

CREW Catalyst Award

Description:

CREW Network's first industry-wide award honors up to two senior-level executives who have consistently demonstrated a commitment to advancing diversity and inclusion through their actions within their companies as well as throughout the industry. Each year one female recipient will be selected, and a second recipient, of any gender, may be chosen at the discretion of the committee. A maximum of two individuals may receive the award each year.

Honorees will have a proven track record of implementing transformative programs, such as cultural training (e.g., bias, sexual harassment), equity initiatives (e.g., sponsorship, mentoring, high-potential tracks, pay parity), and advancing diverse individuals, as evidenced by diverse leadership teams. They will also be vocal advocates within the industry for equity, parity, and inclusion.

Criteria:

- The nominees shall be individuals with a title of vice president, senior vice president, executive vice president, C-Suite, or other similar leadership role.
- The nominee oversees the entire company, a country or a very large region. The nominee has a broad sphere of influence within their oversight to execute change and transform culture within the company and/or their region.
- The nominee will be an individual who has created a culture within the organization that is inclusive, diverse and has a diverse team of employees at all levels of the company.
- The nominee does not have to be a member of CREW Network. This is an industry-wide award to recognize an industry leader; therefore, anyone is eligible.
- The nominee must be nominated by a CREW Network member. The CREW Network Board may also nominate individuals to be considered for this award.
- The recipients of this honor must be available to receive the award when presented at the annual convention. If the selected nominees are unable to be present at convention, a second choice may be considered, or no award presented in that year.
- The nominee must have a demonstrated commitment to diversity and inclusion within their company and throughout the industry, and developing talent, through support and involvement in CREW Network and/or other organizations (community-based, business or nonprofits).
- The nominee creates opportunities for others, leads the way and helps them succeed through individual support, company policy, incentive programs and management accountability.
- Previous recipients of the Catalyst Award, CREW Network Board Members, CREW Network Foundation Directors, and members of the Recognition Committee are not eligible for the award.

Leadership Qualities:

- The nominee sets and achieves the highest standards of accountability within the company for diversity, inclusion, equity and parity. The nominee is known for superior execution and results, both individually and in conjunction with company peers. The nominee is trusted and respected by employees, partners and competitors.
- The nominee is known to be a 'big thinker' and has an insatiable curiosity about the world and our industry. Knowledge and experience are used to 'connect the dots' and get to the heart of the matter. The nominee reaches beyond current responsibilities to create something bigger and better to make it happen.

- This nominee is committed to diversity and inclusion in all aspects of life. The nominee is tenacious, has great energy, and has a track record of accomplishments, both personally and professionally. Heart and compassion are as important as intellect and fiscal accomplishments.

CREW Network Catalyst Award Questions

Please provide full and complete answers to each of the questions to assist the Recognition Committee in reviewing the nominations. **All questions require a response**, with the exception of those noted by an asterisk (*). **Nominations are due April 1, no later than 7:00 pm Central Time.**

This recognition honors a senior level executive who has consistently demonstrated a commitment to advancing diversity and inclusion in the industry through their actions within their company as well as throughout the industry.

These individuals will have a track record of implementing transformative programs such as cultural training (bias, sexual harassment, etc.), equity initiatives (sponsorship, mentoring, high-potential tracks, pay parity) and advancing diverse people as evidenced through diverse leadership teams. They will be a vocal advocate within the industry for equity, parity, and inclusion.

Note: The nominee is not required to be a member of CREW Network. Previous recipients of the Catalyst Award, CREW Network Board Members, CREW Network Foundation Directors, and members of the Recognition Committee are not eligible for the award.

NOMINEE INFORMATION:

Is the nominee a CREW Network member: (yes/no)

Chapter Name: (if answered yes above)

1. Does the nominee have a span of influence in the entire company, a country or region? Explain their scope of responsibilities including size of company/ country/region in terms of geography, employees, number of transactions or sales dollars.
2. Describe the nominee's job responsibilities.
3. How has the nominee increased diversity within the company? Please provide specific examples.
4. How has the nominee transformed the culture to be more inclusive? Describe specific changes or initiatives that have been undertaken to change the culture.
5. Provide an example(s) of how the nominee has assisted in advancing women within the company.
6. Provide an example of the ways the nominee holds the executive management team accountable for diversity and inclusion within the company.
7. Describe how the nominee has infused equity for women and diverse groups of people into the company culture and practices.

8. Has the nominee created any incentive programs to promote diversity, inclusion and equity within the company? If so, please describe each in detail including what it is and what it has accomplished. Examples may be pay parity study, hiring practices, establishing culture teams, sponsor programs for women/people of color, etc.
9. Has the nominee shown commitment to diversity, equity, and inclusion in the industry through support and involvement in CREW Network and/or other organizations (community-based, business or nonprofits)?
10. Recipients of the CREW Catalyst Award are exceptional individuals in our industry who are thought leaders and push their companies and the industry to the highest levels. Please add any additional information as to why you have nominated this person for this prestigious award.
11. Is the nominee available September 23 – 25, 2026, to accept the award at the Annual Convention in Miami, Florida?

NOMINATOR INFORMATION

Name:

Chapter:

Email:

Phone:

ATTACHMENTS *

Multimedia Links

You may upload up to two photos or multimedia links (e.g., website, video, social media) of the nominee or other images relevant to the nomination here.