

Women Leaders in Pharma



**For the leaders of
today and tomorrow**

A Year in Review: 2024

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We believe women are powerful. We believe women are a catalyst for change. We also believe patients and companies would benefit from balanced leadership in the industry. As women leaders, we must empower each other, connect ideas, and inspire future leaders.

Join us and learn more at www.womenleadersinpharma.com

Letter from Our Board Chair

2024: Building on Solid Foundations

Dear Readers,

As we reflect on 2024, I am filled with pride in the strides Women Leaders in Pharma (WLP) has made in steadfastly supporting our four foundational pillars: **empowerment, networking, mentorship & coaching**, and **provoking industry norms**. In 2024, we continued to translate our vision into impactful action, unwavering in our commitment to women's advancement in our industry.

In 2023, we anchored our **member-centric approach** and, in 2024, were able to build upon this progress. Our unrelenting focus on relevant panel discussions, impactful coaching sessions, and an accessible mentorship program has resonated strongly with our community. The remarkable growth in our membership, welcoming over **200 additional members** this year, alongside the strong engagement in our **28 events** reaching more than **1350 participants**, underscores the value our members find in WLP.

Our commitment to empowering women is further evidenced by the strong attendance to our **coaching sessions**, designed to enhance leadership skills and address challenges such as imposter syndrome. The evolution of our **mentorship program** into **a continuous model** has facilitated more organic and timely connections, fostering invaluable relationships for professional growth.

The second annual **Shine Bright Awards Gala** in both Toronto and Montreal was a resounding success, with circa 500 attendees to celebrate individuals and organizations championing our mission. This event not only recognized outstanding contributions, but also amplified our collective commitment to diversity, equity, and inclusion within the industry.

Our growth is also reflected in **our expanding reach**. We have members from 96 cities and a diverse range of companies, with 52% from the pharmaceutical industry. This expanding network strengthens our collective voice and influence.

Our unwavering support for women in the pharmaceutical industry is more critical than ever, as global data continues to highlight the need for a persistent journey toward gender equality. Data from McKinsey's¹ *2024 Women in the Workplace* report for the US and Canada reveals a persistent **broken rung** in the promotion pipeline, where for every 100 men promoted to manager, only 89 white women and even fewer women of colour advance. This early disparity contributes to the fact that women hold only 29% of C-suite positions.¹

Our commitment to empowering women in the pharmaceutical industry and challenging the status quo is driven by the understanding that fostering equality can lead to significant economic benefits as demonstrated in Accenture's 2020 report.² It also emphasizes the role of **"Culture Makers"** (employees who champion equality) in leading organizations to profits nearly three times higher than their peers. This underscores the importance of creating an inclusive environment where women can thrive and reach their full potential, aligning with WLP's vision.

The dedication of our **85 volunteers**, who contribute countless hours, and the invaluable support of our sponsors are the cornerstones of our achievements. Their belief in our mission enables us to build initiatives that directly benefit our members.

The remarkable growth in our membership, welcoming over 200 additional members this year, alongside the strong engagement in our 28 events reaching approximately 1350 participants, underscores the value our members find in WLP.



About WLP's Mission

Women Leaders in Pharma's purpose is to empower women working in pharmaceutical, biotechnological, and medical technology industries to reach their full potential. We aim to build skills to help women be business savvy, be brave, be bold, and effect change. We provide a forum to discuss practical and real-life issues to help manage responsibilities both on the personal and business fronts.

For more information on Women Leaders in Pharma

www.womenleadersinpharma.com
www.linkedin.com/company/women-leaders-in-pharma

Our **sponsors'** resolute commitment and the significant support emanating from within their organizations are fundamentally shaping a more empowering and inclusive future. We are immensely grateful for their catalytic partnership in elevating women.

By focusing on initiatives aligned with our pillars, WLP is actively contributing to a future where women are not only represented, but also lead and shape the pharmaceutical landscape.

Looking ahead, we remain resolute in our purpose: to **empower women in pharma to reach their full potential** by breaking down barriers and inspiring the next generation of leaders. Thank you for being an integral part of the WLP community. **Together, we are making a tangible difference.**

Our unwavering support for women in the pharmaceutical industry is more critical than ever, as global data continue to highlight the need for a persistent journey toward gender equality.

