

# EDMWebinar: The Benefits of Mentoring

March 10, 2026

*A conversation with*



**Moderator: Robin Doyle**  
Independent Board Director,  
Audit and Risk Committee  
NBH Bank



**Kristen Lucas**  
Data Governance Analyst  
Guild Mortgage



**Sandhya Murthy**  
Principal Analyst  
FINRA



**Happiness Mhiripiri**  
Executive Director  
Brave Women Leadership



**Nichole Nobbman**  
Principal Analyst  
Pragmatic Solutions



Find us on

**EDMConnect** 

The **online** community  
for EDM professionals

# Women Data Professionals Community of Practice



## Co-Chairs for EDM Association WDP



**Marla Dans**

– Interim Group CDO



**Dessa Glasser**

– Principal, Data Advisory & Analytics, FRG  
– Independent Board Member at Oppenheimer & Co. and  
Chair at GLEIF



**Andrea Ianniello**

– Chairperson of the Board at Genesys Works

## Mission

**Provide support for and promote women in the data field and assist in their development and promotion to more senior roles**

- Access to educational material
- Both women and men to exchange ideas, and network
- Highlight and celebrate the accomplishments of women in the data field
- Provide a calendar and information on upcoming events of interest

## Highlights

- Founded July 26<sup>th</sup>, 2019
- Global Leads and Committees
- 2,500+ members
- Active LinkedIn Group and EDMConnect content page
- Global webinar events coordination



# Women Data Professionals Mentoring Program

Total participation since 2022 -  
with **4x growth** per year over  
the 5 years

 **1,000+**  
Mentees

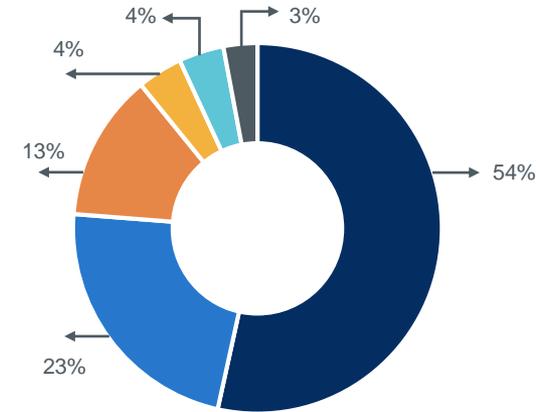
 **300+**  
Mentors

Participation spans the  
globe:



- United States
- United Kingdom
- Canada
- India
- Australia
- Netherlands
- Spain
- Singapore
- South Africa
- New Zealand

Participants are from  
a diverse set of industries



The Mentors Join  
Because They Want to:

- ✓ Empower women in data/tech fields
- ✓ Contribute to a mission-driven community
- ✓ Help women succeed professionally
- ✓ Prepare mentees for their next big opportunity
- ✓ Increasing their coaching and leadership abilities
- ✓ Expanding their network

**95%**  
of our mentors have  
prior mentoring  
experience

**14%**  
of our mentors  
have participated  
multiple years



Igniting Careers.  
Transforming Futures.

# Dress for Success Central NJ

Empowering our clients to achieve economic independence through:

- Network of support
- Professional attire
- Development tools to help them thrive in work and i

## WORLDWIDE

For more than 26 years, the organization has served more than 1.3 million women across 135 affiliates in more than 20 countries



## CENTRAL NEW JERSEY

Founded in 2007 by local professional women  
Served close to 35,000 clients

Expanded to the region in 2017

Business Academy founded in 2022

MeiLissa Tenzer, CEO of Dress for Success Central NJ  
New Brunswick office opened



Donate Today!



# Become a member of the WDP community



## Connect, learn, and grow with us!

3 steps to get the full WDP experience:



### Step 1: ENROLL

Register with EDMA:  
[Create Account - Community Hub.](#)



### Step 2: ENGAGE

Register with WDP:  
[Women Data Professionals - EDM Association](#)



### Step 3: ENRICH

Join our WDP Group on LinkedIn:  
[EDM Association - Women Data Professionals | Groups | LinkedIn](#)

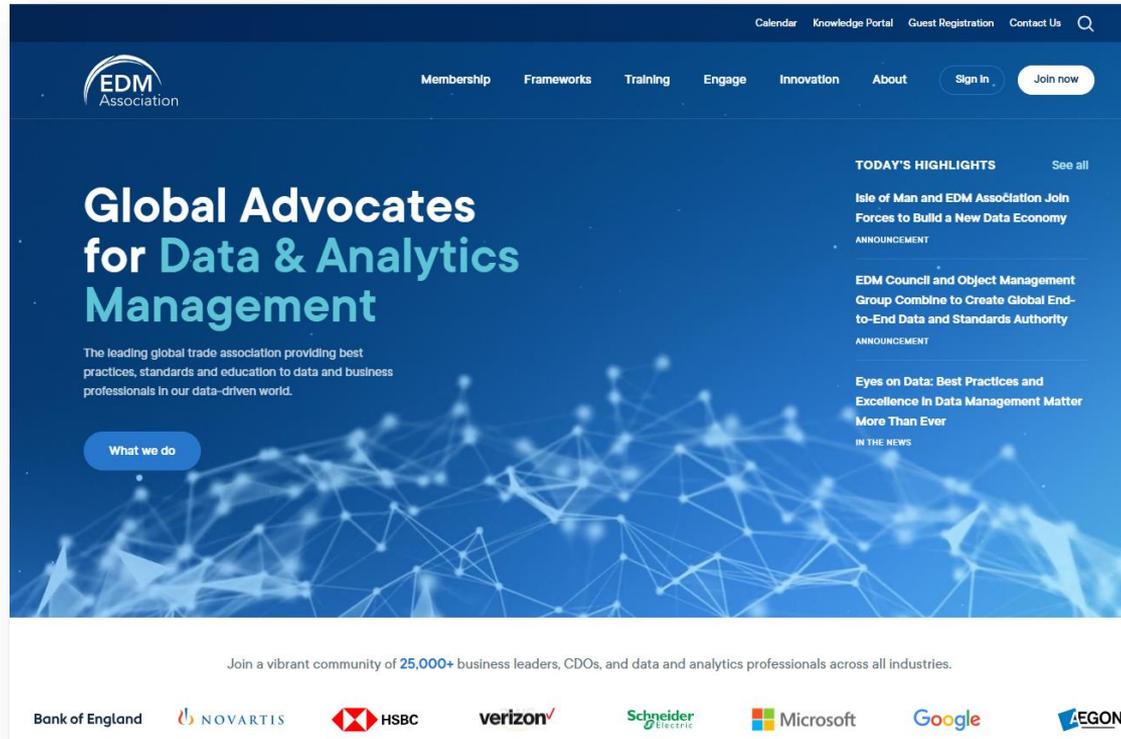
By registering and joining EDMA's **Women Data Professionals**, you gain access to exclusive content, expert insights, and networking opportunities. Be part of a growing community shaping the future of women data professionals.

#### For more information:

- Visit [Women Data Professionals – EDM Association](#)
- Contact us by submitting a form via [Contact – EDM Association](#)
- Email directly at [info@edmcouncil.org](mailto:info@edmcouncil.org).

# Learn more about EDM Association

(formerly EDM Council)



**700+ Member Firms**  
Cross-industry,  
including Regulators



**30,000+**  
Professionals



**Worldwide**  
Americas, Europe,  
Africa, Asia, Australia



[edma.org](https://edma.org)

