

# INDEX WOMEN



GROUP LEAD

Janette Higginson  
VP, buyer  
development, APAC



## Our group mission

We celebrate, support, motivate, and inspire women by fiercely advocating for them. We uplift each other through mentorship and allyship. We're committed to continuous learning and growth. We're personally dedicated to making Index an employer of choice for women in tech.

## Our group values and principles

We're committed to thinking globally and promoting equity. We operate in an environment where we embrace diversity, are intersectional, and continuously learn and grow.

## Our group members

We welcome Indexers who identify as women or non-binary, and allies of Index Women. We're always looking for new team members to join us.





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Participating in Index Women has been incredibly rewarding. The group creates a safe space for women to connect with each other, gain exposure, and develop skills. I led two impactful events, which allowed me to connect with inspiring leaders, develop my public speaking skills, expand my network, and gain mentors.

Azma Gohar  
Senior director, compliance

## Our programming and activities

- We host a monthly, informal call to discuss a predefined topic within our group. We post the topic in our internal Slack channel ahead of time along with any informational resources, then have an energizing discussion to share our thoughts.
- We recognize and celebrate Women's History Month by sharing educational materials and resources through internal channels, hosting networking events for group members, sharing unique perspectives during internal events like fireside chats or panel discussions related to the annual theme, and highlighting our great team members on social media.
- We host internal events with external speakers and in collaboration with other ERGs on topics including women's health, women in ad tech, inspiring inclusion, professional growth, and more.

We partner with organizations to share thought leadership and participate in event and mentoring opportunities, including:

- [She Runs It](#)
- [Women in Programmatic](#)

Check out our inclusive company benefits that empower Indexers.

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