



ABC to → CEO™



IMPACT AND POSSIBILITY REPORT

2022

Our founder, Sharon Fiehler, had a long and successful career as a C-Suite Executive at Peabody Energy — at the time an \$8 Billion Fortune 500 Company. While at Peabody, Sharon managed a global staff with an annual operating budget of ~\$250M. This included managing Information Technology, Supply Chain Management, Human Resources, Security Management, Flight Services and Facilities Management. She also chaired the board of the 8th District of the U.S. Federal Reserve.

However, because Sharon didn't think about the future possibility of CEO, she did not consider which roles would best prepare her to be qualified to be considered for a CEO role at Peabody or another organization. Despite experiencing great success, when Sharon reflected upon her career, she realized that becoming a CEO would have been a challenge she would have enjoyed but it would have required many changes in her career path.

After her retirement, Sharon identified the problem she then set out to solve so other women would not make the same mistake. Today, she is dedicated to —

Preparing young women for the future possibility of CEO.



ONLY



8-11%

**OF U.S. TOP TRADED
PUBLIC COMPANIES
HAVE FEMALE CEOs**

Research shows that diverse companies outperform their less diverse peers. Yet, for example, in 2021 there were only 41 women compared to 459 males in CEO roles in Fortune 500 companies.

WE WANT TO PREPARE AND INSPIRE YOUNG WOMEN TO PURSUE...



**LEADERSHIP ROLES AT
EXISTING PUBLICLY
TRADED OR PRIVATELY
OWNED COMPANIES**



**TOP POSITIONS
IN COMPANIES
THAT THEY
CREATE**

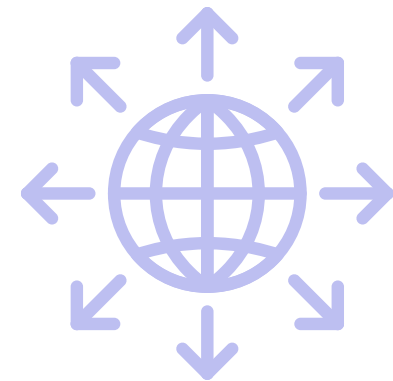


**TOP POSITIONS IN
EDUCATION,
MEDICINE, LAW
AND OTHER FIELDS**

BUILD ON OUR SUCCESS



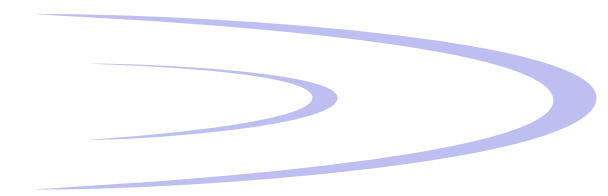
Continue to **create content** that inspires young women to imagine leading at the highest levels and to prepare them to make It to the top



Reach **1 million** young women by the end of 2024



Plant the seeds of **POSSIBILITY** far and wide



Create a positive ripple effect that enables our content to change the lives of millions through more diverse leadership that makes representation organically possible and e **ENHANCES RESULTS FOR ALL**



Sharon Fiehler
Founder ABC To CEO

"Most women in their twenties do not think about becoming a CEO. But, early career decisions (and even promotions) can impact whether their path leads to top leadership or to an unexpected dead-end."

- Sharon Fiehler
Founder of ABC to CEO

Companies and their boards (who formally appoint the CEO) prefer to have people with operational experience in the top spot. Pew Research Center reports **3/4 of CEOs meet this criteria.**

Not all paths lead to CEO. Research conducted by The Wharton School found that **more than half of executive positions women held in 2021 were leading support functions such as HR, PR, or Legal** which do not provide a likely path to CEO.

Some assignments are better than others. Korn Ferry's research shows that **the earlier a woman has P&L responsibility, the more likely she is to become a CEO.**

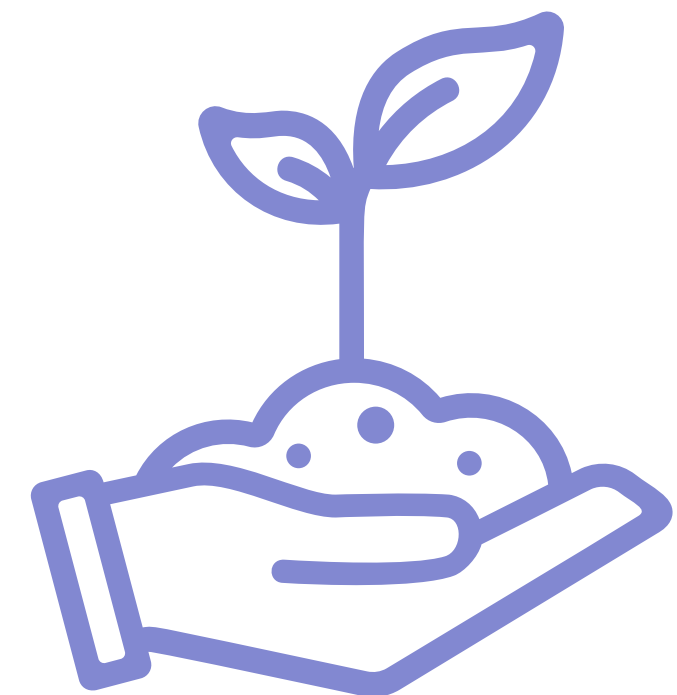
TALENTED YOUNG WOMEN NEED TO HEAR, ABSORB AND INTEGRATE THIS INFORMATION EARLY IN THEIR CAREER.

