

THE COMMONWEALTH  
INSTITUTE'S

# 2022 Top Women-Led Businesses in Florida Survey Results

How did Florida's  
women-led businesses  
fare in 2021?



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**JOY = 60 years**

**-serving South Florida's**

**business community.**

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## METHODOLOGY

The Commonwealth Institute Florida partnered with Kaufman Rossin to administer and analyze its 2022 Women-Led Businesses Survey. This survey provides insight into the community of women-led businesses in Florida, identifying trends, common concerns, and opportunities. It also serves as the source for TCI's annual awards list. The Top 100 Women-Led Businesses in Florida list is ranked through a holistic algorithm that factors in revenue, as well as diversity, innovation and customer benefits.

Surveys were distributed directly to 6,546 email addresses, sourced from public data sources and Kaufman Rossin's database, and shared with several organizations across the state to distribute to their members. Each recipient was identified as the CEO, president or owner of a woman-owned business with 2 or more employees. Additional distribution went to the TCI database of leading women. Respondents were asked to nominate themselves or others to be considered for the Top Women award.

200 responses were received. Only companies who provided specific revenue information were included in the rankings; only those that agreed to be interviewed are quoted in the report. Self-reported data was verified through on-line research and personal outreach.

## EXECUTIVE SUMMARY

The Commonwealth Institute's 2022 Women-Led Businesses Survey broke ground for the organization with a successful effort to expand survey participants across the state. While prior Top Women lists included a few leaders outside of South Florida, this year's list is much more geographically diverse, with five out of the top ten outside the South Florida footprint.

Respondents demonstrated what we believed: that women-led businesses, as powerful economic engines, are more likely than others (and more likely than ever) to:

- Have programs to support diversity, equity and inclusion
- Have programs to support women's leadership growth
- Include both women and people of color in leadership roles, both in management and on their boards.

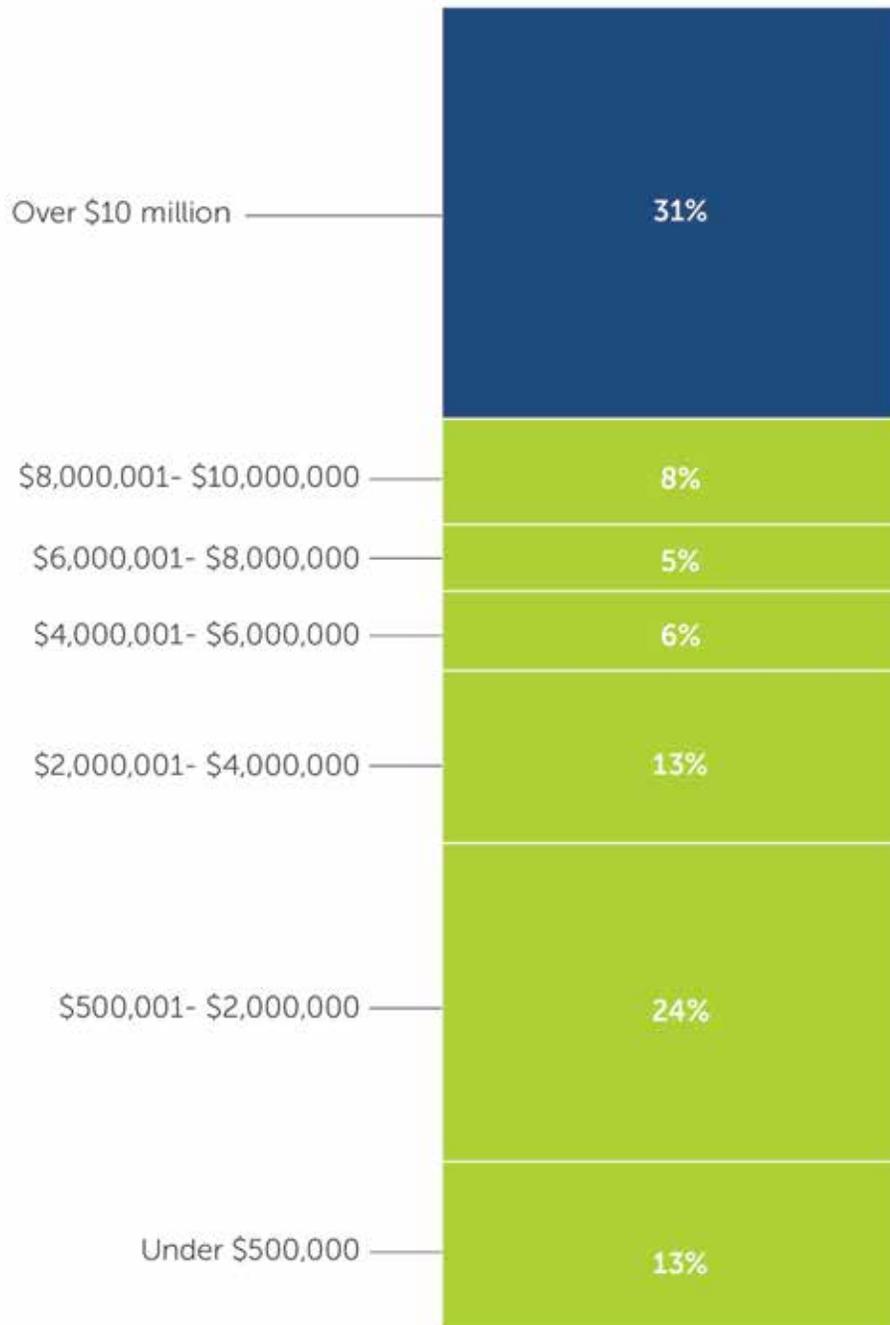
More than a third of our Top Women reported revenue over \$10 million this year. But businesses continue to experience the economic impacts arising from the pandemic. Revenue growth, profitability and winning business are still top issues, but attracting personnel has outstripped all other concerns, by a wide margin.





