



**MEDIA ADVISORY**  
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Media Contact: Alexa Bluth  
abluth@conferenceforwomen.org  
916.607.7942

**Entrepreneur Whitney Wolfe Herd and Teen Mental Health Advocate and Tech Founder Amanda Southworth to join Serena Williams, Brené Brown, Gloria Steinem and Celeste Headlee on Watermark Conference for Women Silicon Valley Mainstage**  
*Conference on February 21-22 is West Coast's Largest Conference for Women*

**\*\*\*Please note: Media credentials are required to cover the Conference. An online media application can be found [here](#).\*\*\***

**SAN JOSE** – Whitney Wolfe Herd, founder of the Bumble networking and dating app, and Amanda Southworth, a 17-year-old who has tackled cyberbullying and used technology to create groundbreaking mental health resources, have been added to a dynamic keynote speaker lineup for the [Watermark Conference for Women Silicon Valley](#). Herd and Southworth join keynotes including world-famous athlete and philanthropist Serena Williams, legendary activist Gloria Steinem, researcher and *New York Times* #1 bestselling author Brené Brown, and Public radio host Celeste Headlee.

Herd is the founder and CEO of Bumble, one of the fastest growing social networking apps in the world, and cofounder of Tinder. Williams serves as a global advisor to Bumble, and the athlete is starring in an ad for the company that will run during the Superbowl on Sunday.

Southworth, a celebrated young advocate on behalf of marginalized communities, has developed iOS apps as mental health resources, including the AnxietyHelper app and Verena, a security system for members of the LGBTQ+ community in abusive situations.

The Conference will host 7,500 attendees at two unique events over two days on Feb. 21-22 at the San Jose Convention Center, offering inspiration, networking, motivation and real-world tools.

- The main day Conference on Friday, Feb. 22, will feature keynote addresses by Southworth and Brown, as well as conversations with Williams, moderated by Herd, and Steinem, moderated by Headlee. Dozens of prominent experts also will lead workshops on workplace equity, personal finance, entrepreneurship, health, work/life balance and more. The Conference has a sold-out attendance of 6,500.
- On Thursday, February 21, an inaugural Workplace Summit will take place to address creating workplaces that work for all and advancing effective gender partnerships and equity. It will feature Headlee, along with *Harvard Business Review* editor Amy E. Gallo; Lean In's Rachel Thomas; Stanford University's Lori Nishiura Mackenzie; and authors Brad Johnson and David Smith. Some 1,000 people of all genders are anticipated to attend. A limited number of tickets are available for the Workplace Summit.

Featured topics over the two days include: Building trust in a post #MeToo world; developing key leadership skills, such as influence, communication, and empathy; how managers can create change in the workplace and their careers; and the future of work for women striving for balance.

“Adding tech pioneers Amanda Southworth and Whitney Wolfe Herd to an already outstanding keynote lineup will elevate the power of this Conference and spark important conversations about technology and mental health in the heart of Silicon Valley,” said Watermark Chair Ann Barlow. “We look forward to the opportunity for thousands of attendees to gain inspiration from all of our impressive speakers and from all that the Conference has to offer.”

The nonpartisan, nonprofit event is part of the largest network of women's conferences in the country. The events attract an estimated 40,000 women a year in California, Texas, Pennsylvania, and Massachusetts. Themed “The Power of Us: Amplify Your Voice,” the conferences offer access to some of the most successful women in America.

**All members of the media – including bloggers – are required to have credentials to cover any and all events within the Conference and to conduct speaker interviews. To apply, please complete the online credential application form [here](#).**

**For additional media questions, contact Alexa Bluth at (916) 607-7942 or [abluth@conferenceforwomen.org](mailto:abluth@conferenceforwomen.org).**

The Watermark Conference for Women Silicon Valley is generously underwritten by presenting sponsor [Prudential Financial](#); co-chair partners [Gilead Sciences, Inc.](#) and [Juniper Networks](#); official lifestyle sponsor [Target](#); official networking sponsor [Cisco](#); along with the following sponsors: [Alaska Airlines](#); [Arm](#); [Boston Scientific](#); [Dell](#); [Johnson & Johnson](#); [Mastercard](#); [Silicon Valley Bank](#); [Applied Materials](#); [Google](#); [Harvard Business School Executive Education](#); [Nutanix](#); [Oracle](#); [Pure Storage](#); [Qualcomm](#); [Salesforce](#); [Shutterfly](#); [VMware, Inc.](#); [Akamai Technologies](#); [Amgen](#); [BeiGene](#); [Bristol-Myers Squibb](#); [Counsyl](#); [Lo & Sons](#); [Medallia](#); [Merck & Co., Inc.](#); [MM.LaFleur](#); [Munger, Tolles & Olson, LLP](#); [Osram](#); [Outdoor Voices](#); [State Street](#)

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## **ABOUT WATERMARK**

Watermark is the leading community of top women executives, emerging executives and entrepreneurs in the San Francisco Bay Area whose mission is to increase the number of women in leadership positions. Celebrating its 25th anniversary, Watermark connects, develops and advocates for the advancement of women in the workplace by offering regular leadership development programs and networking opportunities and promoting gender diversity and equality initiatives. Watermark supports girls' leadership programs, as well, to help build a well-qualified workforce for the future.

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