



BUFFALO AKG ART GALLERY

October 22, 2025



EVENT ITINERARY

8:00am

Registration Begins

**Curated Gourmet Breakfast
Spread & Networking**

Catered by Patina 250

NOTE: Auditorium opens at 9:00am.

No food or drinks allowed.

9:30am

Transition to Auditorium

Welcome & Opening Remarks

Sheri Scavone, CEO, WNYWF

**Co-Chair Welcome &
Thank You Sponsors**

Patty Farrell & Kirsti
Hunt

**The Broken Rung. Kweilin
Ellingrud**

Fixing the first step in the
leadership pipeline

11:00am

WSMO Concludes

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A Letter From Your Co-Chairs

Dear Supporters and Guests,

Welcome to What She's Made Of 2025! We are so excited to gather together this morning to celebrate the power of possibility and the women who make progress happen.

This year's program has been reimagined to spark connection and inspiration from the very start of the day. Our theme, Fixing the Broken Rung, shines a light on one of the most critical steps in building a stronger, more equitable future: ensuring women have equal opportunity for advancement at every level.

We are honored to welcome Kweilin Ellingrud, Senior Partner at McKinsey & Company and co-

author of The Broken Rung, as our keynote speaker. Through McKinsey's groundbreaking research, Kweilin has illuminated the invisible barriers that often hold women back from their first promotion and shown how repairing this "broken rung" can unlock leadership potential and drive lasting change across every industry.

At the WNY Women's Foundation, we remain dedicated to transforming systems, culture, and policy so that every woman has the opportunity to thrive. In times that continue to challenge women's progress and visibility, our collective action matters more than ever. What She's Made Of continues to be our signature moment to stand together, learn together, and take action together. The courage to break barriers begins with one step, and this morning, that step begins with you.

As Co-Chairs of this event, we would like to thank our CEO Sheri Scavone, her incredible staff, and our Event Committee for their dedication in bringing this vision to life. Our gratitude extends to our Board of Directors, especially Chair Lenora Foote-Beavers, for their unwavering commitment to advancing gender equity.

Finally, thank you to our sponsors and guests. Your partnership fuels our mission and strengthens the future of women in Western New York and beyond.

Together, we are fixing the broken rung and climbing higher than ever before.

Your Co-Chairs,
Kirsti Hunt and Patricia Farrell

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Meet Our Keynote Kweilin Ellingrud



[McKinsey & Co.](#)

Kweilin is a director of the McKinsey Global Institute (MGI) and leads Diversity and Inclusion for McKinsey globally. She has broad experience redesigning operating models in financial services and beyond to increase operational efficiency and effectiveness through process redesign, digital, and analytics. She also works with multilateral organizations, global philanthropies, and companies on how to move towards gender and racial equality. She previously led McKinsey's Life Insurance Practice in North America.

At MGI, Kweilin has led research on gender equality (Power of Parity), racial equity, generative AI, the future of work, productivity, and sustainable and inclusive growth. She is a frequent speaker at global conferences and is a contributing columnist for Forbes. She is also the co-author of the book [The Broken Rung](#) to help women navigate their careers.

Kweilin is a member of the Council on Foreign Relations. She previously worked full-time for two years at a Boston nonprofit helping women entrepreneurs start and grow their businesses through microfinance. Growing up, Kweilin spent a number of years in China, Ecuador, France, and Japan, living with local families and learning the local language.

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The WNY Women's Foundation transforms systems, culture, and policy to create opportunities for each woman to thrive.

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VOICE

We **amplify** women's voices to advance gender equity through data-driven solutions.

ECONOMIC EMPOWERMENT

We **empower** women of all backgrounds and identities to achieve economic mobility by eliminating barriers and providing targeted support in education and workforce development.

LEADERSHIP

We **advance** women's leadership and gender equity through employer education, individual mentorship, and elevating female entrepreneurs.

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