



The WICT
Network

Empowering Women in Media,
Entertainment and Technology

GREATER OHIO

2026 Town Hall
February 13, 2026

Welcome!

Agenda

- **Introduction** ~ Jeanette Richardson
- **Mission & Values** ~ Heather McElfresh
- **Our Why** ~ Stacey Marroso
- **Member Impact** ~ Deadria Wright-Davis
- **Mentorship & Leadership** ~ Marc James
- **Programming Update** ~ Jeanette Richardson
- **Membership** ~ Natalie Bryant
- **Tools & Resources** ~ Samantha Cruey
- **Board Introduction** ~ Heather McElfresh
- **Closing and Q&A** ~ Heather McElfresh

We're glad you're here.

Please take a moment to settle in as we wait for everyone to join.

During this time:

- Check your audio settings to ensure they're working.
- Feel free to introduce yourself and say hello in the chat.

Today's session will begin shortly.



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Introduction

Find Your Fit.

Own Your Visibility.

Lead with Connection.



Jeanette Richardson
Programming Chair



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Mission & Values

Creating women leaders who transform our industry.

Serving thousands of members through 24 domestic and international chapters, The WICT Network is the leading organization representing women in media, entertainment and technology. We provide a unique peer-to-peer and business-to-business network like no other. Our member resources, educational events and diversity research helps ensure we are market leaders – but our most important asset is YOU.

Creating.Leaders.Together.

The WICT Network embraces a spirit of collaboration within its organization and throughout the industry. We partner with cable and telecommunications industry leaders to provide leadership programs and services, and challenge these companies to create professional advancement opportunities for women on a local and global level.



Heather McElfresh
Chapter President



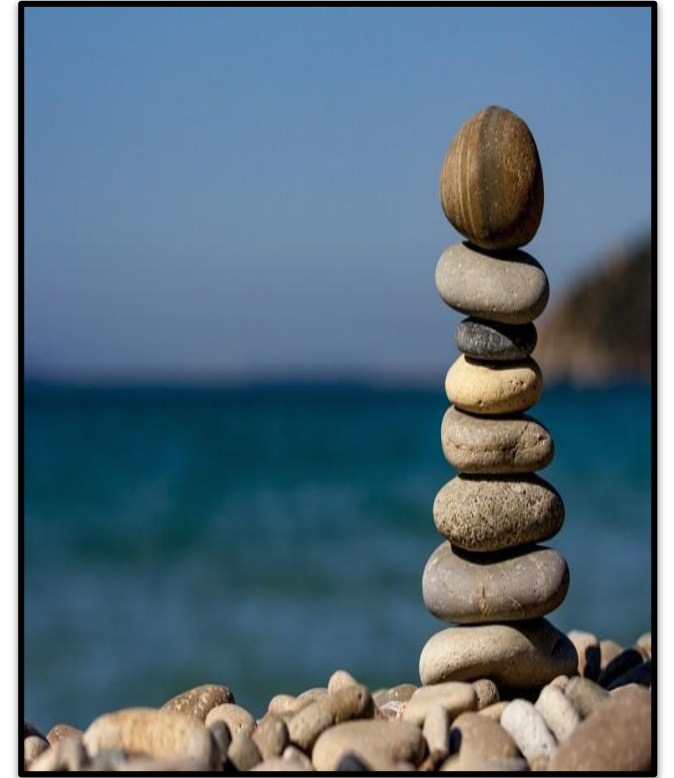
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Touchstones of the WICT Network

- **KNOW YOURSELF** and what you stand for and where you are headed.
- **COMMUNICATE** with passion and poise, in writing and in-person.
- **LISTEN** with more than just your ears.
- **CONNECT** to your peers, your industry, and everything around you.
- **BE A CATALYST** and set the wheels of change in motion.
- **BE FEARLESS** and confident in your convictions as you take risks and bring others along.
- **INSPIRE** and others will follow.



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Our Why

2026 Theme:

STRONGER TOGETHER

Focus: Connectivity/Belonging ~ Collaboration across levels



Stacey Marroso
Vice President



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Hello, I'm DeAdria



DeAdria Wright-Davis

Group Vice President, Customer Service | Charter Communications

DeAdria Wright-Davis leads over 7K employees across 15 contact centers at Charter Communications, a remarkable journey from her beginnings as a frontline call center agent in hospitality. Over her career, she has relocated eight times across five states, spending the last 13 years at Charter driving operational excellence and cultural transformation.

A member of the WICT Network for well over a decade, DeAdria has participated as a mentee, mentor, and participant in countless The WICT Network development events.

