

**2023 Candidate Platform Statement**  
**Due By: November 14, 2022**  
**Submit To: Nominating Committee Members:**  
**Amanda Cahill, Beth Martindale, Deb Bennett**



## *WWLF Candidate Nomination Form*

### *Election for 2023-2024 Term*

Thank you for your interest in joining the Executive Leadership Team of WWLF. Please note the following dates for nominations and elections:

Nominations open:      October 31 – November 14

Voting for ELT positions open:    November 21 – December 16

Voting closed and ballots tallied:    December 17 – December 23

Announcement of new ELT:      week of December 26

Please provide the following information to the Nominating Committee to be considered for a position on the Executive Board of Directors for WWLF.

### **Debra Mercier – President**

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- I am a member in good standing
- This is a Self-nomination       This is a nomination by Other(name)\_\_\_\_\_

Dates of prior service and Position(s) listed below:

WWLF -VP – 2018-2020, Exe Dir of Programs 2020-2022, Mentorship 2016- present served as the mentor for the Fellowship winner twice.

I have read the primary duties of the Executive Leadership Team (attached)

## Introduction, biography, & previous WWLF experience

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Debra Mercier

[linkedin.com/in/debramercier](https://www.linkedin.com/in/debramercier)

Based in Chicago, IL, I currently work on the Verizon Business team as an Enterprise Sales Client Executive, where my primary role is Global Account Management, managing, and growing Global customers while overseeing an entire support team. Focused on our leading solutions: 5G, Global wireline networks, Fixed Wireless Access (FWA), CBRS/Private LTE, IoT, Security, and Cloud Solutions. Prior to Verizon, I have over 20+ years of experience in the Wireless/Telecom industry, earned recognition in the ecosystem as a leader and servant to the industry and the wireless community.

### WWLF Journey of service

I have been a Member of WWLF since 2014, served as a Mentor annually since 2016, and voted in as the VP on the WWLF Board Executive Leadership Team 2019-2020, 2020 to present serving as the Executive Co-Director of Programs with a focus on the Fellowship annual award program. My journey has been one of continuous growth, and I would be very honored to lead WWLF. I possess the energy, passion, industry network, and experience to drive the growth and delivery of amazing programs to grow our membership. I am very passionate to serve and enjoy supporting others in their career journeys.

Leveraging what I learned at WWLF, I also had the opportunity to lead an Employee Resources Groups (ERG) at Comcast Business 2020-2022, leading a team of 12 Committee leads to support 1000 members. The ERG helped to foster a culture of awareness, respect, and inclusion. With a focus on career enrichment and personal growth opportunities.

## How has your career and experience with WWLF prepared you for a position on the Board of Directors?

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As a leader in the Wireless Industry, leading Business Development, Brand growth initiatives, and the WWLF experience as a WWLF member, mentor, Executive Leader VP, and Exe Director of Programs. This journey has prepared me to be considered for President, I am prepared and confident to lead and enrich the careers of this amazing team of leaders.

For 20+ years I have been invested in my network within the Wireless Ecosystem –I am known as a leader in the industry, and I have held many roles to prepare me for this moment to lead WWLF. I have worked alongside so many smart and talented women over the years; women all working hard to achieve our common goal of Keeping Women connected, empowered, educated, growing, and succeeding.

Active and engaged

<https://www.wwlf.org/News/12838086>

## Major Issues / Initiatives to address during your term

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Membership growth – Execute a 5X growth plan to retain and attract new members. Auto-Renew, multiple year renewal options, create and execute a plan to lock in new ways to retain and grow.

Regional Events – I have seen many improvements and have generated several ideas to empower the Regional and City Reps, we need to execute a plan for the regional and city reps to continuously be involved and their ideas are heard. They are the future of our ETL.

Empower our Sponsors to get more involved, during the onboarding process as a sponsor, present and sign them up for involvement opportunities in WWLF. Webinars, host a monthly IMPACT meeting, newsletter spotlight, panels, etc. We rely on their investment for WWLF to succeed and need them to engage every year to sponsor.

WIA – leverage resources, team during events, education sessions, and WWLF membership campaigns.

Refreshed education sessions – Executive Career Corners, guest speakers, etc.

More Media support to build our Brand, Inside Towers, Fierce Wireless, RCR, and target other leading publications. Teaming on speaking engagements, conferences, networking events.

## Other Ideas, Aims & Goals for WWLF

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- 1) Speaker Bureau (always loved this, let's make it happen)– All WWLF Members and leaders can apply to support the WWLF Brand, goals and grow their speaking presence. WWLF will align educational sessions – offering badges for each level to list on your LinkedIn and in the WWLF – WIA Speaker Bureau
- 2) Talent Platform - WWLF network, we have many recruiters on WWLF and doors into many amazing companies, I am excited to continue this idea and make it happen.
- 3) **5X** the plan to grow membership- how to get there (create the plan and work the plan)
- 4) Logo & Marketing Refresh focus on **5X25**– attract more members, leverage WIA.
- 5) New Events – New members in wireless: digital transformation, cloud, expand our outreach.

## Role of the Board – Please share your thoughts

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The board has a legal responsibility to provide oversight and accountability for the organization. They must ensure that all legal and ethical standards are followed, and the organization is appropriately managing their assets and resources. Also recognize that they may need to change the model over time as the company's maturity in terms of sustainability. Ensure effective organizational planning, connecting with groups that share your interests and introduce us to new people who may further our efforts.

