



Singleton Beato

Global EVP, Chief Diversity, Equity and Inclusion Officer
McCann Worldgroup

Singleton Beato is the Global EVP, Chief Diversity, Equity and Inclusion Officer at McCann Worldgroup, where she is responsible for designing and leading strategic initiatives that increase organizational capacity, innovation and growth. With over 25 years of experience as an accomplished executive, Singleton is recognized for her success driving large scale people and organizational change initiatives across a wide range of industries, having held talent leadership roles at J. Walter Thompson, Crunch Fitness International, and Bloomberg L.P.

Previously, Singleton was EVP, Diversity Strategy and Talent Development at the 4A's where she provided leadership and advice to senior advertising and media agency executives working to create and activate a strategic approach to D&I. Singleton was the visionary and architect of high-profile initiatives including The Face Of Talent symposium and the Ad industry's only Talent Leadership Conference, Talent@2030. She also led the transformation of the renowned Multicultural Advertising Intern Program (MAIP) and the 4A's Foundation. And, after assuming P&L responsibility for Talent Development and Diversity related revenue streams, Singleton consistently delivered on revenue and margin growth targets for the organization.

Singleton received a MS from Fairleigh Dickinson University and serves on several non-profit boards including the Brand Erwin Center for Brand Communications, AdWeek's D&I Council, the AAF's Mosaic Council, NYWICI, Own The Room and Figure Skating in Harlem as well as the Advisory Board of the Brand + Integrated Communications program. She has received numerous awards and accolades from the AAF, the 4A's, the ADCOLOR Coalition, the National Diversity Council, the World Diversity Leadership Summit. Additionally, Singleton was named one of 2019's *Most*

Influential Women In Corporate America by Savoy Magazine, one of AdWeek's 2020 Women Trailblazers and one of New York's Most Outstanding Corporate Citizens.