



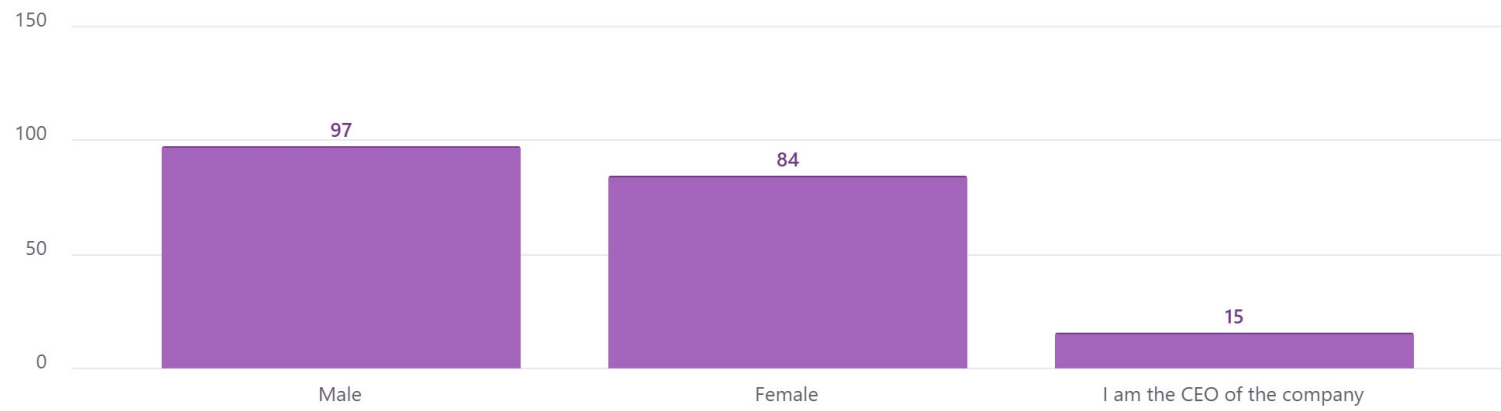
THINK EQUAL Survey - The Marketing Society & Weber Shandwick 2025

August 7, 2026

 1 My own boss (direct line manager) is:

196 out of 196 people answered this question.

Overview Trends



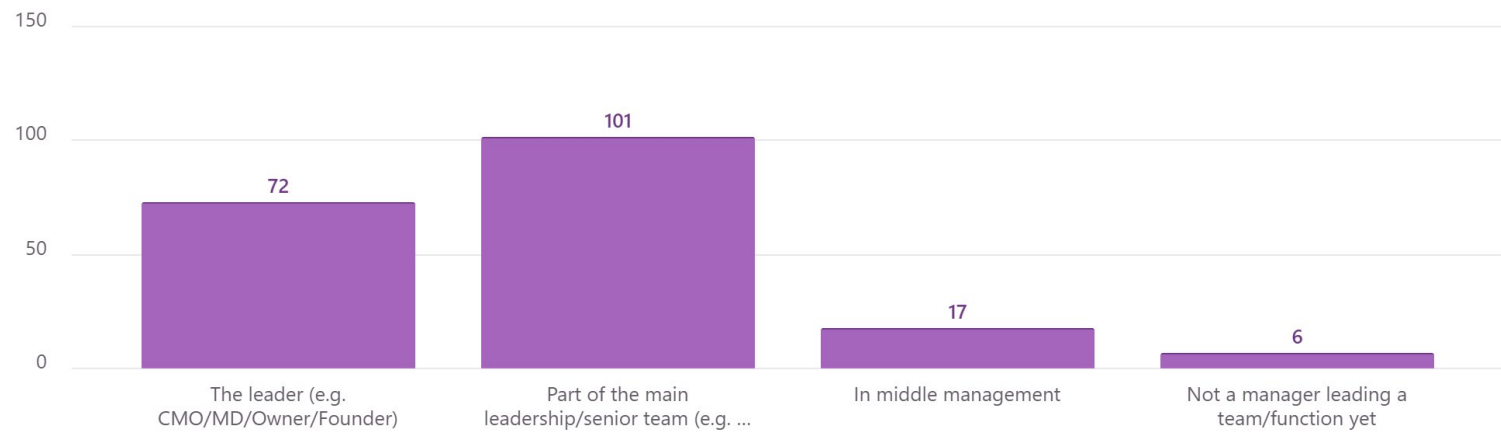
2

The most senior female in our company is:

196 out of 196 people answered this question.

