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For Immediate Release
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****MEDIA ALERT: REGISTRATION OPENS SEPT. 12****

U.S. Women's Soccer Star Megan Rapinoe to Headline 2020 Watermark Conference for Women Silicon Valley

Other Keynotes Include Former PepsiCo CEO Indra Nooyi, Blogger and Author Seth Godin, and theSkimm Cofounders Carly Zakin and Danielle Weisberg

SAN JOSE, CA (September 10, 2019)— Soccer superstar and gender equity advocate Megan Rapinoe; former PepsiCo CEO Indra Nooyi; blogger, entrepreneur and author Seth Godin; and theSkimm cofounders Carly Zakin and Danielle Weisberg will headline the [Watermark Conference for Women Silicon Valley](#) on Feb 11th and 12th, 2020.

Registration opens Thursday, Sept. 12th, at 9 a.m. PDT at www.watermarkconferenceforwomen.org for the event at the San Jose Convention Center, which is expected to sell out quickly. The Conference, the largest gathering of women on the West Coast, likely will draw 8,500 attendees over two days.

The Conference kicks off on Feb. 11th with the second annual Workplace Summit. There, managers and changemakers of all genders will gain strategies for real-world workplace issues related to diversity, inclusion, and culture from nationally recognized thought leaders. Summit keynotes include Godin, Ashton Applewhite, anti-ageism activist and author, and Vernā Myers, inclusion strategist, cultural innovator, thought leader, and social commentator. Workplace Summit tickets can be purchased at www.watermarkconferenceforwomen.org/summit.

Then on Thursday, Feb. 12th, in addition to the mainstage speakers, the Conference marquis day will be packed with inspiration and networking, featuring more than 100 breakout speakers, small business and technology roundtables, author book signings and more.

For the first time, the 2020 Conference will sell livestream tickets after the event sells out, allowing access to keynote and select breakout sessions and providing a new opportunity for those unable to attend.

“This remarkable speaker lineup is exactly the caliber that we’ve come to expect from this Conference. Attendees will come away with fresh perspective, newfound energy and motivation, and a cadre of new additions to their professional and personal networks,” said Ann Barlow, Watermark Board Chair. “I’m delighted that we continue to expand participation opportunities with the second Workplace Summit and livestream access, enabling more individuals to benefit from this inspirational event.”



Seth Godin is an acclaimed speaker and author of 19 internationally best-selling books, including his latest, *This Is Marketing*. He founded the altMBA and The Marketing Seminar, online workshops that have transformed the work of thousands of people. He also has founded several companies, including Yoyodyne and Squidoo. His blog [Seth's Blog](#) is one of the most popular in the world. In 2018, he was inducted into the Marketing Hall of Fame.

Indra Nooyi is former Chairman and CEO of PepsiCo, where she held the distinction of being one of a very small number of female Fortune 100 CEOs. She directed the company's global strategy and was chief architect of Performance with Purpose, PepsiCo's pledge to do what's right for the business by being responsive to the needs of the world around us. Prior to becoming CEO, Nooyi served as President and Chief Financial Officer at PepsiCo and previously held leadership roles at Asea Brown Boveri, The Boston Consulting Group and Johnson & Johnson.

Megan Rapinoe is grabbing headlines internationally with her standout performance in her team's World Cup victory and for her outspoken tenacity off the field advocating for pay equity. A fan-favorite two-time World Cup Champion and co-captain of the US women's national team, Rapinoe took home the tournament's top honors for top scorer and best player. She is an ardent advocate for equality and individuality, creating soccer training program Rapinoe SC and joining teammates to co-found Re-Inc., a purposeful lifestyle brand focusing on bold self-expression and non-binary design. As she and her teammates prepare for the 2020 Tokyo Olympics, Rapinoe also has been a spokeswoman for players who sued the U.S. Soccer Federation asserting systemic pay discrimination on the basis of gender.

Carly Zakin and Danielle Weisberg are co-founders and co-CEOs of theSkimm, a membership company dedicated to helping female millennials live smarter lives. The former news producers launched theSkimm from their couch in 2012 and have built a brand that is a trusted source to more than 7 million daily subscribers. Zakin and Weisberg have been featured on Forbes 30 Under 30 in Media, Vanity Fair's The Next Establishment, Fortune's 40 Under 40, Adweek's Young Influentials; TIME's Most Influential People and Marie Claire's New Guard.

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](#); [Applied Materials](#); [Dell Technologies](#); [Google](#); [Indeed, Inc.](#), [Johnson & Johnson](#); [Niantic](#); [Silicon Valley Bank](#); [Varian](#); [AR\VR from facebook](#); [BeiGene](#); [Boston Scientific Corporation](#); [Mastercard](#); [Medallia](#); [Merck & Co., Inc.](#); [Qualcomm](#); [Roche Sequencing Solutions, Inc.](#); [ServiceNow](#); [Shutterstock](#); [State Street Corporation](#); [Survey Monkey](#); [VMware, Inc.](#); [Arm](#); [Bristol-Myers Squibb](#); [Cohesity](#); [GoDaddy](#); [Grayson](#); [Morgan Stanley](#); [Synopsis](#); [Tableau Software](#); and media sponsors [KGO 810](#) and [NBC Bay Area](#).

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. Watermark connects, develops and advocates for the



advancement of women in the workplace by offering leadership development programs and networking opportunities and promoting gender diversity and equality initiatives. Watermark also supports girls' leadership programs to help build a well-qualified workforce for the future.

THE CONFERENCES FOR WOMEN

The Watermark Conference for Women Silicon Valley is a partnership between Watermark and the Conferences for Women, a nonprofit, nonpartisan organization that is the largest nationwide network of conferences for women. The Watermark, Massachusetts, Texas, and Pennsylvania Conferences for Women attract an estimated 50,000 attendees and a distinguished slate of top-tier speakers each year.

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