

Katica Roy

CEO & FOUNDER,
GENDER ECONOMIST,
BREADWINNER MOM



We can argue all day whether gender equity is a social issue. That's not what I'm here for. I'm here with the data and the data show that gender equity is a massive, \$3.1 trillion economic opportunity.



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Katica's Bio

Katica Roy is a gender economist, former Global 500 global executive, programmer, data scientist, and the CEO and founder of an award-winning SaaS company, Pipeline. She's been named the 2020 **Colorado Entrepreneur of the Year** and a

LinkedIn Top Influencer for gender equity. She is a member of **Fast Company's Impact Council** and **Bloomberg's New Economy Forum.** Katica is a whip-smart orator with experience on both sides of the interview table.

Over 2.9 billion impressions of her articles

Katica has been on:

A frequent guest on Bloomberg The Close & Yahoo! Finance



Katica has interviewed:

- President Biden
- Vice President Harris
- Senator Booker
- Senator Gillibrand
- Secretary of Transportation Pete Buttigieg
- Sophia Bush
- Gretchen Carlson

Katica is a regular contributor to:



Katica can provide her signature gender-analysis on the day's headlines:

GDP data



92% of women who work in lesser-developed countries work informally. GDP does not capture their economic value creation. (10/22)

Election results



In a post-Roe world, one of the strongest ways businesses can support women is by closing their pay equity gaps. (8/22)

Legislative activity



Expanding childcare & paid leave protection won't plug the leaky pipeline of women in the workforce. (7/22)

Monthly jobs report



If we included the 525,000 Latinas missing from the labor force since the start of the pandemic, their unemployment rate would really be 7.1% as opposed to the highly-praised 3.2% that the headlines reported. (8/22)

Key inflation indicators (CPI, PCE)



Inflation is not gender neutral. The cost of goods and services marketed to women is rising 2x than those marketed to men. (9/22)