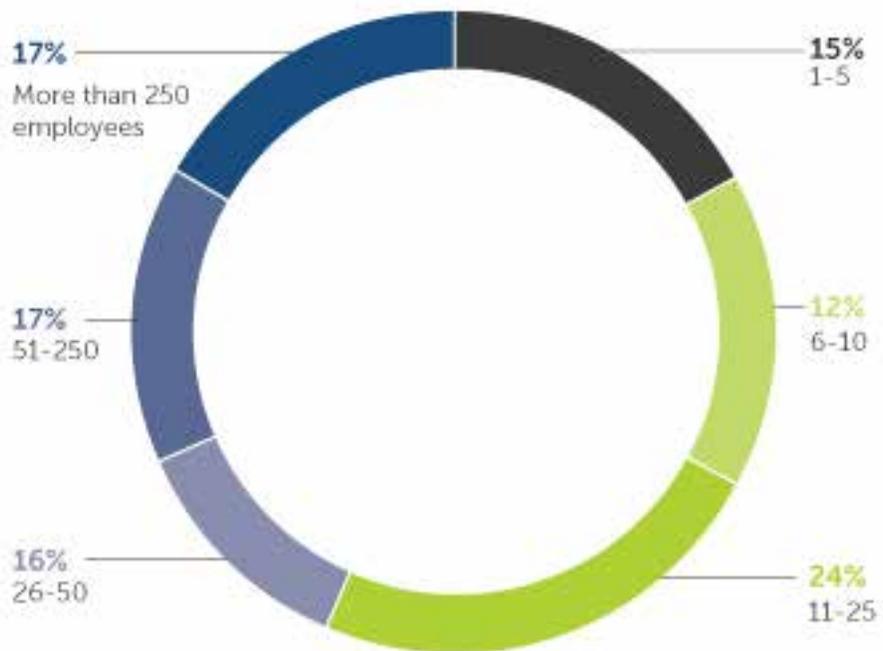
## WHO ARE THESE WOMEN LEADERS?

Women leading businesses from large to small...

