



# CELEBRATING AMAZING WOMEN

March 8 marks International Women’s Day, a day to celebrate women’s achievements and fight for gender parity. 6P Marketing is proud to employ a number of women across a variety of roles and departments.

Today we’re wishing the women we know a very happy Women’s Day. May you continue to be strong and ambitious, and achieve all that you wish.



## The Changing Leadership Landscape

Marketing has long been female-dominated, and now businesses are starting to catch up – particularly in leadership positions. Take an inward look at your business to see if you’ve removed potential barriers for women entering leadership positions.

[Read more](#)



## Females Dominating the Marketing Industry

As marketers, we like to celebrate marketing and the people who are doing great things in the industry. View 20 of the most important women in marketing right now and read how they’re positively impacting their companies, and perhaps spark some ideas for your own.

[Read more](#)



## The Gender Wage Gap

Around the world (and even here in Canada), the gender wage gap is still a prominent occurrence today, with women earning, on average, \$0.13 less per hour than their male counterpart. Ensure your workplace is a desirable destination for incoming labour prospects by ensuring equal pay standards.

[Read more](#)



## History of Women in the Workforce

The rise of women in the workforce began during WWI, when men went off to war and jobs were left unoccupied. Since then, representation of women has slowly increased, but there’s work to be done. How are you ensuring your workforce is inclusive?

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