

BETTY WOOD



Betty Wood, VP, Certification & Partner Relations is

one of the founding leaders of **WBE Canada**, a corporate-led not-for-profit organization established in 2008. Based on the WBENC model in the USA, Betty created and implemented the Canadian certification process for women business enterprises (WBEs). She developed and trained the 40+ strong Canadian network of assessors who assist the audit process. As the primary leader for WBE certification and connector for women business owners, she is responsible for the growing number of WBEs, the audit process, operations, development of WBEs, and partnership relations. Ms. Wood brings a wealth of knowledge to the team as an experienced commercial banker and award-winning global expert in the women's market. A passionate advocate for women entrepreneurs, Betty has consulted extensively for the gender program of the International Finance Corporation (IFC), and the World Bank Group. As former National Director of Women Markets for Royal Bank of Canada, her leadership resulted in unparalleled market share growth and soaring customer satisfaction levels. She is one of the founders of the Global Banking Alliance for Women and served as Chair and a Director of the organization for several formative years. Betty also volunteers as a judge of the RBC Canadian Women Entrepreneur Awards. Well known in the women's market both nationally and globally, Betty has received numerous awards for her work including from TIAW, Business Women's Network (USA), and OWIT.