

# VICTORIA'S SECRET & CO.

## International Women's Day

March 8, 2022

International Women's Day, marked annually on March 8, is a global day celebrating the social, economic, cultural and political achievements of women. As a company focused on championing women and with women making up a majority of our workforce, we understand first-hand the critical contributions women make each and every day.

That's why we're taking time to amplify the voices of our women leaders as they share what Women's History Month means to them.

### **Becky Behringer**

*Head of Stores*



***“I like to believe that when we care deeply for our customers and provide them with experiences and connections, we send them back into the world with more than just a new bra, but perhaps a more optimistic outlook on life.”***

#### ***What does “invest in women” mean to you and why?***

Investing in women is something that I believe takes deliberate and consistent focus and commitment. As a working mom of four, it is important that I always remember that I am where I am today largely because of the women that invested in me throughout my life. My responsibility, and frankly my honor, is to do the same for the women in my life.

As a leader at Victoria's Secret & Co., our investment in women has an endless touch. Whether it be by providing our associates that are trusting us for their first job or continuing to invest in our tenured team through career pathing, leadership training or recognition, our investment in women is an ongoing commitment. I am proud of the thousands of careers we have created through these relationships. This is truly about creating sustainable investments - our leaders develop the leaders of the future.

As a business partner and a friend - investing in women means always championing their success. Additionally, I find that the investment in these relationships is most often reciprocated - when a woman invests in me - it is my goal to invest back. Celebrating successes, recommending partnerships, listening to the challenges they face are all ways that we can support each other.

Perhaps what is most important is that we don't undercut one another. Being there to cheer on the many women we interact with is so critical in competitive environments.

#### ***Which women are you investing in and why?***

My daughters, my friends, my sister, my mom and my business partners and members of my team.

***Who are some women who have inspired you and why?***

My mom is probably the woman who has most inspired me in my life. I grew up feeling that my options in life were limitless. Certainly, the support she provided throughout my education gave me confidence and the resources and skills I needed to develop into who I am today.

Additionally, as a working mom in the 70s and 80s, she taught me that I could do it all. With an amazing career and a very involved parenting style, I learned from her that you didn't have to choose one path or the other. She also taught me early on that women need to support one another. I have always been inspired by her commitment to other women. She and her friends also demonstrated to me that women can come together to champion one another. To this day, she has a group of women that she has kept close. Also successful, strong women, together they have supported each other through every stage of their lives. I look up to these relationships and admire how they love each other.

My sister is also an inspiration to me. From early on, she knew she wanted to be a doctor. Today, she is a successful physician and an amazing leader. I have always been inspired by her focus and determination. In everything that she has done, she has demonstrated a consistent drive for achievement. She too has done this while at the same time creating relationships and partnerships with other women who she has supported, learned from and surrounded herself with. I love her passion for what she does, but even more I love her commitment to doing it in a way where her values and her support of others always shines through.

***Who are you celebrating this month and why?***

The women in our stores who provide often emotional and powerful connections with our customers every single day. One by one, they welcome women into our stores to not just help them in the traditional way of retail - but take them in to care for them, to provide them an experience that can build their confidence. These thousands of associates show up every day to ensure they create a supportive and inspiring place for our customers to shop and experience our Brand. They are committed to this every day. I like to believe that when we care deeply for our customers and provide them with experiences and connections, we send them back into the world with more than just a new bra, but perhaps a more optimistic outlook on life.

I would love to shout out Dianna Tarone, our VP of Stores Finance. Dianna has inspired me with her elevated intelligence and her commitment to creating even better connections with our field. In the environment of finance, which historically may have been perceived to be very male dominant field - Dianna demonstrates both confidence and an ability to leverage those around her. She is supportive... inspiring and innovative. I look up to her and at the same time am committed to ensuring she too gets stronger and continues to grow. I love that we can both learn from each other and are both committed to teaching each other as well.

