

Pathways to Power: Reimagining Gender and Leadership

Wednesday, June 11, 2025



Celebrating its 20th anniversary, the Gearing Up Conference is the Center for Women and Business's flagship event held annually at Bentley University for mid-career business professionals. This transformational conference empowers women+ individuals and their allies to take risks, aspire to higher leadership and grow as inclusive leaders through workshops, panels and curated guest speakers.

This year's theme, "Pathways to Power: Reimagining Gender and Leadership," aims to empower women+ by redefining leadership on their terms. Let's learn how to navigate and dismantle systemic barriers in career advancement while leveraging the strength of our community to challenge and transform traditional gender dynamics.

In a world where leadership roles have been historically dominated by men, it's time to rewrite the rules and create a future, redefining what leadership and success look like. Join us in reshaping the narrative and forging new pathways to power.

Who Should Attend:

Gearing Up is a one-day conference for participants across a variety of sectors including finance, technology and entrepreneurship.

Tickets are \$350.00



Early-to-mid-career women+ professionals



Architects of inclusive cultures



Allies



Entrepreneurs



Workshops

- Enhance leadership skills
- Career Advancement Action Plan provided
- Focus on communication, negotiation, and strategic thinking



Networking

- Engage with Bentley Faculty
- Connect with influential thought leaders and practitioners
- Cultivate relationships with business leaders



Thought Leadership

- Distinguished keynote presenters
- Engagement with influential business leaders

Champion \$20,000

In-house CWB workshop

CWB program for up to eight employees

Option to present or moderate a panel at the conference

Option to introduce a speaker at the conference

Independent signage at event

Brand visibility in CWB newsletter, website and mobile app

Exhibitor table on site

20 tickets

Ally \$15,000

CWB program for up to five employees

Option to introduce a speaker at the conference

Independent signage at event

Brand visibility in CWB newsletter, website and mobile app

Exhibitor table on site

15 tickets

Advocate \$10,000

Option to introduce a speaker at the conference

Brand visibility in CWB newsletter, website and mobile app

Signage at event

10 tickets

Amplifier \$5,000

Brand visibility in CWB newsletter, website and mobile app

Signage at event

5 tickets



Learn more about sponsorship opportunities

Contact Cindy Hanshaw at chanshaw@bentley.edu or 781.216.7960

Mission

The Gloria Cordes Larson Center for Women and Business (CWB) is a catalyst for amplifying the power of all women from the classroom to the boardroom to drive equity and innovation in the business world.

Vision

The Gloria Cordes Larson Center for Women and Business (CWB) will empower women+ leaders who drive innovation and foster inclusive, equitable cultures where all genders thrive. Through enriching programs, impactful partnerships, and data-backed research, the CWB will address the most pressing gender equity challenges in today's business landscape and inspires transformative change across industries.