



KELLA

# What is KELLA

KELLA is an **exclusive club** for **executive women** who value consistent support, real connections, and sounding boards with no judgment.

It is an innovative solution committed to solving the problem of how to increase gender diversity in senior leadership positions and how to support women when you get there.

KELLA, derived from the Irish word for 'Warrior', acknowledges the strength and resilience of women.



KELLA

# Why KELLA

A woman alone has power, collectively we have impact

- A place to do business
- A place to get help
- A place to hire
- A place to get advice
- A place to collaborate
- A place to ideate
- A place to share
- A place to offer
- A place to work through problems
- A place to meet allies
- A place to build networks
- A place to learn
- A place to get support
- A place to see opportunities
- A place to recharge
- A place to be vulnerable
- A place to engage
- A place to work on the business
- A place to have fun
- A place to be inspired
- A place to make friends
- A place to test ideas
- A place to be recognised
- A place to be heard
- A place to connect with other women at a similar career level





# Membership Criteria

The success of KELLA depends hugely on it's aspirational nature and with that our acceptance criteria is critical:

## C-Suite Executive Leader

- Currently holds a senior leadership position or board level position
- Decision maker in organisation
- Oversight with direct or indirect responsibility for a department and team
- P&L responsibility
- 10+ years business experience

## Entrepreneur or Service based business owner

- Founder, Co-Founder or CEO of a company
- High growth investment backed start up
- High growth service based business
- In business for 3 years+
- And/or gross annual revenues of €3m+
- 10+ full time employees

## Independent

- Has held Executive Leadership C Level position in previous roles
- Executive serving on the Board of Directors of a private or public company
- Recognised creator or thought leader with supporting press, accolades, major stage speaking experience, published work or similar
- Engaged in philanthropic activities, corporate social responsibility programs, or initiatives that contribute positively to our world and the communities in which we live in at scale

# KELLA Team

Our founders:



**Hannah Wrixon**

CEO of KELLA, is an accomplished entrepreneur with over 25 years of experience in startups, technology, and HR - 3 successful exits. Extensive networks in Ireland, UK & SA.



**Caroline Dunlea**

With over 20 years of experience in technology, digital performance, and transformation. Has propelled Core Optimisation growth and seen them become a Deloitte Fast 50 company in 2022 and 2023.



**Gina London**

Communications & Leadership expert who guides top companies and executives in the world to better connect and engage with their employees, their board, and themselves.

KELLA

# What's the Problem



Women in corporate leadership lack essential support, reflected by only 30% global representation in senior positions (19% in Ireland).



Lack of female role models that stay. The average C Suite male stays 9 years, female 3.5 years - why?



Achieving gender balance in business leadership remains critical to the success of individual companies and to sustaining and building on Ireland's economic progress.



67% of women in Leadership roles feel isolated and unsupported, while 70% experience increasing isolation at every career level.