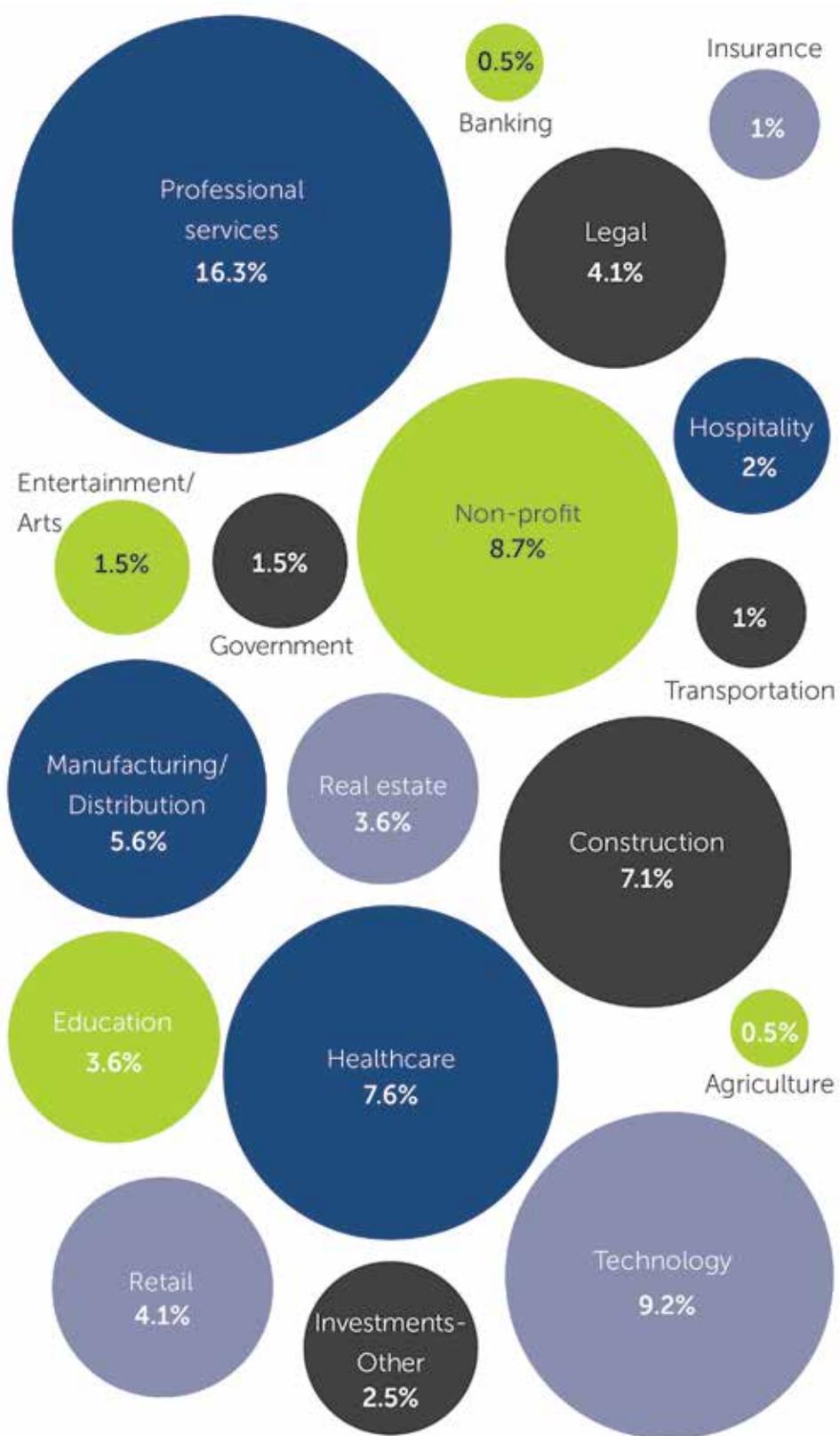




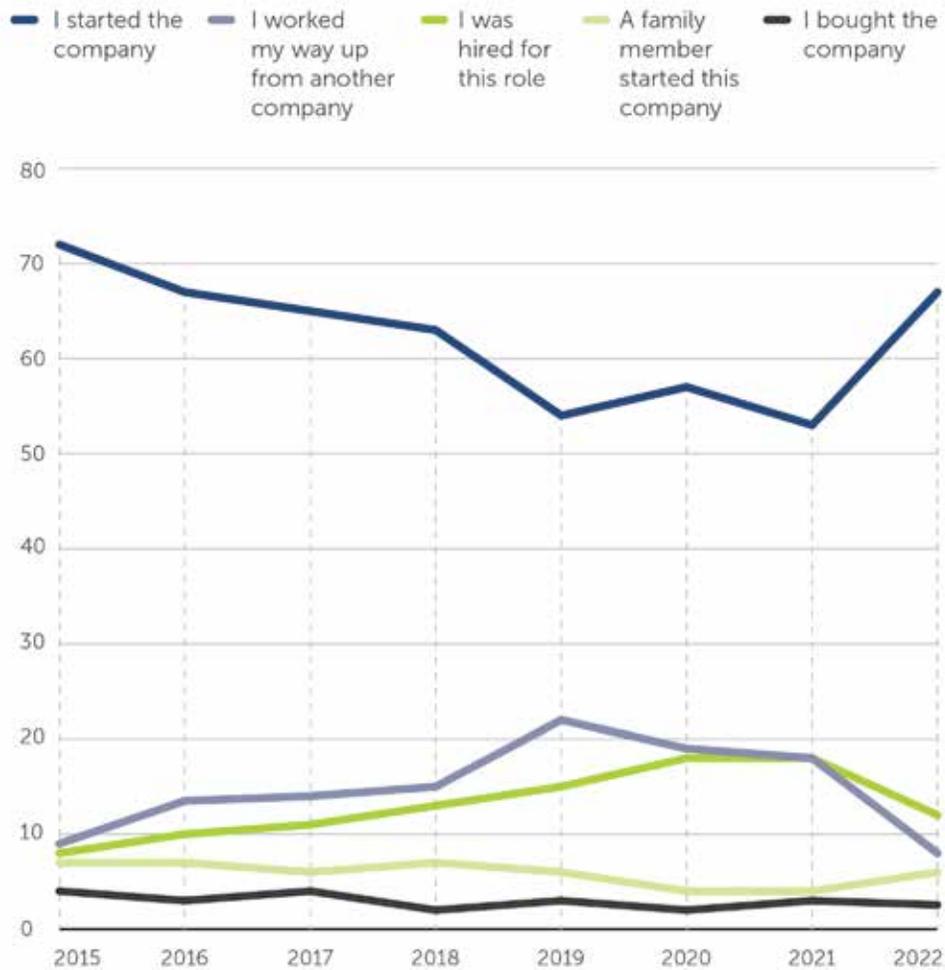
...across employee size ranges...



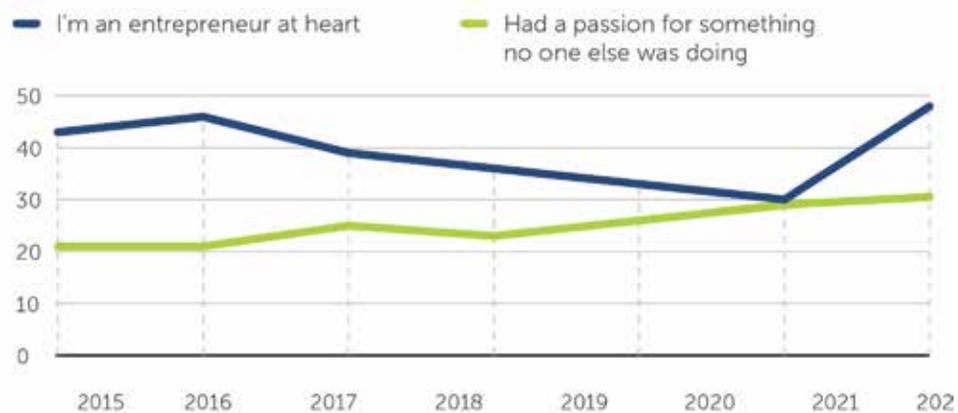
...from a range of industries.



