

Women@Work

Press Kit

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*

AVAILABLE NOW

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*

LAUNCHING SPRING 2018

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 FALL 2018

Co-written by Christina and OB/GYN Pramila Yadav, MD, *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.



MENTOR MARKETPLACE: *A high-impact platform that connects emerging working women with mentors around the world*

Mentor Marketplace brings together those who have advice to give with others seeking exactly that through Office Hours, or one-on-one virtual mentoring sessions, all free-of-charge.

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.

ASK HER

A career girl's guide to employment “stuff” from an HR expert.

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, The Giving Marketplace, Ask HeR

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

600+

Books sold

3,500+

Users on WomenAtWork.com

2,600+

Followers on LinkedIn

625+

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 is the founder of Women@Work. Based in Boston, she is a senior executive at one of the world's largest enterprise technology companies. Christina has worked since she could as a teenager and has relished the experiences and empowerment a long-time career has provided her. She's eager to support women of all ages, career stages, professions, geos, and backgrounds to help them find their way to the best possible life they can achieve.

CONTACT WOMEN@WORK

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