



**CHRISTIE HEFNER: A Private Company Non-Exec Woman Chair
with a Board having 40% Diversity & a Woman CEO/Co-Founder**

by Kathy Graham

Christie Hefner & HatchBeauty are being recognized by 2020 WOB Chicago for being a private company of the future TODAY with a woman Chair, 40% women on its board, & a woman CEO.

“It’s not an accident that some of the most creative companies are often run by and represented by boards of directors that have gender balance and diversity,” says Christie Hefner about board diversity. Christie is the Non-Executive Chair of HatchBeauty, the first U.S.-based vertically integrated incubator that co-creates quasi-exclusive beauty and wellness brands with and for retailers using high-tech data sources ***“Hatch is a great example of that gender diversity advantage because 40% of our board directors are women, which clearly fuels the agile creative thinking that distinguishes Hatch.”***

Christie Hefner and HatchBeauty will be recognized on November 21, 2019 by 2020 Women on Boards Chicago, specifically with a Chair Ambassador Award for Christie and HatchBeauty as a private company with an outstanding board gender diversity commitment during [2020 Women on Boards Chicago’s Celebration of Exceeding 20% Women on Corporate Boards 1 Year Early](#).

With 300+ senior professionals, C-Suite executives, and corporate board directors attending this networking and educational event to promote further corporate board gender diversity, this event is a celebration open to the public and designed for learning about and growing a corporate board career.

Christie is a perfect speaker for such an event, given [her history as a Co-founder of The Chicago Network](#) (TCN), an organization of Chicago’s most influential women leaders whose vision is gender equity at all levels everywhere. TCN’s current CEO Kate Bensen is also being recognized at this 2020 WOB Chicago event. Many of the other 40 Corporate Board Director Expert Speakers at this same event are also members of The Chicago Network.

HatchBeauty is a great example of how private companies are recognizing the value of gender diversity on their boards—in fact, about 50% of those corporate board directors at the 2020 Women on Boards Chicago event are also on private company boards as the demand by private companies for board diversity grows—it’s an emerging trend.

“Yes, we’re unusual now in that Hatch has both a woman Chair and a woman CEO,” says Christie, ***“but that kind of leadership is exactly what the beauty business should be defined by in this new century.”***

UPDATE FOR 2020: This year’s 2020 Women on Boards event is a virtual GLOBAL CONVERSATION ON BOARD DIVERSITY on November 12, 2020. Go to www.2020WOB.com for more details.