Overview

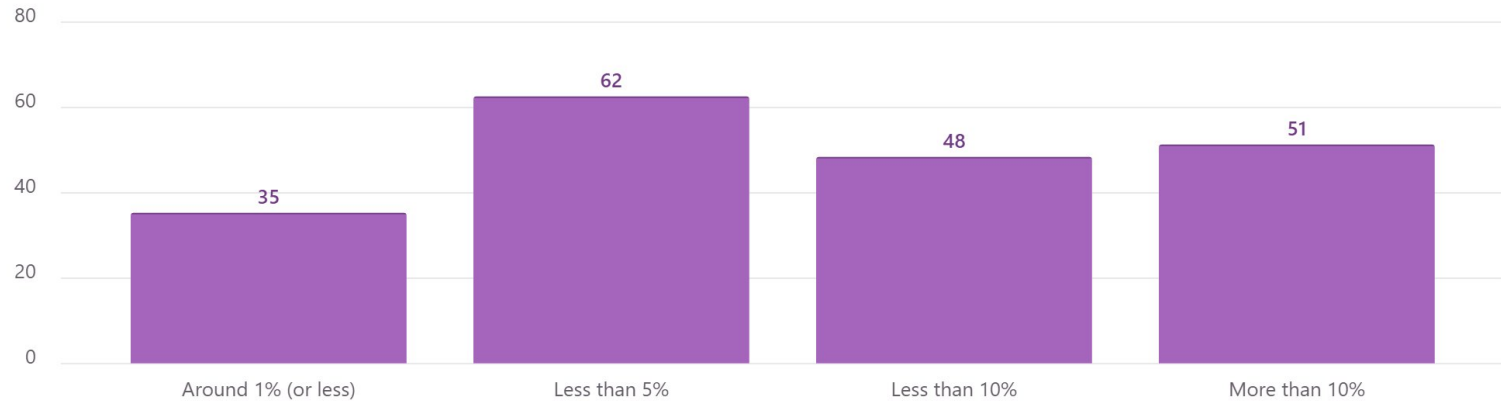
Trends



For this question we're trying to determine the size of senior teams within different organisations. What percentage of your total company headcount sit on the "The exec/leadership/senior team":

196 out of 196 people answered this question.

Overview Trends



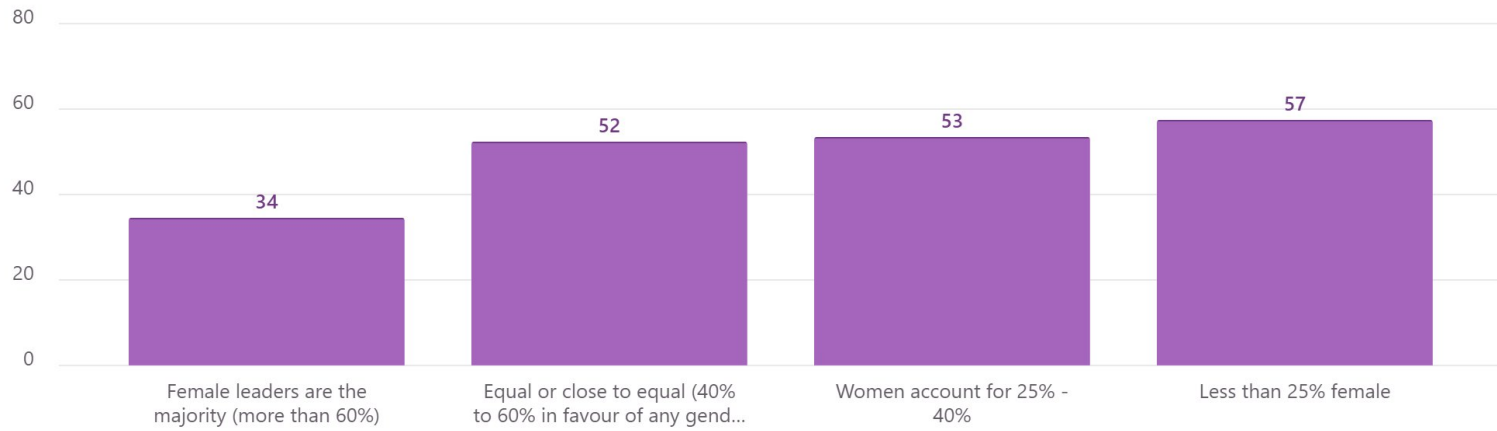


4

The balance of women and men in our “exec/leadership/senior team” is approximately:

196 out of 196 people answered this question.

