*SUITS AND SKIRTS: GAME ON! THE BATTLE FOR CORPORATE POWER*

*By TERESA FREEBORN*

**MEN, SHE’S TALKING TO YOU**

**AND NOT PULLING ANY PUNCHES**

*Suits and Skirts: Game On! The Battle for Corporate Power* by former CEO and author Teresa Freeborn is a powerful mix of startling facts and truths about how and why men continue to keep women from reaching the C-suites and board rooms in corporate America. Like the Jets and Sharks fighting for neighborhood territory in *West Side Story*, the battle for corporate power between the “suits” and “skirts” remains unrelenting and unchanged over the last 50 years – and Freeborn is not shy about squarely placing the blame on the men who refuse to share their power. Freeborn pulls no punches in busting misogynistic myths that continue to be perpetuated by men in corporate leadership roles that keep women from gaining access to and sharing their corporate power. She also shines an unflinching and piercing spotlight on why men fear sharing their power with women, what actions men need to take to create equity, parity, and equality in the C-suites and board rooms; and most importantly, what businesses need to do *right now* to create a level playing field for women in the workplace. Freeborn speaks directly to men in *Suits and Skirts*, engaging with them as if she was sitting directly across a board room table, calling them out on their behavior. This is truly a one-of-a-kind take on corporate power dynamics.

“Listen, women have been meeting with other women to discuss ways to advance in the workplace for decades,” says Freeborn, “but that has gotten us nowhere because who we *need* to be talking to are the men who have a death grip on corporate power and refuse to share it.” Throughout *Suits and Skirts*, Freeborn continually hammers home the point that companies who have women in their C-suites and board rooms are culturally and financially much more successful. In other words, more women in leadership equals more money for *everyone* – from employees, to vendors, to stockholders. Men should be welcoming women into leadership roles, but they are not. And that is simply not acceptable. That is simply bad business.

Teresa Freeborn, with a four-decade career in finance in both Canada and the U.S., has spent the last 16 years as CEO of a large financial institution. She is currently a sought-after speaker and media spokesperson, and Chair of the Board of Smash+Tess, a fast-growing and successful fashion brand she co-founded with her daughter in 2016.

For additional information, receive a copy of the book, or to arrange an interview with Teresa Freeborn, please contact Joe Marich at 323-952-7339, or via email at JoeMarich237@MarichMedia.com.

# # #