Sincerely,
Milva D'Aronco
*Founding Member and
 President, Board of Directors*
 Women Leaders in Pharma



1. McKinsey & Company and LeanIn.Org, Women in the Workplace 2024
 2. Accenture, Getting to Equal 2019: Creating a Culture That Drives Innovation (2019)

Letter from Our President

2024: Propelling WLP to New Heights

Dear Members, Partners, and Friends,

As we reflect on 2024, my heart is full of pride and optimism for all that Women Leaders in Pharma (WLP) has accomplished—and for the path we're forging ahead. Our community continues to grow stronger, more connected, and more purposeful in driving change.

A shining example of this progress is the continued evolution of the **Shine Bright Awards**, which have become a beacon of inspiration within our industry. This year's **Gala events in Toronto and Montreal** brought together nearly 500 passionate leaders and allies to celebrate those who embody the values of **equity, diversity, leadership, and mentorship**. More than an awards night, the Gala was a powerful celebration of what we can achieve when we uplift and recognize one another.

In our **commitment to inclusivity** and recognizing the demands on our members' time, we've intentionally expanded how we connect and engage beyond in-person events. While replicating live events with diverse speakers in both Toronto and Montreal has brought richer regional perspectives, we've also introduced **flexible, accessible ways for busy professionals to stay connected and inspired**. These include **monthly virtual coaching sessions**, our **periodic newsletter**, the ongoing growth of our **podcast series, volunteer and member spotlights** that celebrate the voices within our community, and our new **continuous mentoring program**, which offers organic, timely connections that fit seamlessly into busy schedules. Together, these initiatives ensure **every woman can engage and grow with WLP on her own terms**.

Our Executive Leadership Team (ELT) has been central to these efforts. In 2024, they consolidated our achievements by driving a **new level of communication and collaboration across our many committees**. This all-volunteer environment, comprising 85 passionate women, provided the ELT with a valuable **opportunity to lead through influence rather than formal**

“Our journey is fuelled by the dedication of every member, volunteer, sponsor, and partner. Together, we are shaping a future where women don't just have a seat at the table—they lead it with confidence, integrity, and vision.”

authority; the team embraced this dynamic, fostering a culture of alignment that was key to our collective success. Together, this remarkable team's commitment transforms challenges into opportunities and inspires us all to reach further and achieve more—elevating WLP's impact and influence across the industry.

On a personal note, **I want to recognize the exceptional leadership of Sophie Deschênes**, who was at the helm for the majority of 2024. As her Vice-President, I had the privilege of experiencing her thoughtful guidance directly. Her strategic vision was instrumental in setting the stage for our subsequent successes, and I am deeply grateful for the powerful momentum she created for our community.

Our journey is fuelled by the dedication of every member, volunteer, sponsor, and partner. Together, we are shaping a future where women don't just have a seat at the table—they lead it with confidence, integrity, and vision.

Thank you for being part of this incredible community. Your passion, resilience, and belief in our mission inspire me every day. Let's continue to shine bright—together.

With deep gratitude,
Julie-Noëlle Joannette

2025 President
Women Leaders in Pharma



WLP 2024: By the Numbers

Reflecting on our progress:
Discover the defining milestones of 2024

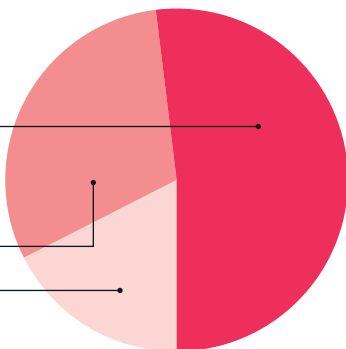
Our Members

Total number of members:

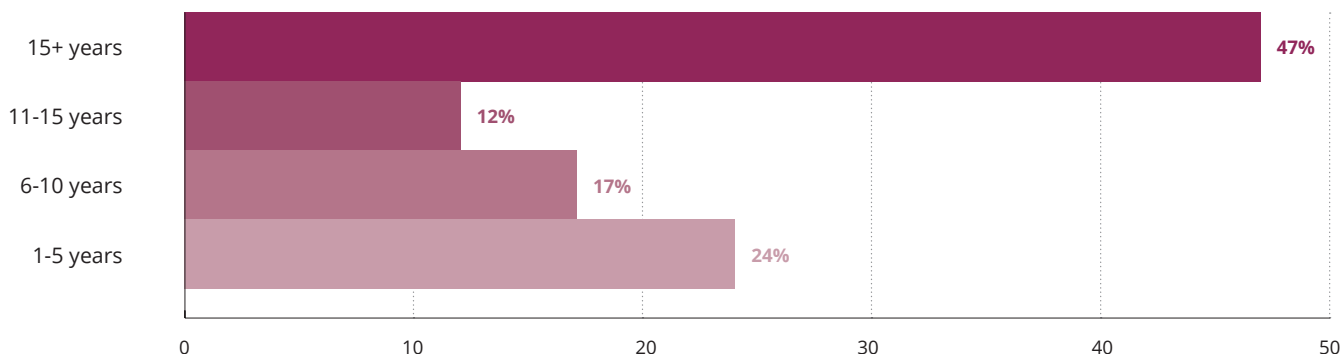


Number of companies our members represent

- 52%** Pharma industry
with the top 3 companies being Novo Nordisk, Organon, and GSK
- 31%** Related industries
- 17%** Consulting or other



