



Carol Evans founded Working Mother Media by acquiring, with MCG Capital, *Working Mother* magazine, The National Association for Female Executives and the Work-Life Congress in August 2001. She serves as chief executive officer and president. Evans' involvement with the magazine goes back to 1978, when she was part of the launch team that created *Working Mother* magazine for The McCall Publishing Company.

Prior to founding Working Mother Media, Evans served for five years as chief operating officer of The Chief Executive Group, where she published *Chief Executive* magazine and hosted 600 major CEOs annually at events across the United States and abroad.

From 1989 to 1996, Evans served as President of Arthur Levitt Jr.'s publishing company, Stagebill Inc., where she published 30 program magazines serving 110 arts organizations nationwide, including Lincoln Center, Kennedy Center and Carnegie Hall.

During her first tenure at *Working Mother* magazine, 1978 to 1989, Evans grew advertising revenue from \$100,000 to over \$14 million and circulation from 100,000 to 700,000 monthly. In 1985 she developed the well-known "Working Mother 100 Best Companies" and the "Working Mother of the Year Award."

Since founding Working Mother Media, Evans has announced several new initiatives including the Best Companies for Women of Color, the NAFE Top 30 Companies for Executive Women, the Working Mother Best Small Companies and Entrepreneur Moms and our new Balance Seekers Town Hall series based on her book.

A graduate of SUNY-Empire State, Evans serves as president of the board of directors of Advertising Women of New York (AWNY), a trustee of the March of Dimes, a director of Magazine Publishers of America and Young Playwrights. Evans has won numerous awards, including the Highest Leaf Award from the Women's Venture Fund, the Work-Life Legacy Award from the Families and Work Institute and the YWCA Women Achiever's Hall of Fame award. She was named "21 Most Intriguing People" by MIN magazine in 2003. Evans speaks nationally on the subject of work-life balance, the advancement of women, barriers facing women of color and leadership.

Carol Evans' first book, *THIS IS HOW WE DO IT: The Working Mothers' Manifesto*, was published in April 2006 by Hudson Street Press, a division of Penguin.

She lives in Chappaqua, NY, with her husband Bob Coulombe and their two children, Robert (19) and Julia Rose (16).

The logo for Working Mother Media, consisting of the words "WORKING MOTHER MEDIA" in white, uppercase, sans-serif font, stacked vertically within a red square background.