

DYNAMIC *WOMEN*

GINA CORENA & ASSOCIATES

There are almost 75 million women in the U.S. workforce. Women are educated like never before and starting business and philanthropic endeavors that are transforming the world.

Despite progress and promising numbers, women remain highly underrepresented in nowadays America's business landscape.

That's not the case at Gina Corena and Associates. When Gina started the firm, she made it with the profound belief that the biggest obstacle that women faced on the road to success, was most of the time the lack of strong leadership, and the determination to accept that women have a tremendous impact in organizations of any nature; but most of all, preconceptions that needed to be broken.

"In order to see more women in leadership we needed to fuel our structure with the highest potential and talent."

In her previous experiences she saw how unconscious bias can play a large role in determining who was interviewed, hired and promoted; those firms had incomplete performance records in their staffers' careers, and evaluators may have made unfair, gendered assumptions about their potential.

"At Gina Corena and Associates we realized that in order to see more women in leadership we needed to fuel our structure with the highest potential and talent. This meant mentoring from the entry level up and promoting more of them to critical roles within the firm".

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