The WICT Network's Betsy Magness Leadership Institute (BMLI) Class 52 has been pivotal in her evolution to strategic executive. A dedicated wife, mother, and lifelong learner, DeAdria balances professional leadership with personal commitments while actively mentoring emerging leaders through The WICT Network, NAMIC, and Charter's BRGs.



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WICT NETWORK JOURNEY

From Member to Leader

How the WICT Network Shaped My Career Path in Telecommunications

DeAdria Wright-Davis — Group Vice President, Customer Service



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Where It All Began

MY STARTING POINT

Early in my career, I was good at my job — but working in isolation.

Limited Network

No roadmap beyond my current role — I didn't know what I didn't know.

Missing Mentorship

Talented women around me had no structured way to connect or grow together.

Untapped Potential

I had ambition but lacked the visibility and access to accelerate it.

Then I found the WICT Network— and everything changed.



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WHAT THE WICT NETWORK GAVE ME

Three Gifts That Transformed My Career

01

Community

A network of women who understood this industry — the culture, the challenges, the climb. I finally had a table where I belonged.

02

Mentorship

Access to leaders who invested in me – and the opportunity to pour that same energy into others coming up behind me.

03

Visibility

The WICT Network put me in rooms I wouldn't have entered otherwise. It gave my voice a platform and my ideas an audience.

These aren't just resources — they're the foundation of sustainable leadership.



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The Journey Forward

The WICT Network didn't just open doors — it helped me build my own.

13

Years at Charter. The WICT Network helped me grow every single one.

WICT Network Moments That Moved Me



Early Days

Attended my first WICT Network event — met women who looked like me in leadership roles. That vision changed my trajectory.



Growing Up

Moved into a regional leadership role, leveraging the WICT Network skills training and a sponsor who believed in my potential.



Giving Back

Stepped into active WICT Network leadership — mentoring, speaking, and opening doors for others in my network.



Today

Group VP leading 7,000 employees across 15 contact centers — with the WICT Network still in my corner at every turn.



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FOR YOU

The WICT Network Is For Every One of You

Front Line & Early Career

You belong in this industry. The WICT Network gives you the network and skills to accelerate your path from Day 1.

Mid-Level & Managers

You're in the pivotal window. The WICT Network mentorship and leadership programs will help you navigate the jump to senior leadership

Directors & VPs

Our industry needs your voice in the room. The WICT Network is where you turn your experience into impact — for yourself and others.



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Your Next Step Starts Today

The WICT Network didn't find me when I was ready.

It helped me become ready.

No matter where you are in your journey, there is a place for you in The WICT Network. The connections you make, the skills you build, and the leaders you become will ripple through this entire organization.

Join The WICT Network

Attend an Event

Find a Mentor

wict.org | Presented by DeAdria, Group VP Customer Service — Charter Communications



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Marc N. James



- **Industry Experience – 29 Years**
 - Starting as front-line agent
 - 16 years executive leadership
 - 26 years involvement with The WICT Network
- **Education**
 - Masters of Science Industrial and Organizational Psychology – Bellevue University
 - Masters in Business Administration – Temple University
 - Bachelors of Arts - History – Excelsior University
- **The Important Stuff**
 - Married 26 years w/ two children (22,20)
 - Small menagerie of animals
 - Passion for making our community better



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2026 Programming

Programming blends education, mentorship, and community to build confident, business-savvy leaders who are prepared to step into broader responsibility:

Core Focus Areas:

- Leadership & Management Skills
- Mentorship and Sponsorship
- Personal Brand & Executive Presence
- Career Progression & Retention
- Inclusive Leadership and Resilience
- Educational Development

These programs directly support organizational goals around succession planning, and engagement and talent mobility.



Jeanette Richardson
Programming Chair

The WICT Network Programming is designed to accelerate leadership readiness, strengthen managerial capability, and increase visibility and influence for professionals across all career stages.

All The WICT Network chapter programs should adhere to the WICT Network Touchstones of Leadership. The curriculum for each program needs to focus on a key leadership skill or business need, such as one of the listed topics as a primary focus.



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2025 Reflection

A year of connection, courage and community.

Together, we built visibility,
expanded leadership and strengthened
The WICT Network: Greater Ohio.