Most women in the survey started their own companies, as in prior surveys.



Consistent with past surveys, more than half of those started companies for two reasons:







## Here are some of their reasons why...

*Saw an opening in the marketplace.*

– Denise Pfister, Parking Lot Services

*I wanted to build and at that time women were hired for administrative positions only.*

– Eloise Gonzalez, Commercial Interior Contractors, Corp.

*After 7 years of dire heart efforts as a manager of a division...I was laid off when the upper administration was changed. Became disappointed with corporate politics.*

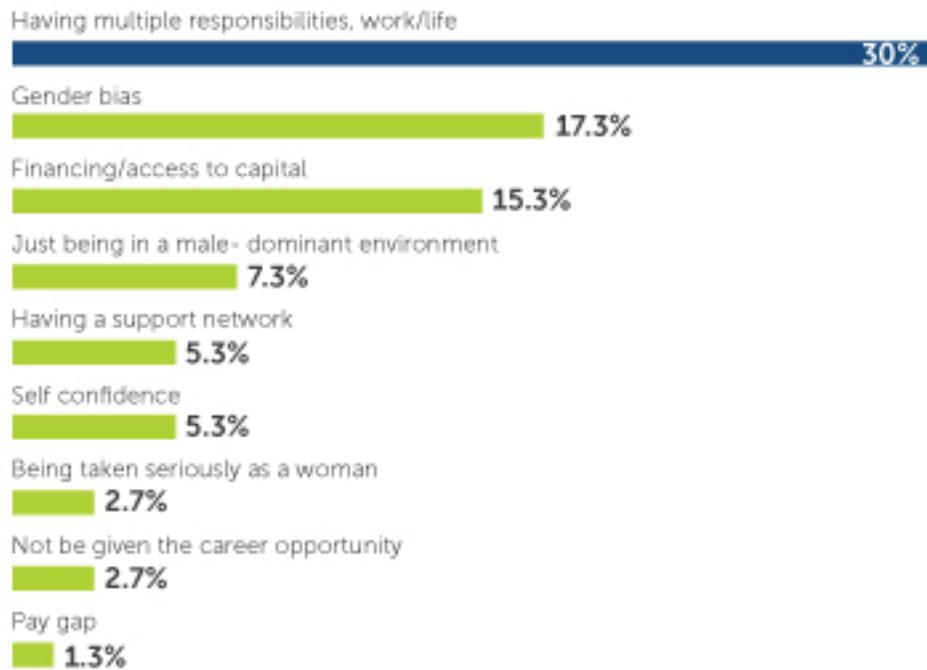
– Janice Santiago, New Concepts Distributors Int'l, LLC.

*There was a business needed and a personal need to start a payment facilitator.*

– Catherine Beardsley, Segpay

## WHAT ISSUES CONCERN THEM?

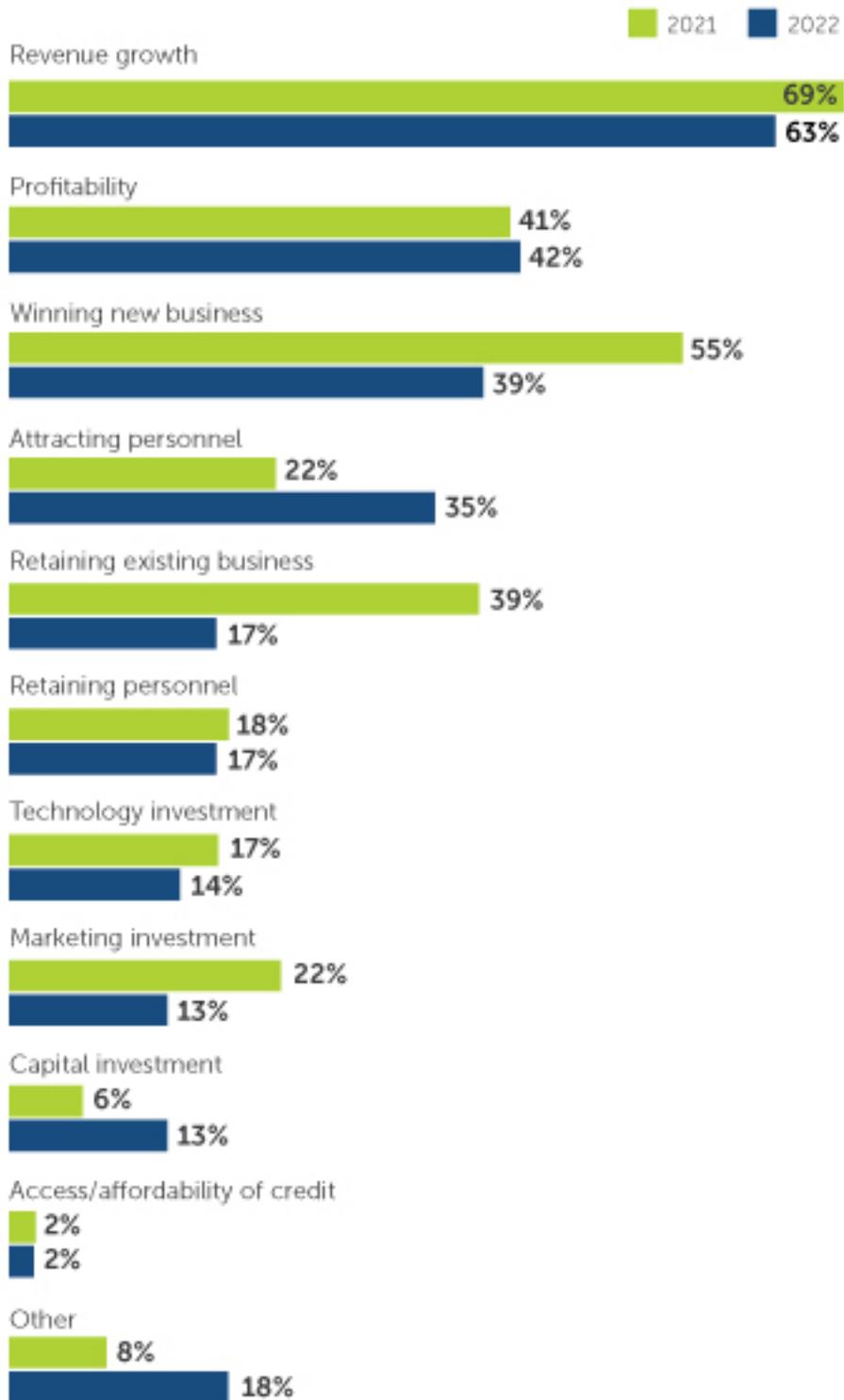
Their selections for #1 issue are similar to past years...



