

One Big Step Forward: Why the Women's Economy Matters

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EXECUTIVE SUMMARY:

The women's economy isn't a side note—it's the growth engine of the future. As Executive Director of Women in Revenue, I believe every woman deserves to take one big step forward in her career—and none of us should have to do it alone. When women rise in revenue roles, companies thrive, industries grow, and our economy becomes stronger for everyone.

When I think about the work of Women in Revenue, I come back again and again to a single vision: every woman taking one big step forward, together. That is the heart of our mission. Because progress isn't just about one woman breaking through a barrier; it's about turning back, reaching out, and pulling the next woman through with you.

The stakes are enormous. Women are not a "niche" in the economy—we *are* the economy. Women control or influence [85% of consumer spending in the U.S.](#) Globally, women's earned income is expected to reach [\\$24 trillion annually by 2030](#), outpacing the GDP growth of China and India combined. And yet, women remain underrepresented in the very roles that drive revenue growth—sales, marketing, customer success, revenue operations. This gap isn't just unfair. It's economically shortsighted.

When women succeed in revenue roles, companies succeed too. Studies show companies with greater gender diversity in leadership [outperform their peers by 25% or more in profitability](#). Teams that include women are more innovative, more resilient, and better at capturing new markets. And here's the truth: ignoring women simply isn't an option anymore. Women already make up [more than half of the U.S. labor force](#), and for the first time in history, women are [outpacing men in college and advanced degree attainment](#). The workforce is female—and companies that fail to recognize that will fall behind.

That is why Women in Revenue exists. Since 2018, WiR has created a community where women support women through mentorship, education, and visibility. Together, we've built programs that not only help individual women thrive but also strengthen the companies and industries they serve.

But the truth is, the work is far from done. Supporting women in revenue roles isn't about incremental progress—it's about systemic change. It's about rewriting the rules of who belongs in the rooms where money moves and decisions are made.

The women's economy isn't a side note; it's the main story. And with each woman who takes one big step forward, we all move closer to an economy that truly reflects our talent, our ambition, and our worth.

As the new Executive Director, I am proud to build on the vision of the women who founded this organization and the thousands of members who embody its mission every day. Women in Revenue is thriving—and there's so much more to come. Onward!