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2026 Programming Calendar

Date	Title	Description	Location
2/13/2026	WICT Network Greater Ohio Town Hall	The Value of The WICT Network - Membership Drive, Programming, What to Expect in 2026	Webinar - 11:30 a.m. - 12:30 p.m.
3/28/2026	Women's History Month Celebration	Celebration of Women In The Workplace - 2026 Theme: Stronger Together Visionary Women	Cincinnati
4/1/2026	WICT Network Public Service Announcements - Video	Committee to develop a service announcement, with the objective of raising awareness of the Greater Ohio Chapter, committee members, upcoming programs, and volunteer initiatives.	The WICT Network Greater Ohio Chapter Website
5/19/2026	WICT Network 2026 Mentorship Program	All WICT Network chapters should strive to provide a structured mentor or career sponsor program for its members.	Primary Mentee/Kick-off Meeting location - Cincinnati
October, 2026	Tech It Out Event/ Partnership with SCTE	Creating strong women leaders in technology, while also raising awareness about the vast opportunities for women in the tech fields within our industry.	Cincinnati
November, 2026	End of Year Gala - Executive Roundtable Breakfast	Leveraging Your Strengths and Weaknesses as a Leader. Design strategies for applying strengths at work.	Cincinnati
2026	WICT Network Webinar Series	Series of Leadership Development Training Sessions	Webinar



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Membership

Become a member of The WICT Network and join the largest network of women leaders in media, entertainment and technology

- Unmatched professional development and networking opportunities.
- Discounted registration fees to hybrid, virtual and in-person The WICT Network programs, both globally and locally.
- Monthly electronic newsletters including the Pulse and @WICT.
- Access to The WICT Network's Online Learning Library, including top-rated educational content, webinars, conference sessions and more.
- Eligibility for fellowships.
- Outstanding Mentorship program



Natalie Bryant
Membership Chair

Would you like to join our committee?

- We welcome new ideas and input from our members!

Join us today!

- If you need assistance with joining or have any questions please reach out to:

- Natalie.bryant@charter.com



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Marketing & Communications



Samantha Cruey
MarComm Chair

Be on the lookout for the following communications:

- Quarterly Newsletters
- Event Publications
- Social Media Content
- Membership Highlights
- Chapter Recognition and Updates

If you're not currently receiving our email communications and would like to be added to the list, please contact Samantha Cruey at Samantha.n.cruey@gmail.com



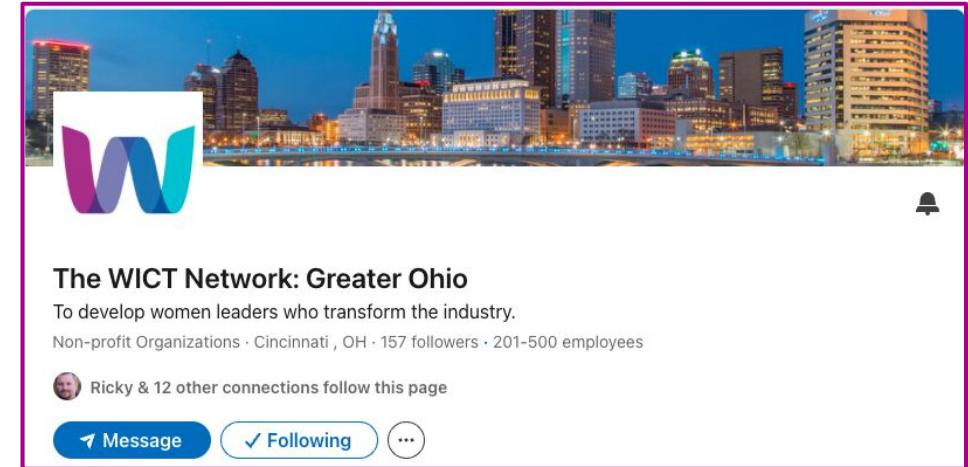
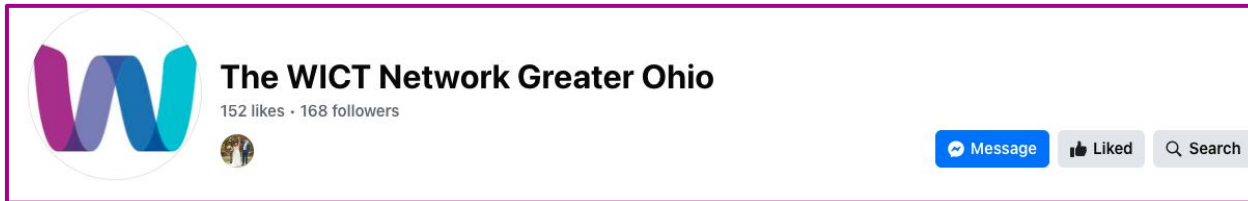
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Social Media Platforms

Stay connected with us by liking and following our social media pages!



