

Female Phenom

Mascotti receives 2018 Shop! Women of Distinction Award

Few would dispute that women have helped to build the retail industry, often providing strong role models as designers, business owners, and marketers. To celebrate the success and achievements of women working within retail environments, Shop! Environments Association launched the Shop! Women of Distinction Award in 2017. This award recognizes those women who have truly excelled, not only in their professional lives, but also as leaders and role models to other women in the industry.

Candidates are nominated by industry colleagues, and the winners are chosen by a judging panel comprising members of the Shop! Women's League governing committee and Shop! staff. After careful deliberation, the judges chose to honor Teri Mascotti, president of Mascotti Strategies, with the 2018 Shop! Women of Distinction Award. The award was presented during the 2018 Night of Honors, held in November during this year's Shop!X Annual Meeting in New Orleans, La., U.S.

"The Women of Distinction Awards have become an important addition to the association's Night of Honors tradition," says Todd Dittman, Shop! executive director. "This is a well-deserved honor for Teri, who has had an active and visible role in our association for many years, providing a strong voice for women in our industry."

An impressive resume

Well-known and respected in the industry for her professional accomplishments, development of continuing education content, and continual contributions to Shop! and its predecessor organizations, Mascotti has more than 20 years of experience delivering sales and marketing solutions to the industry. She began her career in visual merchandising for County Seat Stores, has held



June Dutka, chair of the Shop! Women's League, presents **TERI MASCOTTI** with the 2018 Shop! Women of Distinction Award.

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C-suite positions with global branding agencies, and, prior to returning to her current work as a consultant, was chief brand architect at Stylmark.

"Teri has a great reputation in the retail design community," says David Brink, chairman of Stylmark, who is Mascotti's former boss. "Her strong knowledge of brand development and execution has been the driving force behind many successful initiatives. Teri is a wonderful role model for other women in our industry with her willingness to share her experiences."

Avid volunteerism

Mascotti has served the retail environments industry throughout her career as part of Shop!, A.R.E., NASFM, and RDI, including a two-time board of director role for A.R.E. and Shop!. She first became involved with Shop! in 1998, and has since donated her time to several committees. She has also developed and provided educational content for Shop!, including a webinar on "The Art of Negotiation." Her dedication to the association continues today: She is a current Shop! board member, eagerly volunteers for Shop! Women's League opportunities, and is on the Research Council.

Mascotti also has served on the board of directors for the University of St. Thomas Alumni Association and was recently named president of the Minnesota chapter of RDI.

Women's advocate

A breast cancer survivor, Mascotti authored a book, *Chemolicious: Getting to Your Best Self*, and regularly speaks about her experiences to help other women. While tackling her treatment with humor and grace, she continued to work, function as a single parent, and volunteer in her community.

Serving as a role model for and helping other women in the industry has been greatly important to Mascotti throughout her career.

“Through most of my life I have been helping others—whether it was a recreation leader with grade schoolers, coach of softball and basketball teams, and then in business growing through the management ranks,” she says. “I was happy to share my knowledge to benefit others and I loved watching people excel from that. But being a servant leader doesn’t mean you should cower in a corner and not make waves; businesses grow from boldness and strong people who can make the right things happen. I want women in our industry to be those strong, bold employees.”

Words of advice

Looking back, Mascotti attributes much of her success to the time she put in outside the office.

“Beyond hard work and learning, you have to avail yourself to opportunities by volunteering and connecting,” she says. “I mentioned this as a missing link in my [Women of Distinction Award] acceptance speech. I wasn’t afraid to insert myself or ask questions.”

In particular, Mascotti points to involvement with the Shop! Women’s League as a valuable path for women to advance in the industry.

“If you look at the number of C-suite positions recently filled, there is a great network of men who have worked together and naturally get recommended to head these organizations,” she says. “Women haven’t had that network in our side of the industry until now. It’s the goal of the Women’s League to create that bond and foster growth.”

Connect with the Women’s League. Learn about upcoming webinars and networking events by visiting shopassociation.org/womens-league, or join the LinkedIn group: [linkedin.com/groups/6606100](https://www.linkedin.com/groups/6606100).

WOMEN TO WATCH: 2018 Women of Distinction finalists

Congratulations to the 2018 finalists ...



LESLIE NAGY senior director of marketing, PepsiCo

An inclusive, empowering, and collaborative leader, Nagy has transformed PepsiCo North American Beverages’ approach to temporary merchandising, delivering twice the impact in driving conversion through merchandising. She has implemented a new, impactful, adaptive design model in her work, and has proven adept at collaborating across brands, sales, and field operations teams and with suppliers. She also effectively engages her team to drive their thought leadership.

Nagy’s efforts were recognized internally last year with the CMO Choice Award, which goes to a leader who delivers great work and models best-in-class leadership.

Nagy eagerly volunteers to lead professional development sessions with the NAB Marketing department, including those addressing tough topics such as candid career conversations. She is also actively involved in a new Gender Equality work stream at NAB Marketing, focused on advancing the development and progression of female marketers.



KRISTA O'MALLEY principal and CEO, cmd+m

O'Malley started her first company—a commercial flooring business—in 2005, and followed her entrepreneurial spirit once again in 2011 to found brand marketing agency cmd+m. The company was immediately successful with its inaugural project, not only bringing Google into the world of retail, but also receiving an RDI International Design Award.

O'Malley’s quick success earned her recognition as a Midwest Finalist for the 2014 Ernst & Young Entrepreneur of the Year Award, and she has received the Woman to Watch Award from the *Minneapolis/St. Paul Business Journal* and MEDA CPP Partner of the Year Award. She is involved with several woman-focused business organizations, including the Women Presidents’ Organization and C200, where she mentors as part of its Protégé Program. O'Malley takes every opportunity to speak or sit on panels with groups supporting young women on entrepreneurial, business, and design career paths. Recently, she shared her industry insights on the *Retail Decoded* podcast “Counter Neuroplasticity with These Retail Strategies.” To listen, visit shopassociation.org/podcasts.

O'Malley is also active as an ongoing speaker and mentor for Women in Business at the University of Minnesota’s Carlson School of Management and continually makes time for female students. In addition, she is an angel investor, focused on funding women-led and women-owned businesses.



MYRA VAUGHN principal and shareholder, MG2

Vaughn’s passionate advocacy for clients, along with the mentorship she offers young professionals, has greatly shaped design firm MG2’s culture. A key leader at MG2, Vaughn joined the firm in 2012, and was subsequently promoted from senior associate to associate principal to principal. In January 2017, she was named a firm shareholder.

Vaughn has made it her goal to be a champion for women in architecture and design. To reverse the negative trends facing female architects, including lower salaries, fewer career-building opportunities, and lack of mentors, Myra is leading the charge on an initiative at MG2 to recruit and retain top female talent. Through her mentorship in the Seattle Architecture, Engineering, and Construction (A/E/C) Lean In Circle, she encourages younger professionals to recognize their ability to grow and succeed. She has strongly advocated for equity in the workplace and, in 2018, she helped launch MG2’s first Equity Initiative.

Vaughn recently moderated a panel of Seattle women retail business leaders on the topic of the “Female Driven Economy.” She continues to influence others in her firm, demonstrating it is possible to have both a family and a successful career, and that with hard work, perseverance, and a passion for the profession, the sky is the limit.