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The 2nd Annual 40 Women To Watch Over 40 List Upends the Perception That Over 40 is Past Your Prime.

Looking to innovate? Try looking at women over 40. Now in its second year, the [40 Women To Watch Over 40](#) list aims to reward the achievements of women over 40 who are not ready to rest on their laurels, but rather are pushing the boundaries of what is possible. [Christina Vuleta](#) and [Whitney Johnson](#), both 40-plus mentors, consultants and innovators in their own right, founded the list to challenge age stereotypes and raise awareness that “over forty” is in fact when many women come into their most productive era.

Say Vuleta and Johnson, “We want to inspire 40-something disruptors to persist despite the rise of the ‘30 under 30’ power lists while motivating women in their in their 20s and 30s to see new possibilities.”

The winners, who range in age from their 40s to 70s, were selected based on a rigorous application and judging process that evaluated three criteria:

- Disruption / Impact: Are they creating growth or making in impact in their field of work, community and beyond?
- Role Model: Is this person a positive role model, through mentoring, leading by example, innovating around work/ life issues or promoting women for leadership, whether in business, board rooms, building diverse communities?
- Reinvention / Momentum: Does this person have more in front of them than behind them? Are they engaged in personal disruption, taking on new challenges and harnessing the power of their experiences?

The list features women starting up for the first time, such as Janelle Maiocco, CEO of Farmstr.com, an online marketplace connecting local farmers and consumers.

It celebrates women applying their change-making passion to a completely new area such as Sallie Krawcheck, once known as the “most powerful women on Wall Street” with former executive roles at Bank of America and Citigroup. Krawcheck recently acquired 85 Broads, a women’s networking organization now known as Ellevest, and has launched the an Pax Ellevest Global Women’s Index Fund, the first and only mutual fund in the United States that focuses on investing in companies that are global leaders in advancing women.

It recognizes women whose commitment to disruption is reaching a new level of impact, such as Kara Walker, a contemporary African-American artist who explores power, repression, history, race, and sexuality in her work and whose recent installation at the Domino Sugar Factory drew over 130,000 visitors in its two month run.

The list also points the spotlight on under-the-radar leaders such as Kimberly Bryant who founded San Francisco-based Black Girls Code in 2011 as a way to close the digital divide for girls of color and Naama Bloom whose “HelloFlo” tampon subscription service and hilarious marketing are taking the taboo out of periods.

The full list of winners can be found at [40 Women To Watch Over 40](#).

Individually they are impressive, optimistic and fearless, willing to take risks with the knowledge and experience they have accrued. Collectively they represent the new face of women in the workforce, redefining what is possible at any age.

Over the past two years, the list has quickly found support across generations and genders. Johnson and Vuleta were encouraged to see a fair amount of nominations made by men, and that both younger and older women were eager to get involved. 20-somethings Molly Ford, a blogger and digital marketer, and Pooja Parthasarathy, a financial analyst, both joined the organizing committee to gain access to more varied mentors in their own life and the desire to champion women in all stages of their career. Meanwhile 50-something Patti Finn Bumgardner came on-board to get inspiration to re-up her own career after ramping off as a mom.

Similarly, the judging panel includes a high caliber, diverse mix of men and women from the tech, entrepreneurial, media and corporate world...equally honored to be part of the process:

- Adam Grant, Wharton Professor, author, NY Times Bestseller, Give & Take
- Binta Niambi Brown, lawyer, startup advisor, human rights advocate, Davos Young Global Leader
- Courtney Boyd-Myers, Founder, audience.io
- John Gerzema, NY Times Bestseller, The Athena Doctrine, Social Strategist
- Justin Stanwix, Director, Friends of eBay
- Vanu Bose, CEO/Founder of Vanu, Inc

As well as a number of honorees from last year:

- Cali Yost, CEO & Founder Flex+Strategy Group/Work+Life Fit
- Deborah Jackson, Founder WIM Mobile, and Plum Alley
- Diane Danielson, COO, Sperry Van Ness
- Dondeena Bradley, Innovation Specialist and Well Being Expert
- Jalak Jobanputra, Venture Investor, Future Perfect
- Joanne Wilson, Angel Investor, co-founder, Womens Entrepreneur Festival
- Michelle McKenna, CIO, NFL
- Nina Ignatius, Founder, Beimbamboo
- Shelly Kapoor Collins, Vice Chair of Clinton's 50x50 Leadership Circle
- Susan McPherson, Founder and CEO at McPherson Strategies
- Tracey Welson Rossman, CMO, Chariot Solutions; Founder, TechGirlz.org
- Wendi Sturgis, EVP, Yext

For more information on 40 Women To Watch Over 40, please contact Christina Vuleta or Whitney Johnson at The40over40@gmail.com or follow us on Twitter [@Fortyover40](https://twitter.com/Fortyover40).