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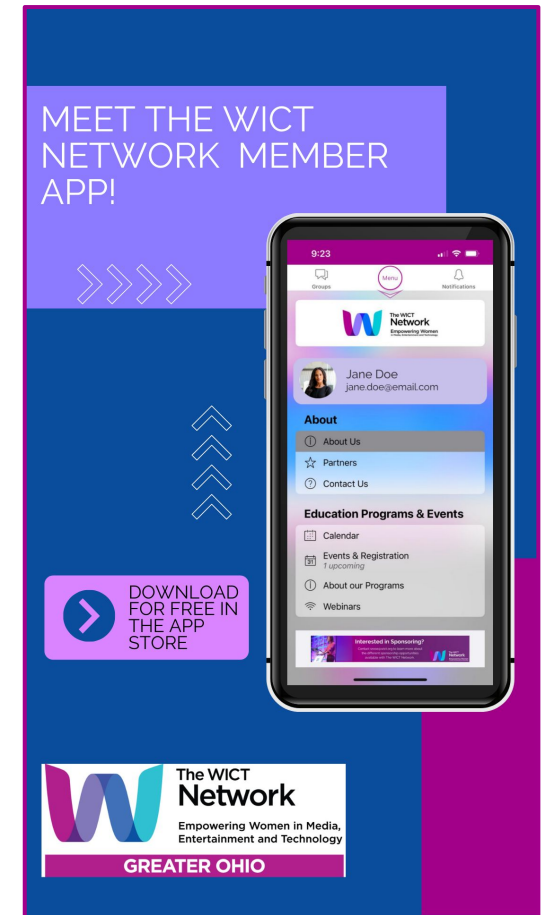
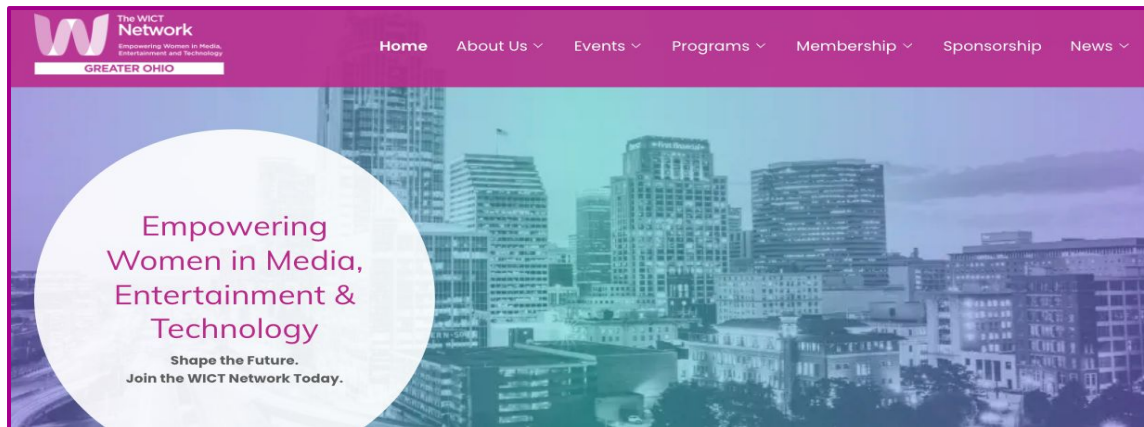
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The WICT Network App

Updates at your fingertips!

- Downloadable app
 - To access The WICT Network member app, navigate to the Apple App Store or Google Play Store on your mobile device and search for "The WICT Network."
- Website
 - Wictgreaterohio.org



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The WICT Network Greater Ohio Board

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Email: info@wictgreaterohio.org

Website: Wictgreaterohio.org

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Heather McElfresh
President



Stacey Marroso
Vice President



Ethan Britton
Treasurer



Jennifer Galt
Secretary



Marc James
Executive Champion



Natalie Bryant
Membership Chair



Jeanette Richardson
Programming Chair



Samantha Cruey
MarComm Chair



Cambria Knight-Lucas
Mentorship Chair



Angel Kelley
Outreach Chair



Tina Moreo
Donorship Chair



Sara Seaton
Ambassador



Open
Program Director



Tracey Essiam
Social Media Director



Open
Webmaster



Kim Tolliver
Ambassador



Erin Elliott
Director-At-Large

Thank You for Joining Us!

We appreciate your time, energy, and engagement.

Stay connected. Stay inspired. Stay empowered.

- Keep an eye out for post-event updates
- Reach out if you'd like to get more involved!

Together, we're shaping the future of leadership.



Heather McElfresh
Chapter President

Q&A



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Thank You!