



## Nell Merlino

*Leading Advocate for Women's Role in the Economy;  
Creator of Take Our Daughters to Work Day*

TOPIC: Business Strategy

SUBTOPICS: Organization and People; Ethics and Culture;  
Entrepreneurship

### BIG IDEAS:

#### You Can Have it All as Long as You Don't Do It All: Breaking Through Isolation

As a leader of women entrepreneurs for more than a decade, Nell Merlino has observed several common traits that have prevented many potentially successful entrepreneurs from moving forward faster. Following the economic uncertainty of the past several years, many heads of organizations—both women and men—have an aversion to increasing the size of their employee base and expanding their capabilities. They often believe their path to success rests with their own efforts alone. By relinquishing control and opening their organization to new contributors, leaders gain access to diversity of thought, expansion of capabilities, a greater network of resource and more time for their families. A leader who understands and nurtures this, not only in themselves but in their employees, will be poised to grow an open organization with greater capacity for success.

Nell Merlino, founder of Count Me In and their Make Mine a Million \$ Business program, helps entrepreneurs, leaders, and aspiring talent build the right team and expand the reach of their influence.

#### What Would the World Look Like if There Were Equality in Everything

As the global economy begins the process of regenerating from the turmoil of the past several years, structural changes in the workforce and the economy are beginning to surface. Women own over a third of all US small businesses and employ 23 million people. For the first time in history, America's workforce is comprised of more women than men. This shift will be a driving force in the economic recovery and provide a source for creating new prosperity.

Learn lessons and insights from Nell Merlino, the creator of Take Our Daughter to Work Day, as she sets the path for women's economic independence and greater stability for millions of families. Nell will challenge you to imagine a world with total gender equality and ask the important questions: What would equal pay mean to every community? What will happen when half of Fortune 500 leadership is female? What is the current impact of 55% of women providing half or more of their household's income on family life?

Offering practical advice to her audiences, Nell will help unleash the full capacity of women's entrepreneurial spirit and the striking power of women's economic potential.

## BIOGRAPHY

Throughout her career, Nell Merlino has been inspiring millions of people to take action. Nell is founder, president, and CEO of Count Me In for Women's Economic Independence, the leading national not-for-profit provider of resources for women to grow their micro businesses into million dollar enterprises through its signature program, Make Mine a Million \$ Business. She is the creative force behind Take Our Daughters to Work Day, which moved more than 71 million Americans to participate in a day dedicated to giving girls the opportunity to dream bigger about their futures. Nell has worked on campaigns for the YWCA, The Week Without Violence, The United Nations' Fourth World Conference on Women in Beijing, and in two state governments. She was an advance woman in presidential campaigns, a union organizer, and a Fulbright Scholar, and has received numerous awards, including the Fulbright Award for Outstanding Achievement, The Forbes Trailblazer Award, and the Matrix Award for Achievement in Communications.