**YOUNG WOMEN OFTEN FAIL TO
IMAGINE THAT THEY COULD HAVE
WHAT IT TAKES TO BECOME A CEO.**

WE PLAN TO CHANGE THIS.

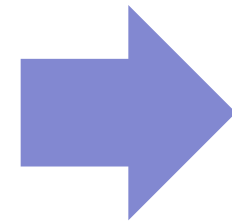
**WE ARE ON A MISSION TO PREPARE
THEM FOR A FUTURE THAT
THEY MAY NOT YET
IMAGINE FOR THEMSELVES.**

Never
underestimate
the power of a
planted seed.

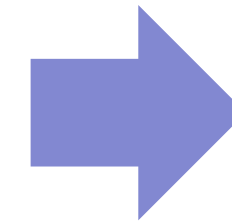




**WE'VE CRACKED
THE CODE ON HOW
TO CREATE
CONTENT FROM
CEOs THAT
RESONATES WITH
YOUNG WOMEN**



**WE MEET YOUNG WOMEN
WHERE THEY ARE...
ONLINE AND
ON SOCIAL MEDIA**



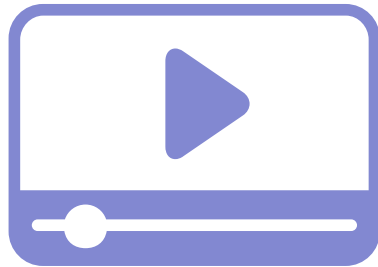
**WE MONITOR OUR
PERFORMANCE AND
CONTINUOUSLY
IMPROVE OUR
APPROACH**



We interview CEOs and other experts.



We transform the CEO interviews into inspiring and educational content and social media posts – some reaching more than 60,000 young women.



From these interviews, we have created an extensive Video Library consisting of CEOs sharing their career journeys, lessons learned, and advice.



- Our Instagram following increased 100% year-to-date
- Instagram followers = 25,000+ People
- LinkedIn followers in more than 24 countries
- Strong presence on TikTok, Facebook, Twitter, YouTube, Pinterest and over 12 podcast platforms
- Extensive content library with CEO advice



WE HAVE A PLAN TO EXPAND OUR IMPACT IN 2023.



**WE WILL TAKE WOMEN
FROM SETTling FOR SECOND
TO SHOOTING FOR FIRST.**

"When more women are at the top, we believe there will be a tipping point that will make women becoming CEO no longer headline news."

- Sharon Fieher

WITH YOUR HELP

ABC to CEO™

WE WILL TRANSFORM LIVES AND IGNITE POTENTIAL

**WE WILL DEVELOP AN INTERACTIVE ONLINE EXPERIENCE
CONTAINING CRITICAL INFORMATION AND
INSPIRATIONAL ADVICE TO PREPARE
YOUNG WOMEN FOR THE POSSIBILITY OF CEO.**

**THIS IS ONLY POSSIBLE
WITH YOUR FINANCIAL SUPPORT.**

Donna Brandin

Experienced Board Member
Audit Committee Chair Nuveen Global
Former Executive Vice President and
C-Suite Executive in a Fortune 500 Company
and Major Privately Owned Organization

Jeane Hull

Experienced Board Member
Copper Mountain, Interfor, Coeur, Epiroc
Former Executive Vice President and
C-Suite Executive in a Fortune 500 Company

Lina Young

Experienced Corporate leader & Board Director
Former Chief Information Officer in C-Suite
Served on BOD of YWCA, Family Resources and
currently Independent Director, Enterprise Financial
Services Corporation

Pooneh Mohajer

Co-Founder & CEO Tokidoki
An Internationally Recognized
and Iconic Lifestyle Brand
Co-Founded Hard Candy that was Sold to
LVMH Moët Hennessy Louis Vuitton

Mirja Telzerow

HR Director Europe Kearney
Member of Board Kearney Pension Trust Germany
Former Human Resources and Operations Director
Former Management Consultant

Beth Chesterton

Impact Consultant for ABC to CEO
Background: Developing and Coaching Corporate
Leaders, Shark Tank and Emmy Award Winners,
White House Staffers, CEOs and High Potentials
in Fortune 500 Companies

Nancy Ross

**Former U.S. Director International
Peace Initiatives**
Building a New Generation of Leaders
Background Includes Expertise in
Non-Profit Board Management

Dr. Caroline von Ledebur

**Sr. Partner MAP Management
Alignment Partners**
Background in Molecular Biology Research
Former CEO of G100
Independent Coach and Consultant

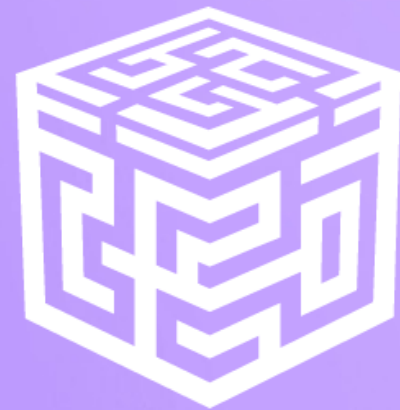
Sharon Fiehler

Founder ABC to CEO
Former Executive Vice President and
C-Suite Executive in a Fortune 500 Company
Former Chairman 8th District of the Federal Reserve

Our Mission is to prepare young women for becoming a CEO:

- We plant the idea that becoming a CEO is possible
- We encourage young women to raise their game
- We share critical career information before it is too late
- We provide diverse examples of what success looks like





ABC to CEO™

TOGETHER WE CAN MAKE A DIFFERENCE