Several "other" issues were mentioned consistently.



But top three issues selected reflect changes in the economy.



## WHAT MAKES THESE BUSINESSES UNIQUE?

These women-led businesses tend to have more women and people of color in senior management than most companies.

What percentage of the organization's upper management is...



Women



People of Color

**35%** Other statistics show that women only held 35% of senior leadership positions.<sup>1</sup>

**13%** In 2021, **women of color** composed just 13 percent of C-suite roles.<sup>2</sup>

<sup>1</sup><https://www.zippia.com/advice/women-in-leadership-statistics/>

<sup>2</sup>McKinsey, Women in the Workplace 2021, <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace>.



Among women whose organizations have boards, they're doing better than average on diversity as well.

What percentage of your organization's Board of Directors/Advisors are...



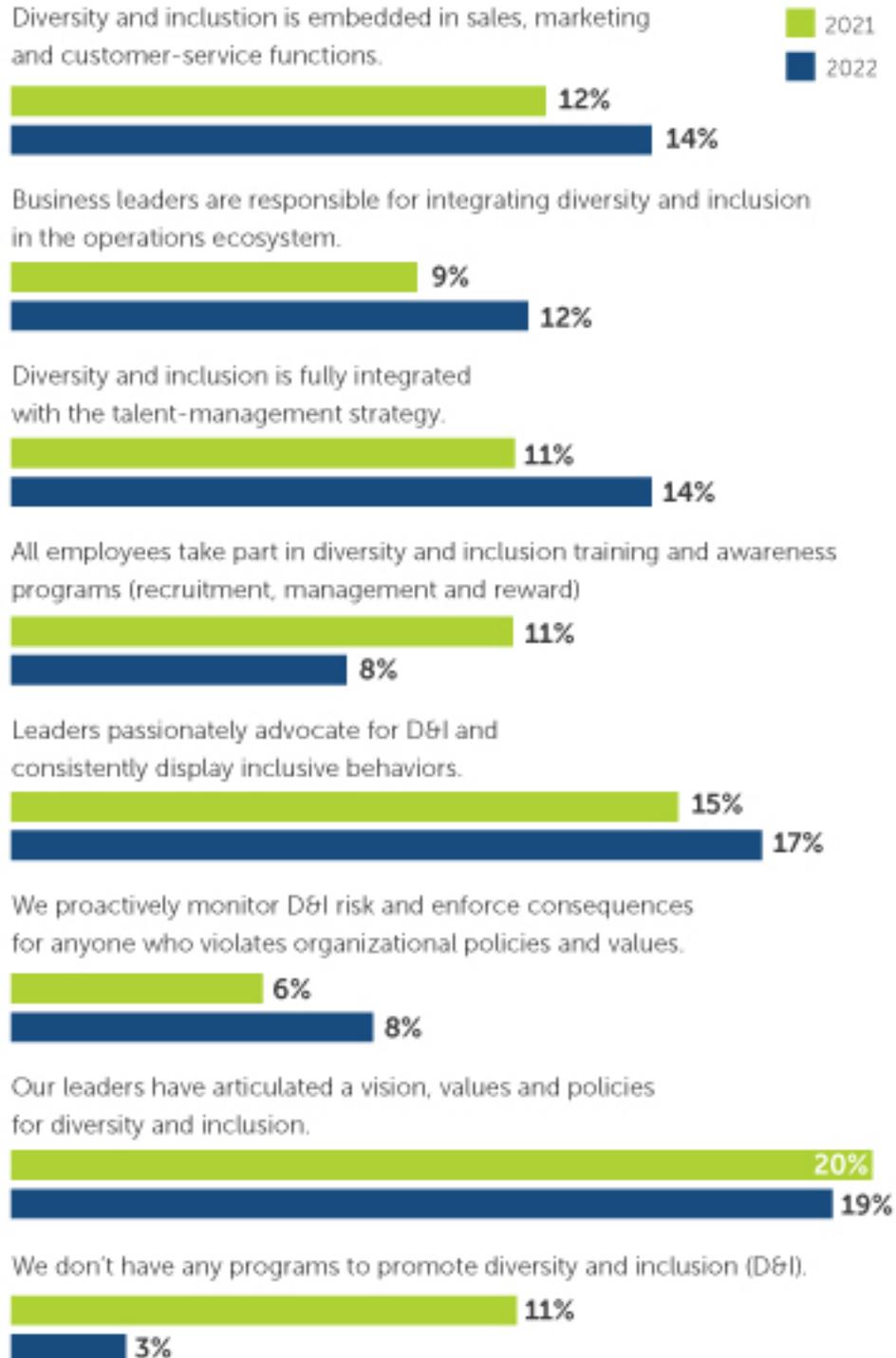
*Directors from underrepresented groups occupy 17 percent of board seats, up from 14 percent in 2020, the ISS Corporate Solutions data shows. Women, of all races, have also made gains. They now account for 27 percent of all directors, up from 24 percent.*

