

## Access to Experts



**Betsy Myers**

Founding Director, Center for Women & Business  
Bentley University  
Author, *Take the Lead*

Betsy Myers is currently speaking and leading workshops around the world on changing the nature of leadership. In addition, her book, *Take the Lead: Motivate, Inspire, and Bring Out the Best in Yourself and Everyone Around You*, was released in September 2011. In May 2011, Betsy was appointed Founding Director of the Center for Women & Business at Bentley University. The Center focuses on educating students about their leadership potential while conducting research about how and why companies should promote and retain women. Betsy will work to build relationships with corporations and share information about putting these practices into place. With deep experience in the corporate, political and higher education arena, Betsy served as a senior adviser to Barack Obama's Presidential Campaign. She joined the campaign in January 2007 as the Chief Operating Officer tasked with the challenge of building a \$100,000,000 organization and established the campaign with a business operational model and customer service mentality. Prior to this appointment, Myers was the Executive Director of the Center for Public Leadership (CPL) at Harvard's Kennedy School of Government. She came to CPL in 2003, with a track record of strategically building and realigning organizations. Betsy focused the Center's teaching and research around personal leadership and the fully integrated person. This centered on her strong belief and conviction that the hardest person we will ever manage is ourselves. This culminated in a partnership with CPL and The Hoffman Institute. The results and impact were immediate and staggering. She also increased the Center's efforts around women and leadership while working closely with the Harvard's Women's Leadership Board (2000-2007). senior official in the Clinton Administration, Betsy was the President's senior adviser on women's issues. As Deputy Assistant to the President, she launched and was the first Director of the White House Office for Women's Initiatives and Outreach. She played a critical role in Clinton's re-election effort in 1996 and figured prominently in shaping the Administration's legislative agenda on issues such as domestic violence, reproductive choice, breast cancer, and women in business. s. Myers also served as the Associate Deputy Administrator for Entrepreneurial Development in the U.S. Small Business Administration.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

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