**Patti Cazzato**

*Head of Emerging Businesses*



***“In a society that often has taught us that you must fit a particular mold to be noticed, it’s my hope that we can come together to recognize all women – from the trailblazers to the quiet champions, who are making their difference one smile or encouraging word at a time.”***

***What does “invest in women” mean to you and why?***

I think “investing in women” has so many important meanings, but a couple that stand out to me are investing in women by being a mentor in the workplace and championing women led brands and entrepreneurship.

I’ve had the opportunity to both mentor and be mentored by some incredible women throughout my career. We have great examples of that here at VS&Co: our board is full of powerful, insightful, and inspiring women that are making a difference.

Another way to invest is to support and highlight women entrepreneurs, their companies and their ideas. That’s one of the reasons that I’m so passionate about my work in Emerging Businesses. We are able to use our resources to give opportunities that uplift the visions of some truly remarkable women-founded businesses. Having been a founder myself, this is particularly meaningful to me.

***Which women are you investing in and why?***

Other than my 22-year-old daughter, I am investing in women founders through my work in Emerging Businesses. I am excited about being in a position where I can help women who are in an early stage of funding. Having been one of those founders once, I can tell you – that is when companies need funding the most. We’re committed to closing the gender funding gap here at VS&Co.

We are looking for opportunities to support these startups by sharing our knowledge and experience to help these businesses thrive. In doing so, we help even more women – female founded business on average hire twice as many women.

I am also a founding member of the VS&Co Foundation Advisory Council, which is finding additional ways we can use our resources to be the world’s leading advocate for women.

***Who are some women who have inspired you and why?***

I have been lucky in my career to have had the opportunity to work in companies with women at the top. Including my first two positions in the industry. Having seen those strong women be the founders of companies, and not afraid to hire other women as their leadership teams, made an impact on me. As a result, I found my confidence and started a company myself.

Working in the fashion industry, that has a large percentage of women in the workforce, has been a great source of inspiration for me. I’ve worked with female CEOs, presidents and board members throughout my years in the business, which started in a generation when that wasn’t the societal norm. I’ve been surrounded by incredible people, and that has kept me inspired and in this industry.

***Who are you celebrating this month and why?***

I always like to honor my women yoga teachers when I think of who I celebrate during moments like this. To me, the people who influence me every day are always worthy of highlighting. I am so appreciative of the yoga community and the women who help me take care of my physical and mental health.

***What are your expectations for Women’s History Month?***

My expectation is that we will bring awareness and some highlights to women who don’t always get the recognition they deserve. There is no singular way in which someone makes a difference. In a society that often has taught us that you must fit a particular mold to be noticed, it’s my hope that we can come together to recognize all women – from the trailblazers to the quiet champions, who are making their difference one smile or encouraging word at a time.

**Laura Hernandez-Romine**

*SVP Head of Media Marketing*



***“I come from a long line of strong women...all of them pioneers.”***

***What does “invest in women” mean to you and why?***

It is a proven fact that a woman multiplies the impact of her investment, therefore investing in women means investing in stable families and stronger communities, and because women are underrepresented in government, science and technology investing in women also drives inclusivity, equity and innovation.

***Which women are you investing in and why?***

One of the main reasons I joined VS&Co was because of its mission to empower women around the world. From the Collective, to the inclusivity in the Love Cloud campaign, to the stories told through VS Voices I believe the brand is changing the conversation and empowering women to be their authentic selves.

***Who are some women who have inspired you and why?***

Growing up in Puerto Rico, I come from a long line of strong women, my mother Rosa, a social worker in public schools, my aunt Elba, a Head Postmaster, my other aunt Angie, a business journalist... all of them pioneers.

***Who are you celebrating this month and why?***

I am going home to visit my Titi Angie who has been such an influence in my life, and my two life-long friends, Sofia and Grenda... who through the years have lifted me up selflessly.

***What are your expectations for Women's History Month?***

Personally, I have felt a shift, pre-pandemic investing and supporting women was about helping those around me make it successfully through the confines pre-determined by work and society... now it is about redefining the norms into something that is more balanced and genuine. My expectation is that these conversations continue to happen beyond Women's History Month because women's issues are human issues.