— New York Times, Jan 3, 2022

<sup>3</sup><https://www.nytimes.com/2022/01/03/business/corporate-board-diversity.html#:~:text=Directors%20from%20underrepresented%20groups%20occupy,directors%2C%20up%20from%2024%20percent.>

## HOW DO THEY ADDRESS DIVERSITY?

This year's respondents were more likely to have D&I programs.



## HOW DO THEY DEVELOP LEADERS?

They're more likely to have leadership development programs than past respondents.

Sending high potential women to outside training or conferences.



Outside speakers on women's leadership topics.



Internal speakers on women's leadership topics.



Senior management listening tours.



Internal mentor or sponsorship program.



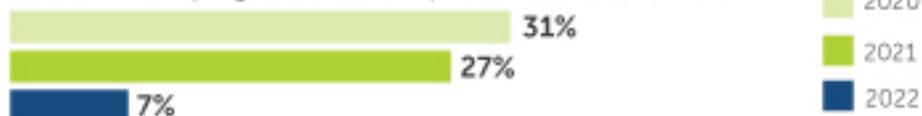
Diversity/equity/inclusion training.



Women's initiative/affinity group that creates programs.



We don't have programs to develop future women leaders.





**AS FAR AS INNOVATIONS,  
THEY RUN THE GAMUT.**

*Starting our own in-house automotive technician apprenticeship program... certified by the Florida Dept. of Education and US Dept. Labor.*

— Lori Bean, Bean Automotive

*Raised \$21.5M in preferred equity. Doubled staff and created regional teams.*

— Holly MacDonald-Korth,  
Korth Direct Mortgage

*Opened a brand new elementary school for 220 children, and all children who attend our school receive a two year college scholarship through the Florida Prepaid College Foundation.*

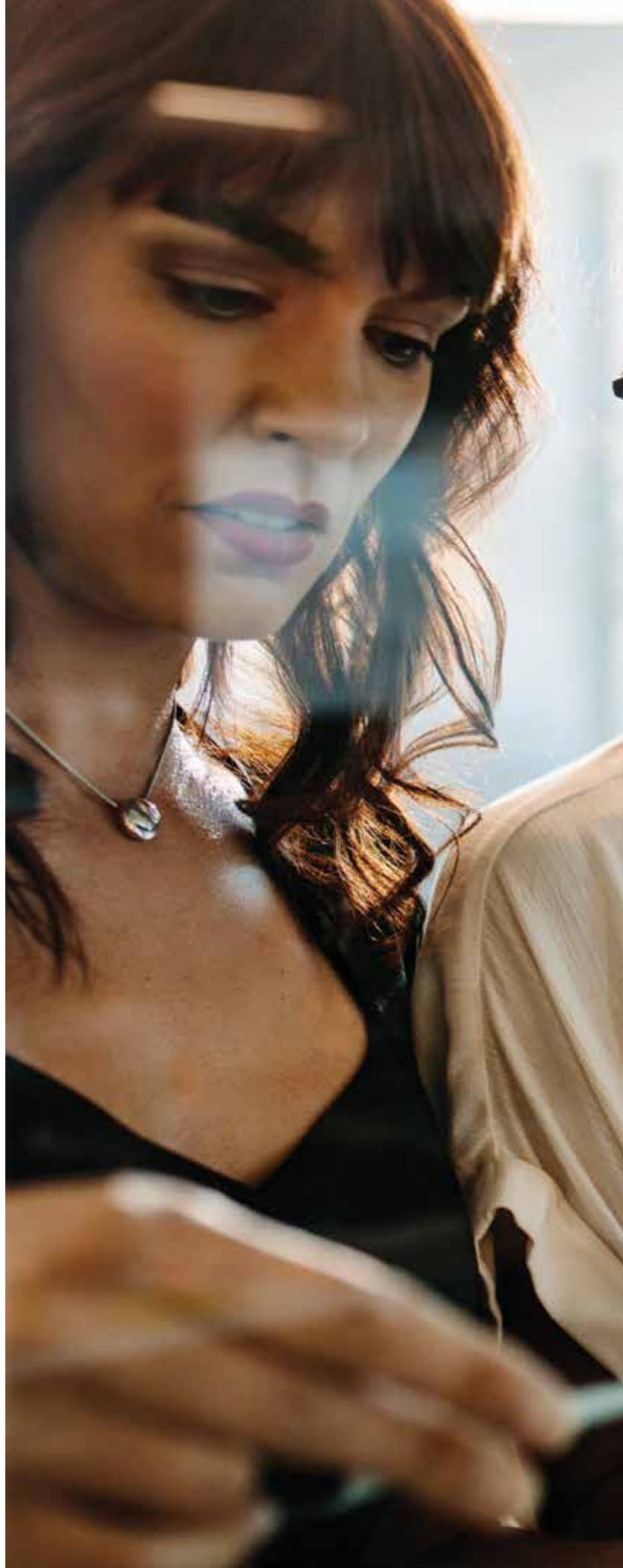
— Heather Siskind, Jack and Jill Center

*Integrating primary health care into a mental health environment while transitioning to virtual services to ensure access to care for the most vulnerable populations.*

