



## C200 Fact Sheet

### About C200

Established in 1982, C200 fosters, celebrates and advances women's leadership in business. The organization includes more than 400 of the world's most successful women business leaders, ranging from the C-suite of the world's best-known companies to trailblazing entrepreneurs. Our members have reached the highest levels of leadership and act as role models for the next generation of women who seek to reach the top.

C200 offers its members distinctive programming, an incomparable peer network, and a supportive community. Through targeted outreach and strong support of future leaders, C200 also helps ensure that women will continue to take increasingly significant and visible leadership roles.

### Luminary Awards

Each year at C200's Annual Conference, the organization presents *Luminary Awards* to exceptional members in the following three categories:

- "Entrepreneurial Champion" – A woman who has created an innovative new product or service with global implications. This entrepreneur's company must be generating at least \$20 million in annual revenues and experiencing rapid and continuing growth since its launch.
- "Corporate Innovator" – A woman who has changed or dramatically expanded the strategy of her corporation and significantly increased the value of the business. Her company must meet or exceed \$250 million or more in annual revenues.
- "Skills to Succeed Champion" – A woman who has developed a successful program at scale to help people develop skills to build a business.

C200 also will present its first ever STEM Innovator Luminary Award in 2013. The STEM Innovator Luminary Award is presented to an industry leader or innovator in a technology-based business who has exemplified unique vision and success in science, technology, engineering or math-based industries.

In 1987, the organization established C200. Its mission is to channel the power, intellect and expertise of C200 members to support and encourage the development of future women business leaders worldwide. C200 inspires thousands of women through day-long Reachout programs at business schools and colleges, and grants Scholar Awards to promising graduate business school students. Together, the women of C200 have funded and led 61 *Reachout* programs, benefitting more than 12,000 students at 44 business schools and colleges in the U.S. and abroad. They also have awarded more than \$1.5 million in Scholar Awards.

**MBA *Reachouts*:** C200 MBA *Reachout* programs seek to provide critical support and advice to women pursuing their MBA degrees. Each year, C200 awards three \$10,000 Scholar Awards to exceptional first-year graduate business school students.

**Corporate *Reachouts*:** This program enables C200 members to inspire, support and advise high-potential women in select corporate settings. Participating members encourage the students to embrace their individual leadership abilities and to propel their careers forward.

For more information, please visit [www.C200.org](http://www.C200.org). For press inquiries, please contact Lauren Banyar Reich at [lreich@lbrpr.com](mailto:lreich@lbrpr.com) or 202-246-8789.



## About C200 Members

C200 members are the world's most successful corporate leaders and entrepreneurs. They have made groundbreaking steps for women in a diverse set of industries, and their vision and influence make them role models for women worldwide. Our members also give back to the next generation of women business leaders and guide them on the path to extraordinary leadership and achievement through C200.

Membership in C200 is by invitation only and is extended to only the world's most successful women business leaders from for-profit public and private companies. Our organization is unique because its mix of entrepreneurs and C-suite executives grants our members access to an unparalleled network of knowledge and support. To qualify, an entrepreneur must either own or run a profitable business with at least \$20 million in annual revenues. A corporate senior executive must have direct line and P&L responsibility for annual revenues exceeding \$250 million.

C200 leaders represent the world's most admired companies and brands, including Accenture, AT&T, Campbell Soup Co., DuPont, Ernst & Young, the Estee Lauder Companies, Ford Motor Company, Google, Home Depot, Ingredion, Intel, Jazzercise, KeyBank, Marimekko, Pfizer, Spanx, The Pampered Chef and TheStreet.com, among many others. Members also sit on the boards of the world's best-known companies, including General Electric, Procter & Gamble, Sunoco, Walgreens, Visa, Merck, Xerox, Intuit, Coca-Cola Enterprises, Aetna, Colgate-Palmolive, American Electric Power, Nordstrom, Harry Winston, MBIA, Newmont Mining, and Invesco.

### **C200 Membership At A Glance:**

- C200's 400+ members represent more than 100 industries in North America and throughout Europe, Asia, Latin America, the Middle East and Africa.
- C200 members collectively employ more than 2.5 million people.
- Sixty-five percent of C200's entrepreneurial members were founders or co-founders of their businesses.
- Half of all active C200 members run businesses with annual revenues of more than \$100 million; while 22% of active members lead organizations whose annual revenues exceed \$500 million.
- More than 90% of C200 members serve on non-profit boards; many serve on corporate boards as well.
- C200 is the only organization of its kind that provides lifelong membership to all members.

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