**Melanie Rose**

*SVP Customer Care Services and WIN Executive Sponsor*



***"It is my privilege to be surrounded by incredible women in my personal and professional life. They love me for who I am, challenge me to get even better and always have my back. My goal is to pay it forward!"***

***What does “invest in women” mean to you and why?***

I believe in giving of my time, talent and treasure. Over the years, I have mentored multiple women across the business, and they have gone on to thrive in their career journeys. Of equal priority is giving back to the communities in which I live. Organizations, such as Clothes that Work, Ruling our Experiences (ROX) and the YWCA are a few that I am proud to stand behind. Each of them does amazing work, supporting women at different stages in their lives.

***Which women are you investing in and why?***

First and foremost, I make it my mission to start each day with a grateful heart...intent upon inspiring my daughter, GiGi, to be the best version of herself and, undoubtedly, a leader of tomorrow. It is my privilege to be surrounded by incredible women in my personal and professional life. They love me for who I am, challenge me to get even better and always have my back. My goal is to pay it forward!

***Who are some women who have inspired you and why?***

I will start with my mother, a strong, bold and beautiful woman. Always true to herself, she demanded the same from me, instilling in me throughout my life, that I could do and be anything. I was equally inspired by my very first leader at VS. She was positively genuine, operated with the utmost values, believed in me and expected my very best. She inspired some of the core leadership principles that I still embrace today and pass onto to my team.

***Who are you celebrating this month and why?***

I am celebrating all the women in my life! I am celebrating the women that have come before me, forging the pathway for us today. I am celebrating the women who will inspire our future. I am celebrating with the VS&Co organization and am incredibly proud of who we are today. We are the leading advocate for women, and I believe the best is yet to come!

***What are your expectations for Women's History Month?***

As the Executive Sponsor of our internal Women's Inclusion Network (WIN) resource group, I am hopeful that this month inspires love, hope and healing. Our amazing WIN team of associates (300+ internal team members) planned a month of events that showcases incredible woman. These experiences are sure to motivate, drive engagement and learning.

**Lydia Smith**

*Chief Diversity Officer*



***“Truly investing in women is synonymous with intentionality and equity. It means taking the time to understand what women need to succeed in business, their careers, their families, life in general and devoting time, energy, and resources to ensure that they see success.”***

***What does “invest in women” mean to you and why?***

Truly investing in women is synonymous with intentionality and equity. It means taking the time to understand what women need to succeed in business, their careers, their families, life in general and devoting time, energy, and resources to ensure that they see success. It's important that we understand that investing in women (doesn't always) but may look different than the way society has historically invested in men, and that's okay. It doesn't mean giving women the same things we do men; it means giving us what we need.

***Which women are you investing in and why?***

I'm personally investing in three little women that I expect to shake things up in the future. Raising beautiful, faithful, strong, intelligent, brave and courageous young women that believe they can do anything they put their mind to is literally the coolest thing about my life. My greatest prayer for them is that my life opens the door for them to live authentically and that they never forget who and whose they are.



***Who are some women who have inspired you and why?***

I'm always most inspired by women in my personal life because I know the challenges they've experienced and witnessed firsthand the work they've put in to overcome them to achieve great things.

***Who are you celebrating this month and why?***

I celebrate all of the amazing women in my village that inspire me to be the best woman I can be every day. I'm intentional when I say my best self because I never place the expectation on myself to be perfect. I've been blessed to be surrounded by strong, smart, wise women that all hold me accountable for being my best self while giving me the space for grace to be imperfect, make mistakes, and learn and grow.

***What are your expectations for Women's History Month?***

I love learning about new movers and shakers during Women's History Month. I expect that this will be a month of celebrating, educating and advocating on behalf of all women. I'm excited to see content that highlights intersectionality and recognizes women from all different backgrounds. Most of all, while I believe in the importance of paying homage to great women that came before us, I expect Women's History Month will also be about recognizing the impact women have on the future of our society.