Membership dynamics (pharma experience)



Our Volunteers



During 2024, WLP benefited from the support of

85
volunteers



Thank you to our
volunteers for 10,200 hours
of dedication in 2024!

“Women Leaders in Pharma has given me a profound sense of belonging—I have found my tribe. Surrounded by remarkable women, I celebrate our shared contributions and deep connections. Every event, virtual or in-person, energizes me, reminding me that I have a strong, supportive community and a trusted circle for growth, inspiration, and collaboration.”

—Daniele Thibodeau,
WLP Vice-President &
Mentoring Committee Lead



WLP 2024: By the Numbers

Our Coaches & Mentors

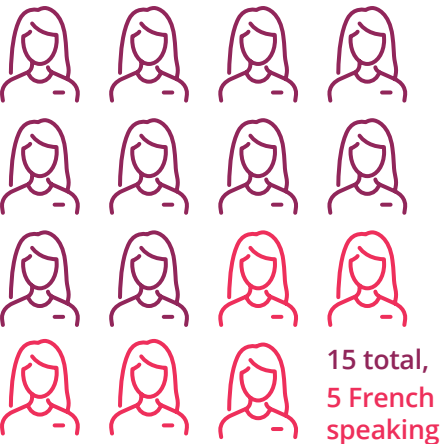
We are always grateful to our **coaches and mentors**, who help our members explore, unleash, and unlock their potential through our member-exclusive coaching and mentoring programs.

Interest in mentoring and coaching relationships was strong, with 115 participants in the program across both official languages and multiple areas of expertise. A fantastic venture for mentees and mentors alike.

"I was looking to help a professional community driven by values aligned with my own—empowering, celebrating and championing women to grow their careers in a male-dominated industry. WLP was the perfect fit."

—Daniella McCrorie,
Volunteer Sponsorship Committee

Number of coaches



Coaches' expertise



Number of mentor-mentee relationships

24



2024 LinkedIn
followers: **19,720**

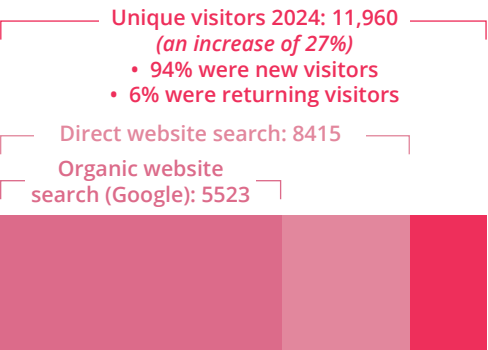


2024 Instagram
Followers: **807**

Our Digital Presence

In 2024, we significantly boosted our social media presence! Our LinkedIn profile saw exceptional engagement, drawing thousands of new connections and building a loyal audience. The WLP website attracted a strong volume of visitors, both new and returning. Even our Instagram account experienced a significant jump in followers! Building on these successes, we plan to further amplify our digital efforts in 2025 to reach new heights.

Unique visits to website



In 2024, our monthly newsletter achieved an average open rate of 64.2% and a click-through rate of 15.1%, which is more than double the industry benchmarks!

13K

Total
Emails Sent

638

Total
Website...

64.2%

Average
Open Rate

15.1%

Average
Click Rate

\$2.13K

Total
Sales

2

Unsubscribed

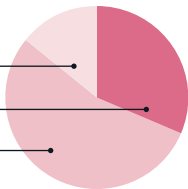
Dollars & Sense: Our Financial Story

At Women Leaders in Pharma, we remain steadfast in our purpose: to **empower women in pharma to reach their full potential**. To do so, in 2024, WLP created programs that resonated strongly with our community of members, sponsors, and volunteers. Our offerings resulted in a 70% increase in revenue of which was invested directly back into events centred around our four pillars: **Empowerment, Networking, Mentorship & Coaching, and Provoking Industry Norms**. Women Leaders in Pharma has become a sustainable Not-for-Profit Organization in which our members can thrive, learn, and grow.

