

Shelley Zalis, CEO, The Female Quotient and Founder, The Girls' Lounge

Shelley has gone against the grain most of her career, starting in 2000 when she left the corporate world to pioneer online research. Shelley created OTX (Online Testing Exchange), which in just nine years became one of the largest and fastest growing research companies in the world. She sold OTX to Ipsos in 2010, where she led global innovation in over 80 countries.

As the first female chief executive ranked in the research industry's top 25, she changed the game, brought emotion and passion to the boardroom and has devoted herself to becoming a mentor and friend to women and leaders in her industry. Her most recent endeavor includes launching The Female Quotient and Girls' Lounge which supports and mentors women to find their voice, embrace their feminine leadership powers and work together to transform corporate culture. Shelley is also the host of a new Bloomberg series titled "Walk The Talk" focused on gender equality and the critical importance of women in executive leadership.

Shelley is destined to innovate and create meaningful change. She is the Co-Founder of the ANA's AFE #SeeHer initiative and a board member of She Runs It (Formerly AWNY), I Am That Girl, Dress for Success, The Women Economic Forum, ColorComm, The Foundation for Excellence in Women's Health and the Women's Military Symposium. Shelley has been awarded the Ernst & Young Entrepreneur of the Year award, Global Marketing Leadership Award, ARF Great Minds in Innovation Award and AWNY's Game Changer Award. Shelley has also been inducted into the IRTS Hall of Mentorship and has been honored by girls inc. for her achievements as a business leader. A pioneer, a wife and a mother of three, she successfully juggles between CEO and Mom.