

Heide Gardner

Senior Vice President, Chief Diversity & Inclusion Officer, Interpublic Group

Heide Gardner is the first woman of color to serve as an elected corporate officer at Interpublic Group (IPG), a leading international network of marketing services firms. IPG has over 50,000 employees who serve over 4,000 clients worldwide. Heide's brief includes the company's award-winning inclusion business strategy and developing resources to support IPG's family of agencies and employees.

Since Heide joined the company in 2003, IPG has linked formal inclusion scorecards to executive incentives. Chairman and Chief Executive Officer Michael I. Roth formed a CEO Diversity Council and Heide's department, the IPG Global Diversity and Inclusion Group, has implemented solutions ranging from workforce and cultural analytics and websites to seminars. The Group's undertakings have included inter-agency mentoring programs, a fellowship program and prioritization of diversity in management and executive ranks. IPG also operates five national inter-agency Business Resource Groups to support multicultural affinity communities, LGBT employees and women.

Most of Heide's career has been in marketing communications and external affairs. Prior to joining IPG she worked on several major brands in a range of disciplines and as a state and federal lobbyist. She was a senior vice president of the American Advertising Federation (AAF) and the founding Executive Director of The AAF Mosaic Center on Multiculturalism. During her tenure she developed *AAF's Most Promising Minority Students Program*, coordinated the industry's first *Congressional Summit on Diversity and Multicultural Marketing* and established the annual *Mosaic Awards and Supplier Diversity Forum* to promote best practices. She coordinated proceedings for the industry panel of leaders who crafted *AAF's Mosaic Principles and Practices* for multicultural marketing and diversity.

Over the years Heide has been recognized for her advocacy. *Ebony* counted her among the publication's first group of *Outstanding Women in Marketing and Communications* and *Working Mother Magazine* profiled her in their annual *Mothers We Love* feature. The Greater New York City Council of Girl Scouts honored her as a *Woman of Distinction* and the industry's AdColor coalition included her among the inaugural slate of recipients for the *Change Agent Award*. *The Network Journal* recognized her in their annual roster of *Most Influential Black Women in Business*. Heide has been named one of *Black Enterprise's Top 100 Diversity Executives* and was included in *Advertising Age's* roster of the century's *Most Influential Women in Advertising*. She was also the recipient of the Mount Holyoke College *Alumni Achievement Award*.

Heide is the proud mom of two sons, James and Robert. She is a member of the Executive Leadership Council and has served on the boards of the New York Urban League, the Greater New York City Council of Girl Scouts, the New Federal Theater and the Ad Club of New York.