

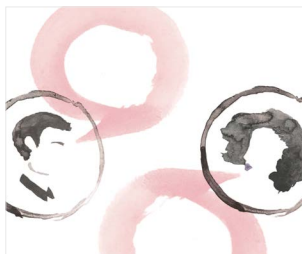
women@work

Our Story

WHO WE ARE

Women@Work is a new platform for frank and meaningful conversations about the topics that can make or break our careers—men and gender dynamics, appearance and personal brand, and pregnancy and parenting. The platform includes a series of three books and an expanded collection of content, engagement, and initiatives.

WHAT WE OFFER



MEN@WORK: *A career girl's guide to navigating male archetypes*

This quick read defines seven fundamental types of men and then profiles each in a way that brings their personalities to life. From there, the guide is packed with straightforward advice for navigating the tricky world of gender dynamics and capitalizing on the opportunity to drive more productive connections and ultimately better outcomes for your career success.



FASHION@WORK: *A career girl's guide to creating a personal brand*

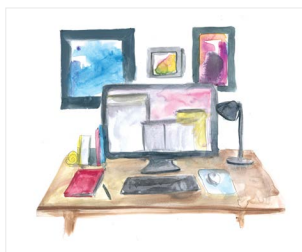
Fashion@Work is jam-packed with practical advice about what to do and avoid in creating your best self. It provides specific actions every woman can take to ensure they capitalize on their hard work with all the key ingredients needed to be included and heard.



BABIES@WORK: *A career girl's guide to surviving pregnancy and parenting*

LAUNCHING 2019

Babies@Work is a fun, honest, and prescriptive guide that demystifies the maze of fertility, pregnancy, postpartum health, and everything that goes with them—all with the goal of making this whole process “work” for those who want to work.



CAREER ADVICE BLOG: *A career girl's guide to success and happiness*

Our blog covers everything you ever wanted to know from hire to retire—how to find the right job, maximize compensation, and overcome a range of challenges from failing at a start-up to tackling difficult conversations to becoming a more efficient and effective decision maker.

MORE COMPLEMENTARY CONTENT AND ENGAGEMENT

WOMEN@WORK(SHOPS)

Classes for helping women at all stages of their careers hone their understanding of economics and business.

WOMEN@WORK(OUTS)

Fitness guides that inspire busy working women to find their inner superhero(ine) and get strong.

MENTOR MARKETPLACE

A high-impact platform that connects emerging working women with mentors around the world.

OUR BUSINESS MODEL

EVENTS & CHANNELS

Keynotes, panels, training, articles, discussion, live, online

INITIATIVES & ENGAGEMENT

Mentor Marketplace, Women@Work(outs), Women@Work(shops) One-Day MBA, Career Advice

CONTENT

Three books: *Men@Work*, *Fashion@Work*, and *Babies@Work*; content portfolio also includes the Women@Work Journal and related handouts and worksheets

MERCHANDISE

T-shirts, stationary, workout bags, and more to come



QUICK FACTS

AUDIENCE

All working women: All ages, all geos, all professions, and all career stages

1,000+

Books sold

8,000+

Users on WomenAtWork.com

3,700+

Followers on LinkedIn

1,900+

Followers on Instagram (launched October 2017)

LinkedIn post announcing Women@Work (organic):

40k+

Reach

400+

Likes, comments, and shares

LinkedIn post announcing Mentor Marketplace (organic):

20k+

Reach

225+

Likes, comments, and shares



ABOUT CHRISTINA VAN HOUTEN

Christina Van Houten is the founder of Women at Work. Based in Boston with her husband and two teenage sons, she has spent the last 20 years of her career as an executive in the enterprise technology sector. Prior to evolving into tech, Christina founded a women's athletic apparel brand and served in several public interest roles focused on community and economic development. She started working at age thirteen and hasn't stopped since. She's eager to help women find their way to the best possible life they can achieve.

CONTACT WOMEN@WORK

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