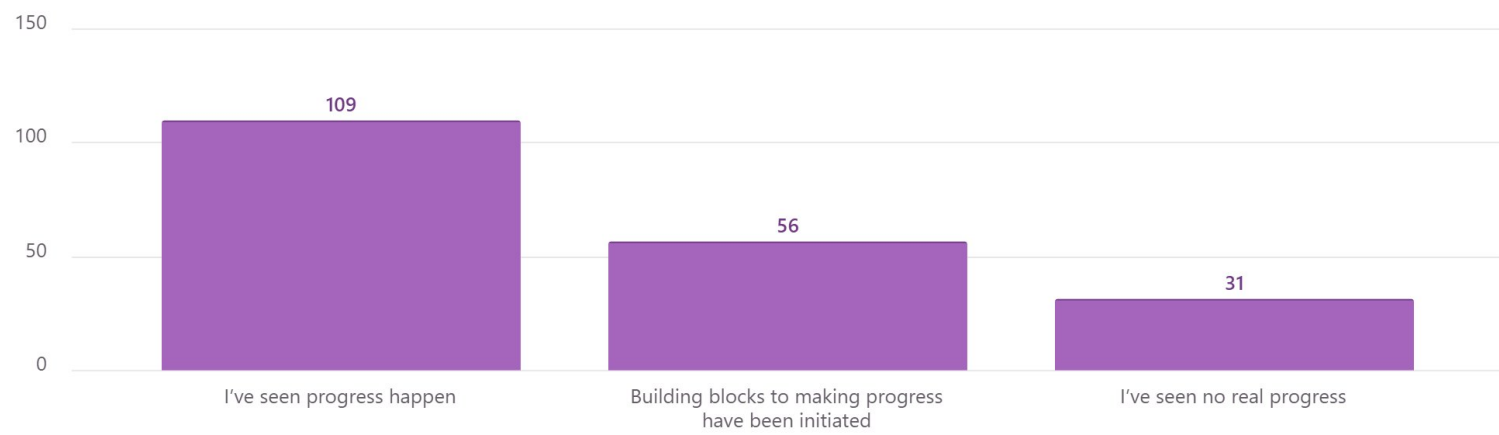
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When I think of progress over the past 2 years in accelerating women into leadership positions in the GCC marcomms sector, I think the following is true (based on my experiences, encounters and conversations):

196 out of 196 people answered this question.

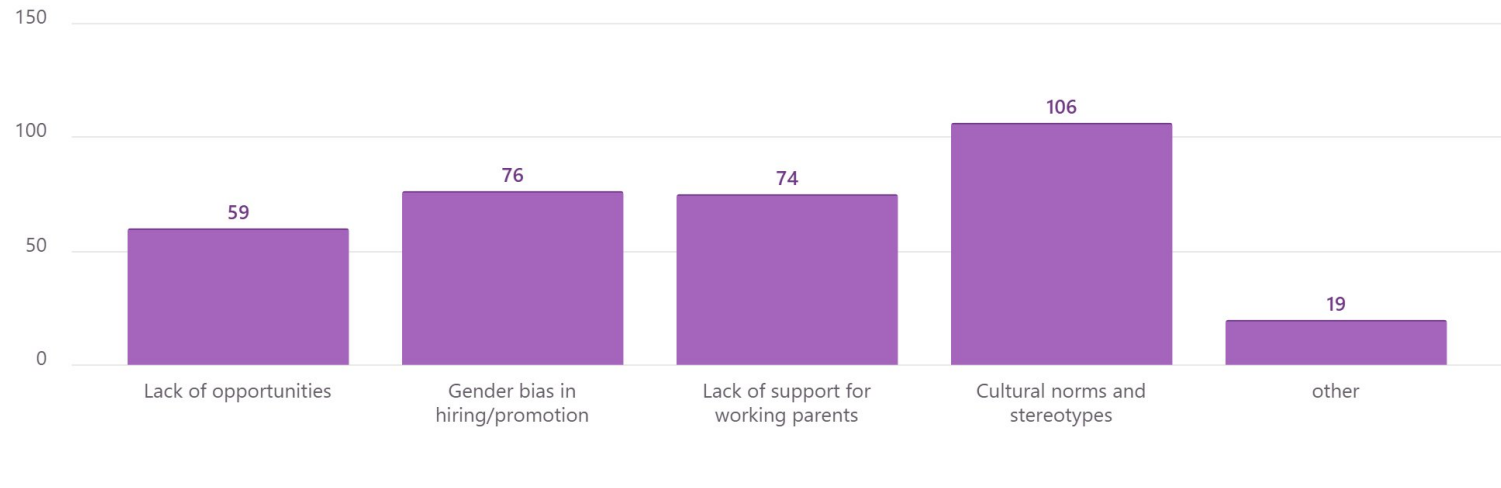
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What is the biggest barrier to achieving gender balance in leadership roles within the GCC Marcomms sector?:

196 out of 196 people answered this question.