The Executive Leadership board for WWLF are changed every two years, I believe in this to support what that change can bring, new experience, new ideas, new connections, a different approach towards challenges, and a new sense of energy.

Board Leaders strive to achieve a unanimous decision or at least a very strong consensus on most matters and new initiatives. This is only achieved through engaged, thoughtful interaction and discourse that is marked by openness, a willingness and ability to accept and consider opposing views.

Together we can be a force to further drive our mission throughout the industry. Through commitment, collaboration, leadership, and communication, we can achieve anything. (Quoting Amanda Cahill '21-22 WWLF President)

## What other attributes or qualifications you possess that will contribute to governing WWLF? Outside of work, what are your hobbies or interests?

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With 20+ years in Sales and Leadership, I will be experienced in driving new campaigns to attract more members, and new events and exploring new ways to virtually retain members.

Smooth transition into my new role, I have held the VP role and have been on the ETL for many years. I am familiar with the current platform and roles; with excitement, I will lead and continue to grow together.

Over the years, I have acquired relevant skills and experience, which I shall bring to your organization.

Outside of work, I enjoy spending time with my son, friends, and family, going to see live music, traveling (Beaches), and walking my dog. I love animals and helping people, especially in resume writing, interview skills, and job hunting which I do for free to give back and pay it forward.

# DUTIES OF THE EXECUTIVE LEADERSHIP TEAM

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## **Duties of the President – 2 Year Term**

- Carry out policies and objectives created by the Board
- Act as the Chief Executive Officer of WWLF and shall, subject to the control of the Board, supervise, as well as control the affairs of the WWLF and the activities of the ELT
- Preside at all meetings of the Board and at all meetings of the members, if any
- Act as the liaison between WWLF and WIA, representing the interests of WWLF and providing updates and/or reports to WIA as requested and to the Board
- Be versed in parliamentary procedure and act accordingly, including giving guidance to the Board as necessary
- In general, perform all duties incident to the office of the President and such other duties as may be required by law or by these Policies and Procedures, or which the Board or WIA may prescribe from time to time
- Meetings conducted by the President will generally follow Roberts Rules of Order

## **Duties of the Vice President – 2 Year Term**

- Perform all the duties of the President in her absence or in the event of her inability or refusal to act, and shall be subject to all the restrictions on the President
- Oversee the creation and maintenance of all operational policy and procedure guidelines for the organization. Update, or cause to be updated, the guidelines as necessary, and not less than annually, and act as chair for the committee that performs the review and updating of the guidelines.
- Temporarily fill any ELT position and/or fulfill any ELT duties and responsibilities as deemed necessary and beneficial by the Board for as long as necessary, such as during a transitional period
- In general, perform all duties incident to the office of the Vice President and such other duties as may be required by law or by these Policies and Procedures, or which the Board or WIA may prescribe from time to time

## **Duties of the Secretary – 2 Year Term**

- Keep, or cause to be kept, a book of minutes of all meetings of the Board, and, if applicable and as requested, meetings of committees or members recording therein:
  - the time and place of the meeting;
  - whether regular or special; and
  - the names of those present or represented at the meeting
- Create the Board Contact List at the start of each calendar year and distribute to any new Board member, and to entire Board, each time revised
- Maintain these Policies and Procedures guidelines, as amended, and have a copy at all noticed meetings
- Exhibit, at reasonable times, to any Director these Policies and Procedures and the minutes of the proceedings of the Board of Directors of WWLF, or to WIA as requested
- See that all notices are duly given in accordance with the provisions of these Policies and Procedures, or as required by law
- Keep the WWLF library of forms and documents and distribute at the start of the term to any new Board member, and distribute to entire Board, as revised
- Assemble and preserve a record of the activities and achievements of the WWLF
- Act as custodian of records and other materials pertinent to the history of the organization
- Conduct votes (either email ballots or during meetings) for any items the Board shall vote on and report vote outcome to Board
- Assemble committee(s) to assist with duties as needed

- In general, perform all duties incident to the office of the Secretary and such other duties as may be required by law or by these Policies and Procedures, or which the Board or WIA may prescribe from time to time

#### Duties of the Treasurer – 2 Year Term

- Receive, and give receipt for, monies due and payable to WWLF from any source whatsoever
- Have charge and custody of, and be responsible for, all funds and securities of WWLF
  - All WWLF funds will be timely deposited by WIA after review and reconciliation by the Treasurer
  - WWLF funds will be deposited in banks or other depositories selected by WIA
  - WIA shall maintain WWLF funds for use by WWLF and in connection with WWLF business
- Disburse, or cause to be disbursed by WIA, the funds of the WWLF as may be directed by the Board, taking proper vouchers for such disbursements
- The Treasurer shall assist WIA with keeping and maintaining adequate and correct accounts of WWLF monetary transactions, including WWLF assets, liabilities, receipts, disbursements, gains and losses
- Exhibit, at all reasonable times, the books of account and financial records to any ED or member of the ELT, or to WIA as requested
- Render to the President, member of the ELT, or ED, whenever requested, an account of any or all of her transactions as treasurer and of the financial condition of the organization
- Prepare, or cause to be prepared, the annual report and financial statements to be included in any required reports
- Chair the budget committee and prepare the budget for adoption by the organization
- Assemble committee(s) to assist with duties as needed
- In general, perform all duties incident to the office of the Treasurer and such other duties as may be required by law or by these Policies and Procedures, or which the Board or WIA may prescribe from time to time