

# IAB, Google, Meta & TBWA launch Connected Womxn initiative

The IAB South Africa Transformation Council, in collaboration with Google, Meta, and TBWA, has launched the Connected Womxn initiative. The initiative aims to address the lack of support structures and connection opportunities for women in senior roles in the digital sector.



Source: [www.pexels.com](http://www.pexels.com)

Connected Womxn will take the form of quarterly thought leadership and connection events held in partnership with Google, Meta, TBWA, and IAB South Africa. Each partner will host one of the quarterly events which will include panel discussions, presentations, and group events.

The initiative is targeted particularly at C-suite and senior leaders across the tech, media and marketing industries.

“The genesis for Connected Womxn came when we realised that there was no “big tent” forum for leaders across agencies, specialists, platforms, publishers, brands and education companies in the digital media and marketing industry to raise challenges and collectively work to find solutions,” says Asha Patel, Google Sub-Saharan Africa Head B2B Marketing & South Africa Head of Marketing and Chair of the IAB’s Transformation Council. “We also understood that we were in a unique position to provide that platform and help support women in leadership.”

Connected Womxn is a central part of the Transformation Council’s wider efforts at building recognition and support for women in the digital sector. These include profiling senior women leaders across the industry to combat a perceived lack of

role models and providing online support structures and a safe space for women through the IAB South Africa Transformation Council's Digital Group for women - Allies in Action which is to launch next year.

"As the primary digital media and marketing body in South Africa, we are committed to ensuring that the industry is as representative and diverse as possible," says IAB SA CEO Paula Hulley. "Connected Womxn recognises that achieving real representation doesn't just mean pushing for numbers, but also providing meaningful support."

Connected Womxn will run throughout 2022 and cover a variety of topics, including celebrating the achievements of women in leadership positions in South Africa, what it takes to become a woman leader, and the responsibility women in leadership positions have to younger generations.

Members of the IAB Transformation Council, Women's Sub-Council:

- Asha Patel - Head of B2B Marketing Sub-Saharan Africa & South Africa Head of Marketing, Google
- Nokuthula Magwaza - Founder and CEO, Bloom Marketing
- Nomacala Mpeta - Head of Learning, Digify Africa
- Razia van der Schuur - MD of 4IR Academy

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