



To the Meredith Emerging Leader Selection Committee

It is my honor to enthusiastically recommend Amy Eaton for the 2019 Meredith Emerging Woman of Influence Award. Amy represents the best of humans working selflessly to ensure a vibrant, engaged and inclusive community.

As the Director of Marketing and Strategic Development, Amy oversees all new programs and initiatives at nationally recognized women's leadership non-profit, Women Lead Change. She has been instrumental in increasing the scope and reach of WLC beyond Iowa's borders.

Under her leadership, the EPIC Corporate Challenge has nearly doubled in membership. Nearly 100 companies have now committed to taking the Challenge, one that tracks and measures the advancement of women at all levels. She works side by side with Honorary Chair, Governor Kim Reynolds and co-chairs, Delta Dental CEO Jeff Russell and me to grow the impact and results of the initiative. She is passionate about making Iowa the place recognized for inclusive work cultures.

Amy is also instrumental in growing a previously statewide organization, Women Lead Change, to a global one. She leads a global leadership program called Ascent that is now being used across the country and in the U.K. Because of the increase in reach, Amy led the organization through a name change and implemented all of the brand standards to support it.

While her work at WLC indicates her passion for the mission, her work outside of the organization for other entities is equally impressive. She is a well-respected leader and co-creator of groups like the Urbandale Chamber's GenYP program launching the program in 2009. She currently sits on the Chamber's Board of Directors. She also served as President of the Young Variety Board and served as a Director for five years, receiving Variety's Rising Star Award.

Amy represents the best Iowa has to offer. We are fortunate to have such a dedicated, capable, creative and engaged leader guiding the Metro into the next decade. I humbly ask the Review Committee to select Amy Eaton as the 2019 Meredith Emerging Woman of Influence.

Sincerely,

Tiffany O'Donnell, CEO
Women Lead Change