



WomenCorporateDirectors
A Foundation Inspiring Visionary Boards Worldwide

Chapter Spotlight: Argentina



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- 1. In a study conducted by Diversity Best Practices, Argentina has the lowest percentage of women on boards in Latin America - with 7% holding board positions. What do you believe needs to change to increase this number?**

There is no doubt that number must grow. In order to achieve this, it is necessary to have public policies, internal policies in companies and a strategic career designed for women.

Public policies may include: quotas or recommendations to promote the increase of women on boards. On the other hand, internal corporate policies must consider the impact of investment funds, sustainability actions and ESG factors.

Career design is essential so that we, executive women, can be prepared when joining a board.

- 2. The Argentina Chapter was launched only four years ago - how has it achieved the recognition it has?**

In Argentina, there are many organizations focused on gender issues, but none like WCD, which focused solely on the business world and quality relations. Our members could not find a space to connect, which led to being a key factor in growing the Argentina Chapter. We have since positioned ourselves as a unique organization for women in leadership positions.

Our members value shared space with peers, with whom they do networking and business. Our chapter is able to generate strong demand and interest, which factors into why we have been successful.

3. In your opinion, what is the most pressing corporate governance topic(s) in the boardroom today?

The most urgent issues are:

- Presence of independent directors
- Fulfillment of roles (for example, the CEO is different from that of the president)
- Administrative structure divided into committees
- Focus on diversity, in terms of the presence of various profiles (not homogeneous) in the boardroom
- Risk assessment and reputational issues

4. Can you explain the processes in place to recruit new WCD members and maintain engagement?

The process new members must carry out is to apply to the global page following the practices that WCD stipulates, *respecting the required target*. We, the Co-chairs, are very aware of the promotion and visibility of women in leadership positions and we invite them to be part of our chapter.

We establish relationships and are often referred to by other members, who also serve as ambassadors and spokespeople for the organization. We generate visibility in the media in order to create a widespread effect. This exclusive membership space is highly valued by all of our members. We ensure that we get to know our members very well, know their interests, detect their needs and provide them with a tailored approach. This is how we generate engagement and provide attractive invitations to join.

5. What are some of the recent lessons you have learned as a corporate director during the global pandemic?

The biggest lesson is to navigate uncertainty with a vision of significant collaboration, cooperation, and teamwork, or *"generating a containment network."* Last year, we strengthened the community through weekly webinars including a "virtual after-office" space to create greater social ties. This was very productive because it allowed us to achieve the goal of connecting and getting to know each other more, in addition to obtaining many new members.

We were very consistent with the actions we generated, giving the members the space to be part of the initiative and to position themselves inside and outside the organization. We would like to summarize this as, *"bonding & engagement."*

6. What is the most valuable part of being a member of WCD?

The most remarkable value is belonging to an exclusive community that offers something different. We belong to a community of the executive elite - which achieves media positioning, generates visibility and relationships - with the most recognized headhunters and the new Nextboard proposal, a certification that we carry out with the University of CEMA, Bolsa de Comercio de Buenos Aires (Stock Exchange entity) and KPMG to continue training leaders. This is what distinguishes us and positions us in the media to advance in the corporate market.