In 2024, revenue was generated from the following sources:

Membership fees **11.7%**
Events **33.9%**
Sponsorships **54.4%**

Our offerings led to a 70% increase in revenue.



The increase in income is predominantly due to the overwhelming partnerships with our sponsors which has allowed to provide more offerings to our membership, including bringing our second annual Shine Bright Awards to life.

In comparison to 2023, Women Leaders in Pharma's expenses increased by 23% in comparison to a 62% increase between 2022 and 2023. This is a true testament to WLP's drive to streamline our processes and develop deep-rooted relationships with our preferred vendors.

In 2024, expenses were generated from the following resources:

73.9% Events
14.5% Marketing
7.8% (vs. 14.5% in 2023) Software and licenses
2.3% Volunteer recognition
1.5% Other

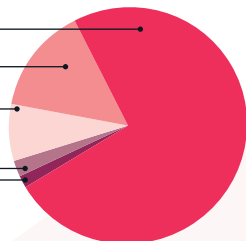


Table 1 – Statement of Operations and Changes in Net Assets for the Year Ended December 31, 2024

in 000\$	2024	2023	2022
Revenue	237	139	103
Expenses	226	184	113
Excess of Revenues over expenses	11	(45)	(10)
Net assets, beginning of the year	21	66	63
Net assets, end of the year	32	21	53

Table 2 – Balance Sheet
December 31, 2024

in 000\$	2024	2023	2022
Assets - current			
Cash	54	33	90
Accounts receivable	48	42	21
Advances to a Corporation	5	4	3
Prepaid expenses	6	4	4
	113	84	118
Liabilities - current			
Accrued liabilities	8	29	11
Due to administrators	-	0	0
Deferred income	72	34	41
	80	62	52
Net Assets			
Unrestricted	32	21	31

At the end of December 2024, Women Leaders in Pharma's assets were a split between cash and accounts receivable, of which was predominantly annual sponsorships renewed end of year. Furthermore, 90% of liabilities are derived from deferred income of both annual sponsors and memberships.

"The organization's net assets as of year-end 2024 were \$32K—a true testament to the good standing and longevity of Women Leaders in Pharma, and to our dedication to achieving our mission."



Cheryl Hue



Finance Lead
Women Leaders in Pharma

WLP Events Recap

Let's Get Together

WLP's 2024 events were a resounding success! Hundreds of members participated, both in person and virtually, and we're delighted by the strong turnout and enthusiasm.

Number of 2024 WLP events

28  **11 live**
 **17 virtual**



10 podcast episodes = ~1000 plays

"Attending almost all the virtual and in-person events last year helped me to get out of my cocoon and spread my wings. I feel more confident as a communicator, organizer, coordinator, and a better listener."

—Samadrita Mukherjee, Volunteer Membership and Engagement Committee

Our daily goal: to inspire our members, all year long

*Our 2024 event attendance was up
92% from the previous year!*

Our 2024 events with more than **1350 attendees**

Events	
Live – Montreal	
Gala des prix FLP Brillez de mille feux 2024	
Femmes au pouvoir : Leadership en négociation d'affaires	
Authenticité et leadership : Surmonter le syndrome de l'imposteur dans le secteur pharmaceutique	
PMCQ and WLP Women's Day event	
Définir votre succès en 2024 : Trouver plus de sens et de joie au quotidien	
Live – Toronto	
WLP Shine Bright Awards Gala 2024	
Women Empowered: Leading in Business Negotiation	
Embracing Authenticity: Leading Through Imposter Syndrome in the Pharmaceuticals Sector	
Defining Your Success in 2024: Finding More Purpose & Joy in Everyday - Montreal	
Coaching	
Leadership Brand	
Leverage Your Strengths	
Unlock Career Success	
#IamRemarkable	
Imposter Syndrome	
Navigating Transition with Confidence	
Mentoring	
Orientation sessions	Mentee Connect
Mentor Connect + coaching	Mentor–Mentee Connect