— Babette Hankey, Aspire Health Partners

*Launched the world's first Fertility Gummies. The gummies support natural fertility and reproductive wellness and are formulated with Folate, Vitamin B6, and Myo-Inositol.*

— Amy Upchurch, Pink Stork





**AND CUSTOMER BENEFITS  
VARY WIDELY AS WELL.  
HERE ARE JUST A FEW...**

***Trulieve's** mission is to provide compassionate care patients can trust when traditional medicine is not enough.*

— Kim Rivers

***The Miami Foundation** is a backbone for the community with a network of more than 1,000 nonprofits, grassroots organizations, hundreds of donors, businesses, elected leaders, community leaders.*

— Rebecca Fishman Lipsey

***Visit Ft. Lauderdale's** mission is to bring visitors to the destination for unique and distinctive experiences, but our calling is ensuring the economic health and prosperity of our residents.*

— Stacy Ritter

***YWCA South Florida** is a vital bridge to the economic, educational, and health resources women, children, and families need to thrive on their own terms. We are committed to empowering women in unison with ending racial and social injustice until our communities are equal, powerful, and unstoppable.*

— Kerry-Ann Royes



## TOP 100 LIST

In the past, we have recognized the top 50 for-profit and 10 non-profit women-led companies and organizations. This year the list is representative of the entire state of Florida and combines for-profit and non-profits.

NAME	ORGANIZATION	TITLES
1. Sharon Rowlands	Newfold Digital	CEO
2. Brittany Perkins Castillo	AshBritt Companies	CEO
3. Lori Bean	Bean Automotive Group	Owner
4. Cina Welch	FCCI Insurance Group	President & CEO
5. Kim Rivers	Trulieve	CEO
6. Christine Duffy	Carnival Cruise Line	President
7. Allison Hill	Lakeview Center, Inc.	President/CEO
8. Frances Allen	Checkers & Rally's	CEO
9. Janna Ronert	Image Skin Care	Founder
10. Rebecca Fishman Lipsey	The Miami Foundation	President and CEO
11. Darcy Davis	Health Care District Palm Beach County	CEO



<b>NAME</b>	<b>ORGANIZATION</b>	<b>TITLES</b>
12. Lisa Bauer	Starboard Cruise Services & Onboard Media	CEO/President
13. Babette Hankey	Aspire Health Partners	President/CEO
14. Kirsten Dolan	One Parking	CEO
15. Casandra Matej	Visit Orlando	President and CEO
16. Dr. Anne B. Kerr	Florida Southern College	President
17. Stacy Ritter	Visit Lauderdale f/k/a Greater Fort Lauderdale CVB	President/CEO
18. Sheryl Clark	Boston Proper	President & CEO
19. Yesenia Sanchez	Cigna Corporation	Market President for South Florida/Caribbean
20. Crystal Morris	Gator Co.	CEO/President
21. Sherry Hoback	Tampa Family Health Centers	President & CEO
22. Catherine Colan Muth	O. R. Colan Associates, LLC	CEO
23. Charisse Rivers	Zinnia Wealth Management LLC	CEO
24. Nicole Stark	Bloom Medicinals	CEO
25. Kristi Mollis	Everglades University	President/CEO

<b>NAME</b>	<b>ORGANIZATION</b>	<b>TITLES</b>
26. Lauren Weiner	WWC Global	CEO
27. Miranda Hinshaw	Search Wizards, Inc	CEO
28. Mayte Fernandez	Momentum Consulting Corporation	Managing Partner & Co-CEO
29. Amy Upchurch	Pink Stork	Founder + CEO
30. Christine Phipps	Phipps Reporting	CEO
31. Dodie Keith-Lazowick	Keith and Associates, Inc, dba KEITH	CEO
32. Traci Weston	American Wordata, Inc.	CEO
33. Heather McCandless	DACG, Inc.	PCEO
34. Jennifer Lynne Cramer	DVC Industries, Inc.	Executive Director
35. Adela Gonzalez	Future Force Personnel	CEO
36. Wendy Sartory Link	Palm Beach County	Supervisor of Elections
37. Kate Boyer	Anatomie	Co founder and CEO
38. Ginger Martin	American National Bank	President and CEO
39. Catherine Beardsley	Segpay	President and CEO
40. Christine M. Barney	rbb Communications	CEO
41. Fanny Nater	Nater Law Firm, PLLC	Owner
42. Sandy King	Symbiont Service Corp	President
43. Debbie Rodriguez	Competitive Edge Partners and Consulting, LLC	Owner
44. Tina Lavette Brown	Overtown Youth Center	CEO
45. Denise Pfister	Parking Lot Services	President
46. Beth Steele	Team Staffing Services and Beth's Burger Bar	Owner
47. Nancy Robin	Habitat for Humanity of Broward	CEO
48. Yanet Herrero	Kings Service Solutions, LLC	CEO
49. Sheila Reinken	Friends of WLRN, Inc	CEO

