

# POWERING POTENTIAL

**Heidi DuBois**, Global Head of Corporate Social Responsibility and Social Finance  
**Monique R. Herena**, Senior Executive Vice President and Chief Human Resources Officer

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**Heidi DuBois:** We're really excited to debut this new report which follows on Return on Equality, our thought leadership report that we delivered last year. And what this report will do is focus on the power and potential of expanding access to financial products and services to women, which has substantial knock-on effects for both global development and women's financial empowerment.

**Monique R. Herena:** A conversation around greater access to financial tools and resources and financial services for women is really a conversation we want to be a part of and really have a leadership role in facilitating.

*Narrator: In our report, we find that increasing women's access to products and services across the retail banking sector could unlock an additional \$40 billion in annual global revenue. In addition, closing the gender gap in life insurance alone could generate an additional \$290 billion in annual global revenue. And there's also an opportunity for financial services firms to grow their share of the \$100-\$120 billion in annual revenue that women currently contribute to the retail investment market.*

Women's economic empowerment is critically important because women really need to have equal access to financial services and tools so they have the ability to invest in themselves, which ultimately impacts the communities in which they live. It impacts the economy in a positive way.

**Heidi:** The path from financial health to wealth for women really begins with financial literacy, and once you've established that baseline, women can start to think about investing for the future and striving for financial wealth.

**Monique:** At BNY Mellon, the representation of women in our workforce is critically important. We think it really fuels innovation. We want to ensure that we're really representing the



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communities in which we work and serve, and just the leadership development of women is also critically important.

And, in fact, over 40% of our workforce is female and over 40% of our new hires are female, and those are both global numbers. We need to keep striving to get better, but women play a really important leadership role.

To read the full report, visit [www.bnymellon.com/poweringpotential](http://www.bnymellon.com/poweringpotential)

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