Episode name	Guest speaker
38 Raising Up the Importance of Equity to Help Close the Gender Pay Gap	Blended question episode
37 Global Leadership: Mastering Career Pivots and Cross-Cultural Success	Julia Brown, VP, Commercial Oncology, Janssen Canada
36 Menopause Matters: From Struggles to Strength – Owning Your Menopause Journey	Janet Ko, LeaderBoard Menopause Canada
35 Menopause Matters: It's Time to Change "The Change"	Janet Ko, LeaderBoard Menopause Canada
34 Menopause Matters: Navigating Myths, Symptoms & Stigma	Janet Ko, LeaderBoard Menopause Canada
33 Gaining Inspiration and Connection from Relatable Women Leaders	Melissa Leichte, VP and Commercial Lead, Rare Disease, Novo Nordisk US
32 Personal Branding: What People Think of When They Think of You	Lida Citroën, Personal Branding Expert, Author, Trainer, LIDA360
31 Self-Investment: How to Make Physical Fitness a Sustainable Priority	Kim Ferras, Senior Biopharmaceutical Rep, Amgen
30 Understanding the Importance and Impact of Health Equity (in our industry)	Dyisha Reliford, VP, DEI Strategic Initiatives, Cencora
29 Bold Balance: Supporting Gender Equality with Workplace Opportunities	Domenico Benevento, VP Canada, MIP



"In 2024, I had the opportunity to participate in several events, and each one offered me a new perspective. I came away enriched, with new insights and a fresh outlook on both professional situations and more personal aspects of my life."

—Caroline De Civita, Volunteer Events Committee

Our 2024 Team

BOARD MEMBERS



Angelina
Brathwaite



Angelina
Habimana



Milva
D'Aronco



Sonia
Riverin



Tamara
Lovi



Thea
Discepola

EXECUTIVE LEADERSHIP TEAM MEMBERS



Andie
Yi



Amy
da Rocha



Brianne
Ligori



Cheryl
Hue



Christie
Simpson



Danièle
Thibodeau



Diana Veronica
Ferraez Morlet



Julie-Noëlle
Joannette



Karen
Aflalo



Sophie
Deschênes

At the Heart of WLP: Their Experiences!

Giving Voice to Our Members

"As a long-time WLP member, I dedicate my time because I believe in the power of women supporting women. Our mission to elevate female leadership and drive equity deeply resonates. A highlight this year was introducing my 20-year-old daughter to WLP and bringing her to her first event—a powerful moment for me as a mother and leader."

—Christie Simpson, Lead Membership and Engagement Committee



"I made some connections at a recent event that provided me with some knowledge I was able to take back to my place of work and was well received by senior leadership team."

—WLP Member – 2024 Membership Survey

"WLP is more than a network—it's a place where ideas, purpose, and leadership thrive. I'm energized by the opportunity to mentor, learn, and support a community of women reshaping the future of healthcare, where leadership reflects the strength and diversity of the women within it."

—Joanna Wilson, Volunteer Communications Committee

"My experience with the WLP mentoring program proves to me that mentoring works. My mentee was able to achieve her professional goals, and notably, she did so in a way and in an area she hadn't considered when we first started working together. I believe I achieved my own goal, which was to ensure my mentee was exposed to diverse ways of thinking about working in Pharma. In this mentoring relationship, both mentor and mentee benefited by exercising flexible thinking and creativity. Together, we pushed past our preconceived notions."

—Lisa Heath, CEO, MediResource Inc.

"I dedicate my time to WLP because its mission deeply resonates with me. It's a powerful platform where women lift each other up, share wisdom, and create opportunities for collective advancement. The empathy and unwavering support within this community are truly remarkable, making WLP an invaluable force for change in the industry."

—Elodie Varin, Volunteer Communications Committee

"I have learned that I need to advocate for myself and be my number one supporter."

—WLP Member – 2024 Membership Survey

"I made some connections at a recent event that provided me with some knowledge I was able to take back to my place of work and was well received by the senior leadership team."

—WLP Member – 2024 Membership Survey

"Being part of WLP has expanded my network in the most meaningful ways. I've met people who inspire and support me—both personally and professionally."

—Nataliya Yevusiak, Volunteer Membership and Engagement Committee

"Thank you, WLP, for creating a space where women find purpose and strength in supporting each other."

—Hazar Assef, Volunteer Events Committee

Our 2024 Sponsors

Making change possible for the WLP network!

Women Leaders in Pharma Annual Sponsors

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Healthing

Ogilvy Health

 Healthing.ca

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JAMP

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Novartis

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 **LEMIEUX
BÉDARD®**

McKESSON
Canada

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 **ORGANON**

 **STEVENSON**
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 **Takeda**

teva

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2024 Women Leaders in Pharma Shine Bright Gala Sponsors

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OTSUKA
PEAK PHARMA
ST-AMOUR



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KI EXPLORE
ZENO

IN-KIND AND SERVICE SPONSOR SILVER

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LEADER COACH INTENSIVE
O2 COACHING
THE WOMEN'S LEADERSHIP INTENSIVE

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