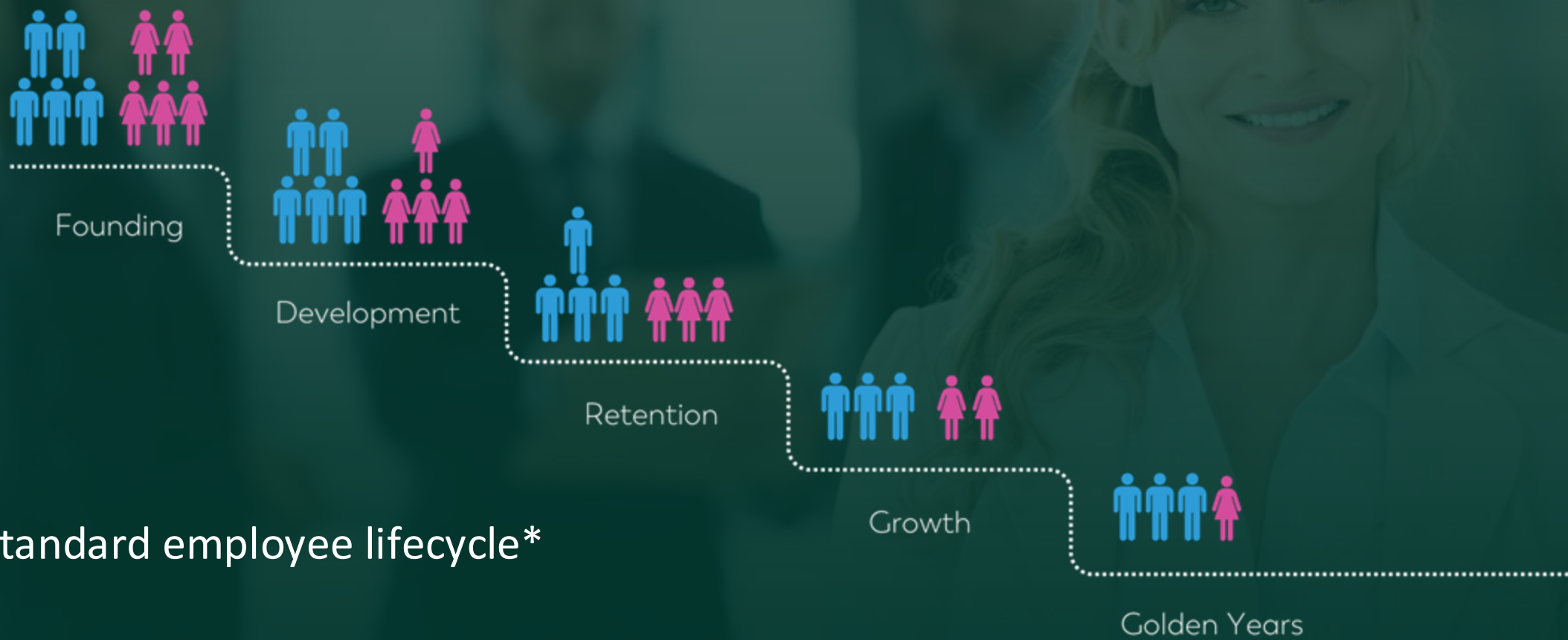


Workplace equity in the Employee life cycle needs to include Key external supports like KELLA in order to maintain diversification of leadership approach for sustained growth.





**The Employee lifecycle** - To take a more preventive stance on inequity, you need to assess equity at each step of the employee lifecycle so that you can create a targeted, data-driven action plan for interventions including external supports for women like KELLA.



\*<https://www.washingtonpost.com/business/2024/04/03/women-csuite-research-gender-parity/>



# Solution: KELLA Leadership

A members only club for executive women to share, support, engage and collaborate.

An innovative platform that allows each woman access to her peers 24/7.

- Inspiring Speaker Series
- Curated Content
- Webinars and Events
- User generated content
- A Global Network

New ideas, New Opinions,  
New Connections.

## Key Focus Areas:



### **Leadership Education & Connection:**

Offering resources, networking, and peer support to enhance leadership skills and build meaningful connections.



**Events/Wellness:** Prioritising members' wellbeing with wellness retreats, events, and mental/physical health resources.



**CSR** - KELLA FundHer: Bridging the funding gap for women-led startups, empowering female entrepreneurs. Investing 10% of KELLA Profits into Scholarships and funding Female Led Startups.

# What makes KELLA Unique

Three key elements:



## **Tailored Support for Underserved Female**

**Corporate Leaders:** KELLA focuses on the needs of female executives, offering consistent support, networking, and resources tailored to their roles.

**Comprehensive Wellness Initiatives:** Prioritising mental and physical health, KELLA provides a range of wellness programs and resources alongside professional development.

**Consistent and Accessible Support:** KELLA offers 24/7 access to a supportive community, ensuring female executives can connect and grow at their own pace, anytime, anywhere.

# Product:

## The KELLA Platform

A leadership Development Platform designed to support female corporate leaders and entrepreneurs.

