURHAM
Customer Insights, Advance
Auto Parts



Anita Rao Kapur

SINGAPORE
APAC Insights Leader,
LinkedIn

STAFF



Kristin Luck
Founder



Michelle Andre
Director of Development



Jessica Sage
Executive Director



Tiana Garrison
Marketing & Events Manager



OUR FINANCIALS

"Good golly, WIRexec seriously exceeded expectations. It is easy to assume an event will be like all the others, but it sure wasn't - opportunities for depth, realness and connection were everywhere. The smaller, intimate design and unique experience offerings made the perfect combination for deepening industry knowledge, reflection and planning. Plus, we got to learn from legends Eileen Campbell and Kristin Luck close up - worth the price of admission alone!"

— Stefanie Francis, Founder of Hootology



REVENUE

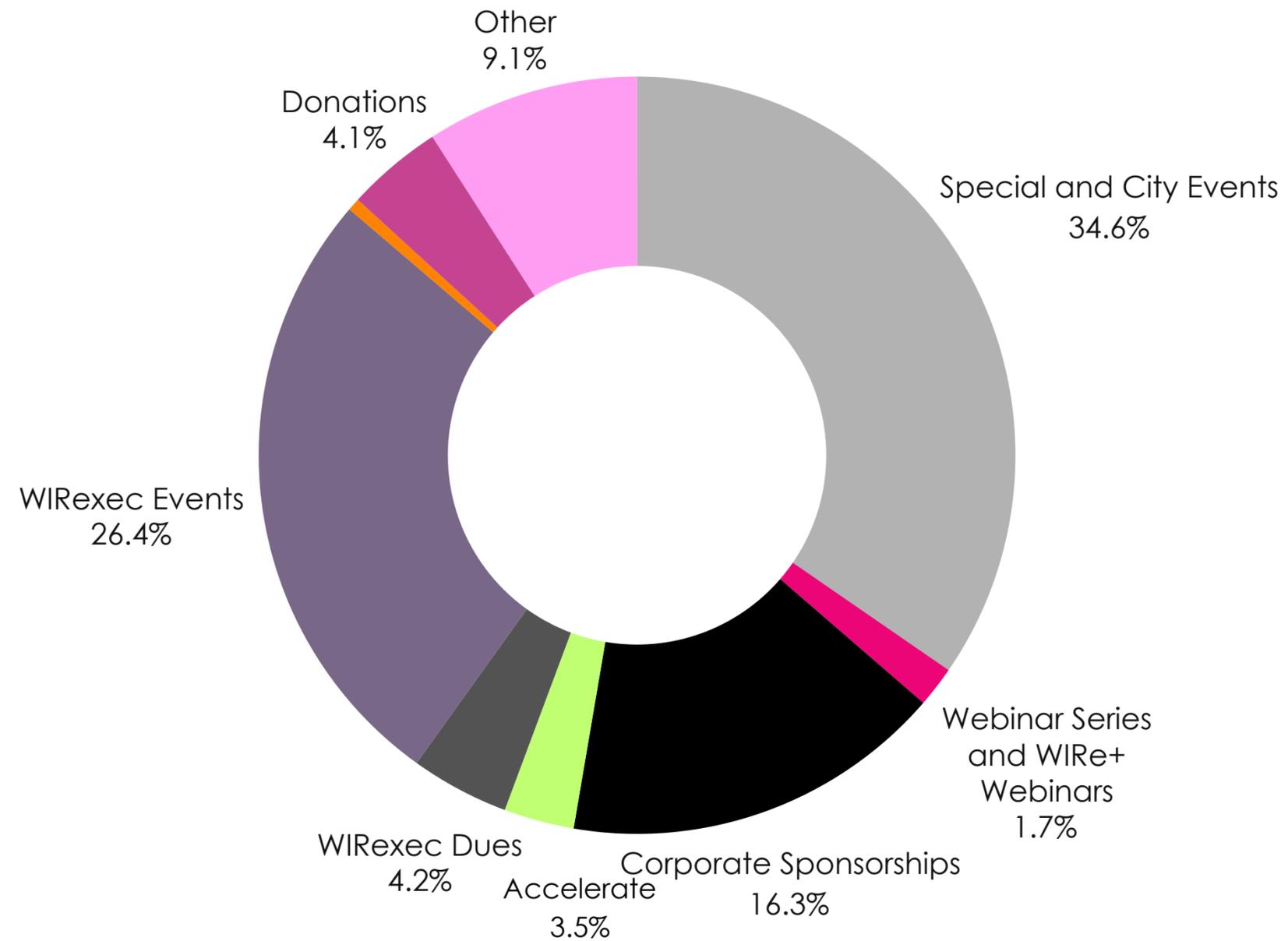
Total Revenues:

Corporate Sponsorships:

16%

City & Special Event Sponsorships

35%



EXPENSES

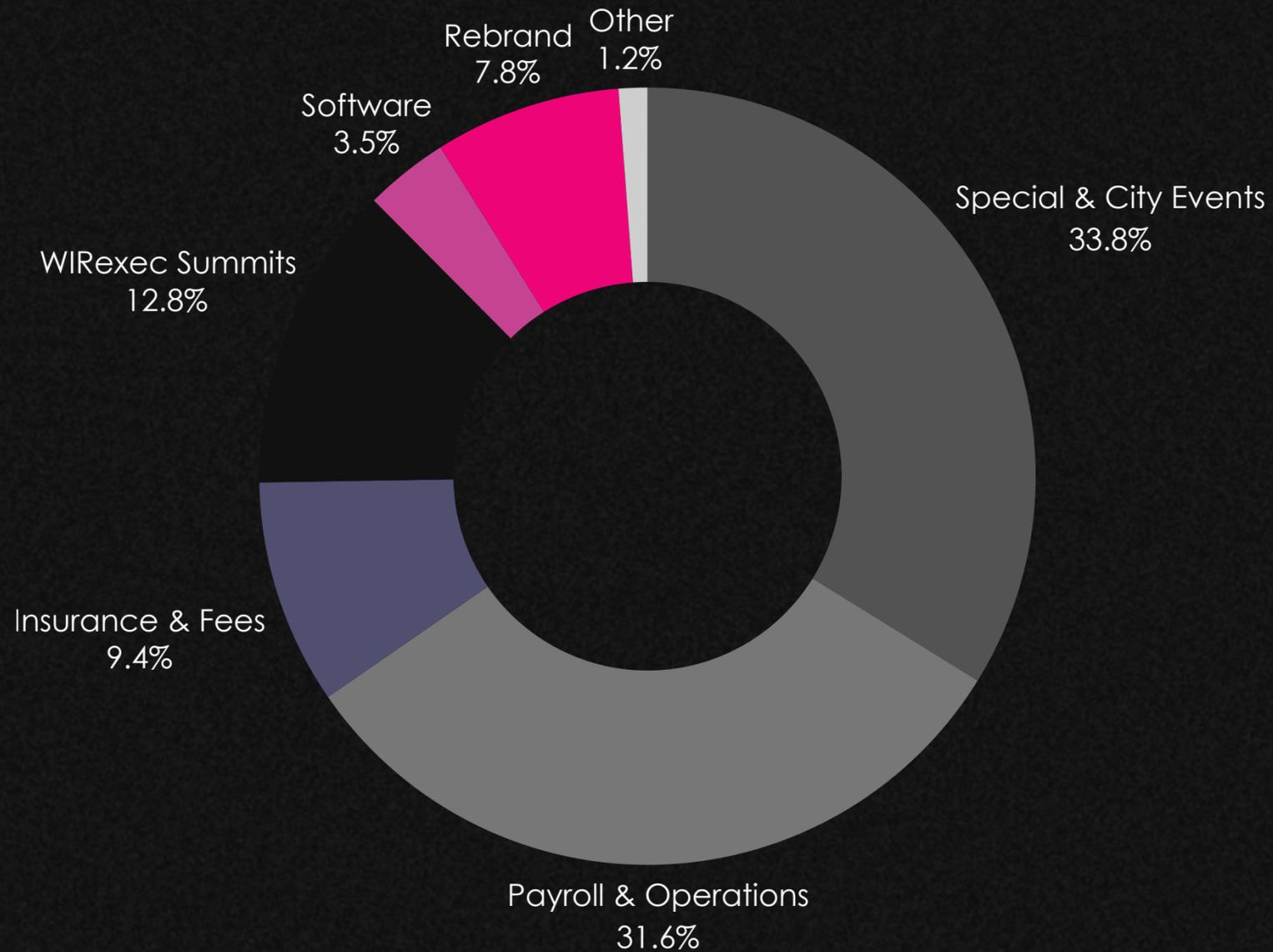
Operations:

32%

WIRexec Leadership Summits:

13%

The majority of our expenses—in line with similar, service-based nonprofits—support organizational structure, ensuring ongoing operational success.





LOOKING AHEAD

EXPANDED REMIT

WE'RE CURRENTLY UNDERGOING A REBRAND TO EXPAND OUR PROGRAMMATIC REACH TO MORE INDIVIDUALS PERFORMING A RESEARCH FUNCTION IN VERTICALS SUCH AS UX, CX, AI, AND MORE.

GLOBAL VISION

WE'LL ADD 5+ CITIES IN 2026, BRINGING MORE WOMEN THAN EVER INTO THE WIRE FOLD.



STAY CONNECTED



We have big plans for the Data, Research, and Insights industries in 2026; we need your help to continue the positive growth we've sustained over the last 18 years. Reach out to Jessica Sage for more information on getting involved with WIRe, bringing your team into the fold of our free resources and programming, and connecting with your local WIRe community. In the U.S. your donation is tax-deductible.

WOMENINRESEARCH.ORG

JESSICA@WOMENINRESEARCH.ORG

@WOMENINRESEARCH
