

CCWOMEN LEADERSHIP FORUM

event recap

austin, tx | july 22, 2025

CCWOMEN LEADERSHIP FORUM

empowering women at the forefront of customer contact

CCWomen had its inaugural Leadership Forum before the Customer Analytics Exchange in Austin, Texas. Made for current and emerging leaders, our half-day program offered various discussion tables, masterclasses, and practical skill-building workshops to equip our attendees with tools for growth.

Our group was small, but mighty. Having an intimate space allowed us to network at a deeper level and learn how to lead by tapping into our innermost purpose.

We're thrilled to nurture yet another CCWomen experience where women can come together and engage in dialogue that goes beyond surface-level business talk. Here, we hope to meet the more unique career and connection needs of our community and help women fortify their leadership alongside each other.

Let's go down memory lane and celebrate our top learnings.

TOPICS COVERED

ENTREPRENEURSHIP & INDEPENDENT CONSULTING

RETAIL, BRAND, AND CONSUMER EXPERIENCE

GROWTH & STRATEGIC PARTNERSHIPS

BUILDING AN EXECUTIVE PRESENCE

LEADING WITH DATA IN CUSTOMER CONTACT

BUILDING TALENT AND TRUST

LANDING HIGH-IMPACT SPEAKING OPPORTUNITIES



SANDY KO FONSECA

Founder and Principal



EMILY DUNN

Head of Marketing



SHIWON OH

Editor in Chief



INGRIT MARENA

CCWomen+ Advisor

OWN THE ROOM: BUILD YOUR EXECUTIVE PRESENCE WITH PURPOSE AND POWER



Lydia James

Founder & Chief Transformation Officer
THE PIVOT SOLUTIONS GROUP

As you continue your transformation journey, be intentional about your decision to commit to being extraordinary. Extraordinary isn't about perfection—it's about bold, purpose-driven choices that stretch you beyond what's comfortable. Commitment may cause disruption, but disruption is the path to growth. The moment you stop playing small is the moment your leadership truly expands. Own that decision and step fully into your next level.

LEAD WITH DATA: HOW TO USE METRICS TO FUTURE-PROOF YOUR CUSTOMER CONTACT LEADERSHIP



Richa Jain

Vice President / Enterprise Data Analytics
& Business Intelligence

PRUDENTIAL FINANCIAL

“Most people generate actionable insights, hand it over to another team, then move on. I dig in and focus on figuring out how to actually drive action from metrics, and how it helps the organization. It's hard to measure ROI on data and analytics. But I prioritize sharing my business case, explaining what we'll deliver, and mapping out decisions that will really drive business value.”



Deana Perrin

Global Customer Experience Executive

“I encourage my teams to think not only about the metrics, but also where they're seeing trends, and how they can continue to bring them forward with data. Controlled data has really guided my leadership style. It helps people focus on what the numbers tell them, and how it directionally pushes them toward appropriate decisions, away from the noise.”



Gina Williams

Director of Customer Experience
MIDLAND RADIO CORPORATION

“I started really tracking some of the important KPIs for us, like ticket deflection and resolution time. When I saw those metrics go up, I recognized that my agents had more bandwidth to lean into their specialties. So, now, I try to lean away from reactive service and into proactive leadership.”

DEVELOPING LEADERS WHO DELIVER: A PRACTICAL GUIDE TO BUILDING TALENT AND TRUST



Kara Conley

Vice President, Contact Center
BRIGHT HORIZONS

I try to be predictable and talk through decision-making with my team. I'm also learning to let things go when someone makes a decision that I wouldn't have made, as long as there's not a significant impact on the business. Just because my employee went with a different choice doesn't make them wrong. People need to feel empowered.

AMPLIFY YOUR LEADERSHIP STORY: HOW TO LAND HIGH-IMPACT SPEAKING OPPORTUNITIES



We all have stories that we hide, that we tuck away, because we think that we're too much. But the core of who you are as a human and the experiences that define you make you relatable. They make you impactful. There's somebody out there right now waiting for you to tell your story so that they can feel seen and heard.



Jessica Lovell

SVP, Director of Customer Experience
FIRST NATIONAL BANK TEXAS



READY TO LINE DANCE?

WHEN: OCT 22-24

WHERE: NASHVILLE, TN

We're on our way back to the beloved Music City, and we're ready to be louder than ever. CCWomen will be hosting another summit during CCW Nashville to celebrate, connect, and empower—we'd love to see you there.

Come for a full day of empowerment and stay for our yearly line dancing activity. Don't forget your cowgirl boots!

REGISTER NOW

JOIN US FOR OUR NEXT FORUM

WHEN: NOV 4 WHERE: SCOTTSDALE, AZ

Come ready to relax your mind, replenish your energy, and redefine career growth on your own terms. We're thrilled to host another CCWomen Leadership Forum for those looking to future-proof and fortify their skills with a like-minded community. Missed out on our previous event? Ready to take your learning to the next level? We'll see you in the Grand Canyon State.

RSVP HERE

**REGISTER FOR
THE EXCHANGE**