



Amanda is the President of Female Forward. Over the last 20 years, she has partnered with companies that serve women to help them develop marketing campaigns that increase sales and trial that lead to a 300% or greater ROI. She has worked with global and national brands such as Pantene, Olay, Clairol, Always, Tampax, and McCormick, as well as startups and non-profits.

Amanda led several product portfolios worth over \$1 billion each at Procter & Gamble, and was formerly the North America Brand Director for Feminine Care, where she grew sales by over \$100 million in just four years. Under her leadership, Always became the first feminine care brand ever to air a commercial during the Super Bowl in 2015, and Amanda proudly represented the #LikeAGirl program at forums like the Association of National Advertisers and the ESPY Humanitarian Awards.

Amanda is also renowned for her skills at coaching women. She led the Women's Empowerment Network at P&G and has coached hundreds of high-achieving women on mindset, leadership, and time management. She has conducted high-quality, engaging trainings on marketing and leadership topics at several organizations, averaging a 4.6 out of 5 rating for overall effectiveness.

Your brand likely has great products with a strong equity, but your challenge is to grow trial and sales with women as her life is even busier and it is more difficult to reach her. Amanda combines her experience with the latest trends and opportunities in breaking through to women to deliver sustained business growth.

If you're interested in a 4-step approach for your brand to consistently be preferred by women, schedule time with Amanda at [amanda@femaleforward.net](mailto:amanda@femaleforward.net).