*Learn more about these top leaders at <http://group.kaufmanrossin.com/2022-WomenLedBusiness.html>*

<b>NAME</b>	<b>ORGANIZATION</b>	<b>TITLES</b>
50. Blaire L Fanning	MCA-Russell Johns	CEO
51. Tamara Chase	Chase Roofing & Contracting Inc.	CEO
52. Claudine D. Beron	Initiate Government Solutions	CEO
53. Brittany Culbreth	Emerald C's Development, Inc.	President
54. Leslie A. Baumann	Skin Type Solutions, Inc	CEO
55. Doreen Caudell	D-Mar General Contracting & Development Inc.	Owner
56. Gloria Martinez	Neobroadband Inc.	Owner, CEO
57. Pilar Somoza	GigaNetworks, Inc	CEO
58. Alba L. Benitez	BMG Latin America	CEO
59. Maureen Shea	Right Management Florida/Caribbean	CEO
60. Kerry-Ann Royes	YWCA South Florida	President & CEO
61. Holly MacDonald-Korth	Korth Direct Mortgage Inc.	President and CFO
62. Krista Alterman	Krista Watterworth LLC, dba Krista + Home	Creative Director and Founder
63. Kay Stephenson	Datamaxx Applied Technologies, Inc.	President & CEO
64. Jan Cairnes	Hanley Foundation	CEO
65. Christina Hite	Dix.Hite + Partners, Inc.	CEO/President
66. Sheryl Cutler	Platinum Select Nursing	Administrator
67. Betsy McGee	ADI Metal	President
68. Heather Siskind	Jack and Jill Center	CEO
69. Ania Rodriguez	Key Lime Interactive	CEO
70. Janice Santiago	New Concepts Distributors Int'l, LLC.	CEO, Owner
71. Emilie Saint-Simon Razafikely MD	International Institute for Health Care Professionals and Emiraza Collège	Executive Director, Owner
72. Michele Adams	Levy Recognition	CEO & President
73. Jennifer Gatza	Maven Asset Management	CEO

<b>NAME</b>	<b>ORGANIZATION</b>	<b>TITLES</b>
74. Marian Phelan	Hashrocket	CEO
75. April Salter	SalterMitchell PR	CEO and Founder
76. Ernisha Randolph	Sweet Butter Hospitality Group	President & Founder
77. Patricia Werhahn	RedSteel Properties	CEO
78. Nanci Landy	MST Dumpsters	President
79. Tara Smith	Jeannette Controls	Owner
80. Iliana Lavastida	Diario Las Americas	Executive Director
81. Stacia Lawrence	South Florida Orthopedic Group	President
82. Debbie Savage	Responsive Home Care	President and CEO
83. Margueritte Ramos	ShadeFLA	President
84. Danielle Huff	C&H Baseball, Inc	President/CEO
85. Joy Lynskey	Jewel Toned Interiors	Founder and CEO
86. Debbie Margolis-Horwitz	Kreative Kontent	President
87. Eloise Gonzalez	Commercial Interior Contractors, Corp.	Founder/President
88. Melissa Kelley-Hilton	Hilton Global Associates Inc.	Founder and CEO
89. Marie Gill	M Gill & Associates	CEO
90. Janice Gould	Responsive Drip Irrigation LLC	CEO - Owner
91. Claire Quinlan	Quinlan Medical Management	Managing Director
92. Suzanne Elizabeth Battle	Azucar Ice Cream	Owner
93. Barbara Goldberg	O'Connell & Goldberg Public Relations	Founder/CEO
94. Thema Campbell	Girl Power Rocks Inc.	President/ CEO
95. Linda Lubitz Boone	Meira (Formerly The Lubitz Financial Group)	President
96. Gloria Pugh	AMWAT Moving Warehousing Storage	CEO and Owner
97. Aida Luz Ibarra-Giraldo	Solaris Technology Inc	CEO Managing Director
98. Autumn Blum	Stream2Sea, LLC	CEO
99. Erika Morales	Lemon Yellow	CEO
100. Jill Steinberg	Interlink Group Professional Services, Inc	President



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## Advancing the Pipeline of Women Leaders

The Commonwealth Institute (TCI) propels women leaders to achieve personal and professional success and deliver positive impact within their businesses and communities. Key programs include:

### COMMONWEALTH FORUMS

Part business strategy discussion, part springboard for growth and innovation, each TCI Commonwealth Forum is an executive peer group comprised of 8 to 10 women peers from non-competing organizations. Our forums serve CEOs, functional leaders, senior executives, entrepreneurs, and independent professionals who meet regularly in confidential, professionally-led sessions.

### STRATEGIES FOR SUCCESS

Strategies for Success is a development program for emerging women leaders. Led by prominent senior executives, participants learn from real world situations gaining strategic insights and practical takeaways. Held over 3 months and consisting of 4 half day sessions, the program includes intensive group work, 360 evaluations, and a personal mentor.

### LEADERSHIP DEVELOPMENT IMPACT STUDY

This annual research initiative aims to better employers' actions to develop, retain, and advance women employees in Florida, and to establish a scorecard for reporting annually on women's progress and movement in the leadership pipeline.

### CONTACT US

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*Survey powered by:*

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