### Key Features:

**Executive Education:** Access to valuable educational resources.

**Monthly Round Table Meetings:** In-person peer-to-peer support and collaboration.

**Curated Content:** Professionally and personally relevant content tailored to members' interests.

**User-Generated Recommendations:** Location-based recommendations and services.

**Ask the Community":** Anonymized Q&A sessions with industry leaders.





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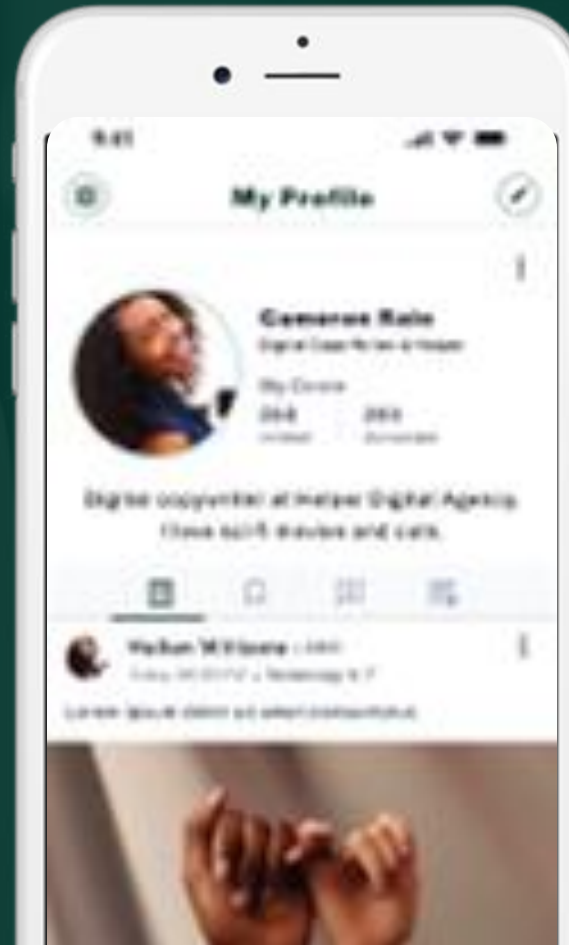
**Luxury Business and Wellness Retreats:** Thought-provoking events in stunning destinations.

**Summit Series:** One-day events focused on education and networking.

**"Check-In" Feature:** Facilitates networking opportunities at events or locations.

**"My Circle":** An invite-only personal network for mutual support and inspiration.

**Webinars and Learning Opportunities:** Continuous growth and development resources.



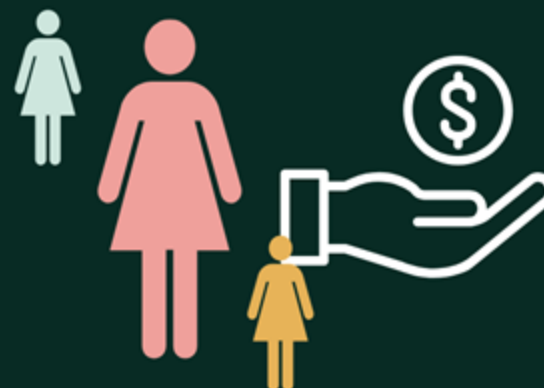
# KELLA FundHER

We want to tell you about KELLA FundHER which is an initiative that we will also launch in September.

With only **2.4%** of venture capital funds supporting female-led startups, KELLA FundHer aims to bridge this gap. Supported by **10% of all KELLA profits**, this fund provides female entrepreneurs with the resources they need to thrive. Just by becoming a member of KELLA, you can make a tangible difference in the lives of aspiring women entrepreneurs.

KELLA is committed to supporting women leaders at every stage of their journey and believe that while we can offer this support to women who are at an advanced stage of their leadership journeys through our KELLA platform, we also have a responsibility to support women who are just starting out. We can all do this through KELLA FundHER, it will make the difference.

## KELLA FundHER



THE POWER OF  
FUNDING FEMALE FOUNDERS

# What success looks like

Success for KELLA is recognition from corporations and individuals alike that the investment and support into women leaders is creating a greater impact within their organisation and society as a whole. Success is a safe, inclusive community where trust and support are key to every interaction.



KELLA is a brand synonymous with Gender Equality, Diversity & Inclusion.



30% Representation in Senior Leadership positions for Women.



Inclusion in remuneration packages in 10 global organisations.





# Want to know more?

## Socials:



## Contact us:

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0861040898

## Website:

[www.kellaleadership.com](http://www.kellaleadership.com)



# KELLA

Launching soon

Ireland July 2024

UK November 2024

Register your interest [here](#)