

# **“The Growing Presence of Female Corporate Executives”: A Study of The Official Board**

**August 25, 2014**

## **Executive Summary:**

Compared to our previous survey published 18 months ago, this survey by The Official Board released today finds that the presence of female executives in large companies continues to grow at various paces across all industries and on all continents.

The executive presence of women in large companies (those exceeding \$100 million in annual revenue) around the world has grown 1.4% over the last 18 months. A silent movement, representing a steady ascent of women in executive positions, is ongoing.

The presence of women in Chief Executive Officer (CEO) positions remains by far the weakest with only 9% of CEO positions at large companies filled by women. The presence of women on large companies' Board of Directors is slightly higher, at 13%, and the presence of women in senior management positions is higher still, at 18%.

Out of the 40 executive roles, the highest presence of women is at the Vice President, Communications position, where 44% of these positions are filled by women, followed by the Vice President, Investor Relations position, which is 35% filled by women. The lowest presence of women, at 6%, is in the Chairperson of the Board position.

As part of research associated with this study, most CEOs (men and women) we contacted cited challenges finding seasoned women executives in their industries. There seems to be a great opportunity for other industries to welcome seasoned women executives coming for the following pool of six industry sectors, where women senior managers are relatively better represented: Cosmetics, Legal services, Luxury goods, Market Research, Movies and Publishing.

## **1.0 Introduction and Methodology:**

This white paper is the product of 18 months of research by The Official Board and assesses and reports on the presence of women in executive teams (Board, N-1, N-2) of companies with over \$100 million in annual revenue.

As part of this research, we assessed the presence of women executives in 50,000 companies across 94 industry sectors in over 200 countries from our real-time, proprietary executive database as of August 1, 2014.

From these 50,000 companies, we have compiled over 408,000 executives with their gender across 40 different executive roles.

## 2.0 Women presence by level (CEO, Board & Senior Management):

### Women presence within each continent

	CEO	Board	Snr Mgt
Africa	11%	15%	20%
Asia	9%	11%	11%
Europe	10%	15%	20%
North America	8%	13%	19%
Oceania	7%	13%	18%
South America	8%	7%	14%
Globally	9%	13%	18%

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The five highest levels of representation are in green and the five lowest levels are in red.

The presence of women at each executive level (CEO, Board & Management) are roughly comparable across all six continents with the exception that the presence of women in senior management positions in Asia and South America is behind that of the other four continents (see red arrows).

Europe and Africa (mainly because of South Africa) have the highest presence of women at the corporate board level. The North American presence of women on corporate boards is surprisingly low at both the CEO level (8%) and board level (13%).

### Women presence within each industry

	CEO	Board	Snr Mgt
Agriculture	9%	10%	17%
Consumer Goods	10%	14%	18%
Entertainment	7%	10%	20%
Finance	10%	14%	21%
→ Health Care	12%	16%	23%
→ High Tech	8%	10%	16%
→ Manufacturing	5%	10%	13%
→ Media	15%	18%	28%
→ Service	12%	17%	22%
Transportation	11%	14%	16%
Globally	9%	13%	18%

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The five highest levels of representation are in green and the five lowest levels are in red.

High Tech and Manufacturing have the lowest representation of women executives (see red arrows in graph above) at all levels while Media, Service and Health Care have the highest representation of women at all levels (see green arrows).

The board presence of women stands at roughly 10% in four of the ten industries (Agriculture, Entertainment, High Tech and Manufacturing) while it is over 14% in the six remaining industries (Consumer Goods, Finance, Health Care, Media, Service and Transportation).

**3.0 Women presence by executive roles:**

We have assessed the presence of women in 40 executive roles globally.

- The five roles with the highest presence of women are VP Communication, VP Human Resources, VP Investor Relations, Secretary and VP Customer Relations.
- The five roles with the lowest presence of women are Chairman of the Board, CEO, VP Exploration, VP Engineering and VP Manufacturing.

<b>Board</b>		<b>Finance</b>		<b>People</b>		<b>General Management</b>	
Member of the Board	15%	VP Investor Relations	35%	VP Human Resources	33%	VP Country (e.g. Brazil)	18%
CEO	8%	VP Accounting	26%	VP HSEQ	21%	General Manager (N-2)	16%
Chairperson of the Board	6%	VP Control	24%	<b>Development</b>		General Manager (N-1)	13%
		VP Administration	24%	VP Communication	44%	VP Local Area (e.g. California)	12%
		VP Risk	19%	VP Customer Relations	31%	VP Region (e.g. APAC)	10%
		VP Credit	19%	VP Marketing	29%	<b>Technical</b>	
		VP Finance	18%	VP Digital	21%	VP Medical	19%
		CFO	15%	VP Design	21%	VP IT	16%
		<b>Corporate</b>		VP Distribution	19%	VP Operations	14%
		Secretary	31%	VP Procurement	18%	VP Technical	13%
		VP Legal	26%	VP Services	15%	VP R&D	12%
		VP Real Estate	14%	VP Development	15%	VP Supply Chain	12%
				VP Sales	14%	VP Manufacturing	9%
				VP Product	14%	VP Engineering	8%
						VP Exploration	8%

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The top 10 executives roles with female representation are in green and the bottom 10 are in red.

