

“46 Top *Innovative* Female CEOs respond to Forbes Top 100”

by Diana Kapp

If [“America’s Most Innovative Leaders”](#) list as Forbes published Friday elevates 99 men and one woman, it is time to rethink how we define “innovative” and “leaders”. It’s time to overhaul the criteria that determines who makes the cut.

We cannot see such a list again.

Though important, this isn't about equity and inclusion: This is about economic imperative. Growth in the global marketplace happens only by big business and start-ups opening the doors to women. We cannot compete on half our brain power. That’s like hopping long distances, up mountains even, on one leg. We must harness all the power, all the creativity and ingenuity the U.S. holds. [Forbes](#), you have even reported in your own pages that diverse management teams produce 19 percent higher returns.

A list like this also has major ripple impacts. It governs who gets tapped for boards, which candidates get to interview, who speaks at conference podiums, and who gets funding for their next gig, which all then further reinforce the status quo of business realm as boy’s club. Worse still, it shapes how girls today see what is possible for them, what they strive for and go after, which then sets up a whole new generation to stay stuck.

We must revise the metrics that underpin this list beyond market cap, size of network, and how far market expectations exceed market value. Adding a woman to the team of three male researchers who developed them would be a start, [as Vogue suggested](#). We should be judging industry transformation and societal impact. It would be hard to overestimate the change that Anne Wojcicki’s introduction of the personal genetic test at 23&Me has brought to personal lives and futures. Cancers have been avoided, long-lost families reunited, heart attacks prevented. The same could be said about Sara Blakely cutting up a pair of pantyhose and creating her shapewear empire Spanx, which alters how millions of women feel about themselves *every single day*.

In just the past decade, Katrina Lake has massively disrupted the apparel industry bringing data science to clothing fit and choice. Stephanie Lampkin is combatting bias in hiring with an app already shifting who gets jobs all over Silicon Valley. At Away, the latest female-run business to be valued at over \$1B, Jen Rubio and Steph Korey have reinvented the boring old suitcase into a fashion statement teen girls and business types alike are squealing over. At Glossier, Emily Weiss has made direct-to-consumer cosmetics and customer-driven product development a phenomenon. These cosmic industry revolutions don’t merit top innovator stripes? How can that be?

At Epibone, Nina Tandon may not yet have turned a profit but you can find human bones growing in her Brooklyn labs! Rachel Haurwitz at Caribou Bioscience is editing genes to help fight horrific diseases, and Tina Sharkey at Brandless is taking on the packaged goods giants who overcharge and overpackage. Kara Goldin at HINT is getting rid of some of the worst toxins we put in our bodies—sugar and oxybenzone—out.

Women are soaring. They are dreaming up ways to abolish single-use plastic in home cleaning products at Blueland and empowering hundreds of thousands of women to earn a living, some over \$1M dollars, as style bloggers at RewardStyle, and democratizing design and bringing it to the masses at Minted.

Forbes, how about a list that celebrates true changemakers and value creators? How about a measurement approach that ferrets out impact? How about ditching age-old stereotypes for new thinkers instead of perpetuating obsolete norms? Think about a teen girl who takes her mom's phone and scrolls her feed and happens upon such a list— what would you want her to see?

Innovation is for all. Let's create a list that shows that.

#innovationforall

1. Stella McCartney, Founder, Stella McCartney
2. Anne Wojcicki, Cofounder & CEO, 23andMe
3. Mariam Naficy, founder & CEO, Minted
4. Kara Goldin, Founder & CEO, Hint
5. Leslie Blodgett, Founder, bareMinerals
6. Amber Venz Box, Founder & President RewardStyle
7. Tina Sharkey, Cofounder & Co-Chair, Brandless
8. Sarah Leary, Cofounder, NextDoor
9. Christina Stembel, Founder & CEO, Farmgirl Flowers
10. Rachel Haurwitz, CEO, Caribou Biosciences
11. Jane Chen, CEO, Embrace Innovations
12. Emma Mcilroy CEO, Wildfang
13. Beatriz Acevedo, Founder, Mitu & President, Acevedo Foundation
14. Diane Campbell, Owner, The Candy Store
15. Dawn Dobras, CEO, Credo Beauty
16. Jana Rich, CEO, Rich Talent Group
17. Michelle Zatlyn, Founder & COO, Cloudflare
18. Hannah Lavon, CEO, Hooray Hoopla & creator PALS
19. Stephanie Lampkin, Founder & CEO, Blenddoor

20. Joanna Strober, Founder & CEO Kurbo Health
21. Maria Molland, CEO, Thinx
22. Kim Malek, founder, Salt&Straw
23. Deb Kilpatrick, CEO, Evidation Health
24. Elli Kaplan, Founder & CEO, Neurotrack
25. Ammara Yaqub, Founder, Ammara
26. Ellen M. Beasley, Ph.D. CEO, Apton Biosystems
27. Nikole E. Kimes, Ph.D, President, CSO & Cofounder, Siolta Therapeutics
28. Frida Polli, CEO & Founder Pymetrics
29. Andy Coravos, Cofounder and CEO, Elektra Labs
30. Pat Welch, Founder & CEO, Boly:Welch
31. Monica Enand, Founder & CEO of Zapproved
32. Debra Turner Hatcher, Founder, A to Z Wineworks
33. Stacy Ferreira, Cofounder & CEO, Forge
34. Joy Zhang, Cofounder, Mon Ami
35. Samantha Miller, Cofounder & COO, Cadence
36. Lynn Le, Founder & CEO, Society Nine
37. Liz Valentine, Cofounder & CEO, Swift
38. Kerry Cooper, President, Rothy's
39. Kristin Quinlan, CEO, Certified Languages International
40. Jamie Danek, Founder & CEO, Humm Kombucha
41. Stacey Boyd, founder & CEO, Olivela
42. Amy Duross, CEO, Vineti
43. Murielle Thinard-McClain, Ontera Bio
44. Shara Ticku, CEO, C16 Biosciences
45. Ellen Pao, CEO, Project Include
46. Julia Hertz, CEO Eventbrite

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