

## DEBORAH ROSADO SHAW

Global Expert in Women's Leadership, Diversity, & Performance

Deborah Rosado Shaw is a trusted advisor, strategist, and coach to some of the world's best companies and organizations seeking to win against the ever-growing complexity of culture, talent engagement, diversity, and leadership.

Using a unique and reliable transformational approach to building high-performance teams and powering critical business objectives, Deborah has consistently produced game changing outcomes in a career that has spanned being a successful entrepreneur, corporate leader, sales executive, civic activist, and author.

Before establishing the Rosado Shaw Group, LLC. in 2004, Deborah started, grew, and sold a multimillion-dollar international merchandising company with customers, which included Costco, Federated, Publix, Walmart, and The Walt Disney Company. Most recently, she was PepsiCo's SVP, Chief Global Diversity & Engagement, serving 260,000 associates in 200 countries and territories. She established what has been deemed "the most successful women's leadership initiative to date" and founded the company's Global Transformational Leadership Program, "successfully taking a company-wide conversation from one focused on inclusion to a broader dialogue about engagement of all employees with each other and with the world."

Deborah has traveled a long road from her early life in the nation's poorest congressional district in America where gangs ruled the street corners and everyday heat, hot water, and well-fitting shoes seemed a pipedream away. This trajectory has been featured in textbook case studies and multiple media outlets, including *USA Today*, *Forbes*, and the *Oprah Winfrey Show*. She has been recognized with numerous awards, including *Fortune* magazine's "50 Most Powerful Latinas in Corporate America," *Latino Leaders'* "101 Most Influential Latinos in the US," National Foundation of Women Legislators' "Entrepreneur of the Year Award," and the Women's Leadership Exchange "Trailblazer Award".

Declared a "leading and powerful voice" by iconic PepsiCo Chairman Indra Nooyi and described as "inspiring" by Oprah Winfrey, she was commended by President Bill Clinton for being "a testament to America's free enterprise system".

Deborah serves on several boards and panels, including Teach for America and the World Bank Group. She lives with her husband in New Jersey where they are enjoying having five adult children.

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