**4.0 Could female executive representation grow more quickly?**

Since our previous survey 18 months ago, we have seen a 1.4% growth in the presence of women executives.

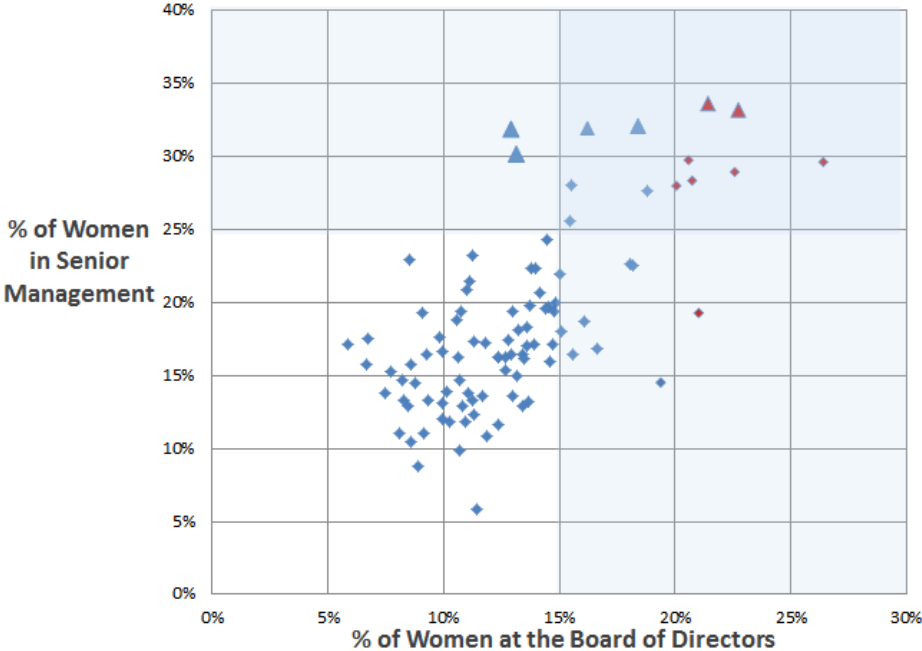
There seems to be a consensus across industries that diversity is beneficial for corporations and that half of humanity should not be excluded or grossly underrepresented in holding executive responsibilities. Many CEOs (men and women) we have contacted recognize that seasoned women executives are reasonably well represented in some industries but scarce in others.

Our survey covers 200 countries on six continents and 10 industries that we have split in 94 industry sectors.

**Board of Directors vs. CEO presence of women**  
(each dot represents one of the 94 industry sectors)



**Board of Directors vs. Senior Management women presence**  
(each dot represents one of the 94 industry sectors)



A few industries have a significant higher representation of women:

- One industry (Publishing) has in excess of 20% women in CEO roles (see square ■ in graph above);
- Eight industries (Advertising/Marketing, Cosmetics, Education and Training, Fishery, Healthcare, Newspapers, Publishing and Recruiting) maintain representations in excess of 20% of women in Board of Directors positions (see red in graph above);
- Six industries (Cosmetics, Legal services, Luxury goods, Market Research, Movies and Publishing) have over 30% of women in senior management positions (see triangle ▲ ▲ in graph above).

The vast majority of industries (80%) currently have less than:

- 13% representation of women in CEO roles;
- 15% representation of women in Board of Director roles;
- 21% representation of women in Senior Management roles.

### **5.0 Conclusion:**

There seems to be an opportunity for industries with vast underrepresentation of women in executive functions to potentially recruit seasoned women executives coming from the five industry sectors where women senior managers are relatively better represented: Cosmetics, Legal services, Luxury goods, Market Research, Movies and Publishing.

We have seen similar transfers recently in some highly visible companies such as Alibaba, Apple and Vivendi, for instance.

### **6.0 Making our research and data available:**

The Official Board welcomes the opportunity to make our data available to our VIP members for their research or other uses. To inquire about obtaining some or all of our data on large company executives, please contact us at: [contact@theofficialboard.com](mailto:contact@theofficialboard.com).