- Overview
- Trends



Responses for "Other"

Q Search "Other" responses

196 results

- Women will to take leadership roles, women they don't support each other,

11 months ago
- Men seen as the main providers so should be paid more

11 months ago
- Not many females in senior leadership roles

11 months ago
- nothing

11 months ago
- There is no barriers in my opinion , Gender Balance is already there

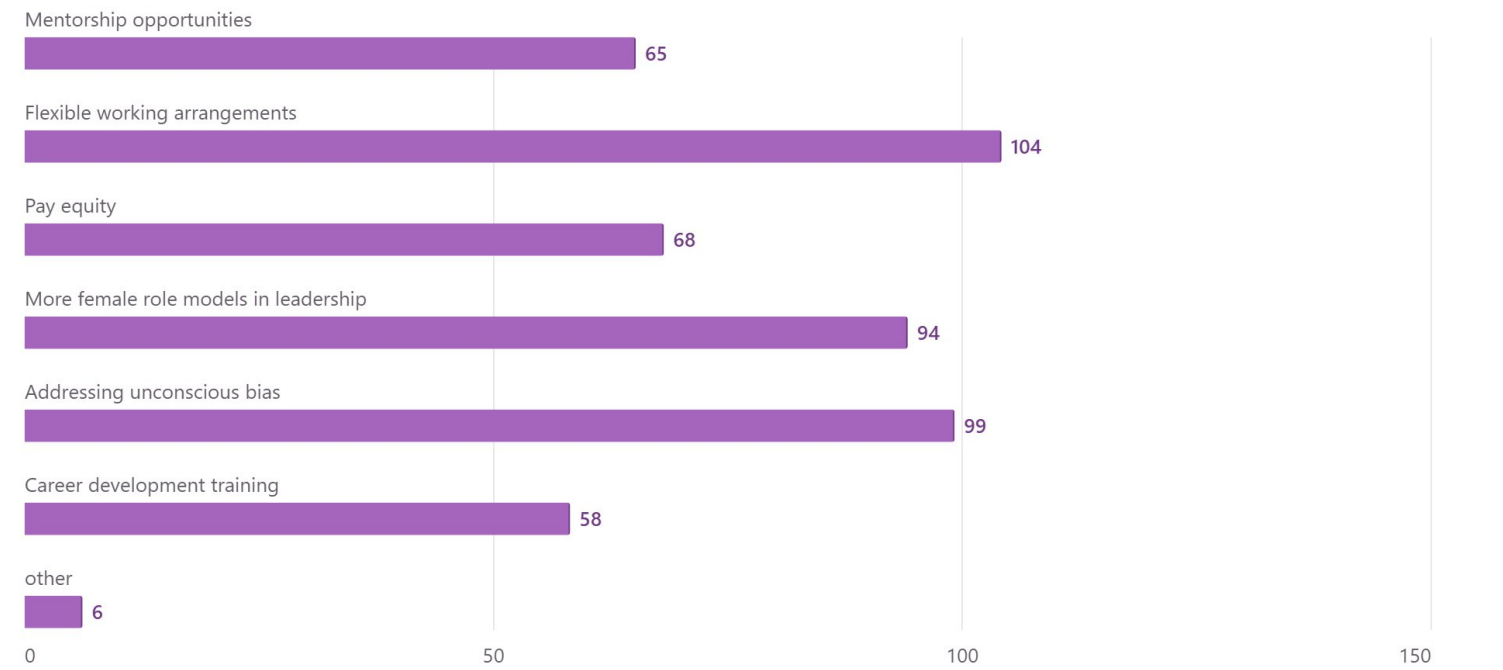
11 months ago
- Psychological issues such as imposter syndrome

11 months ago
- Job requirements need people with quality reardless of aender.
- At WS i feel opportunities are always handed out. but in aeneral from a market perspective
- there are not enough woman looking for leadership roles

Which area needs the most improvement to support female leadership in the GCC Marcomms sector?

196 out of 196 people answered this question.

- Overview
- Trends



Responses for "Other"

Search "Other" responses

196 results

- Non apply. I don't see that there is lack of support.

11 months ago
- More networking with business leaders

11 months ago
- No idea. I wish TMS was a full marketing society

1 year ago
- The path to becoming a CEO. There's nothing exciting about being in marcomm whether you're a man or a woman. So it doesn't get good people, either men...

1 year ago
- Addressing Cultural behaviours and breaking down the level of comfort men (and women) have working as peers

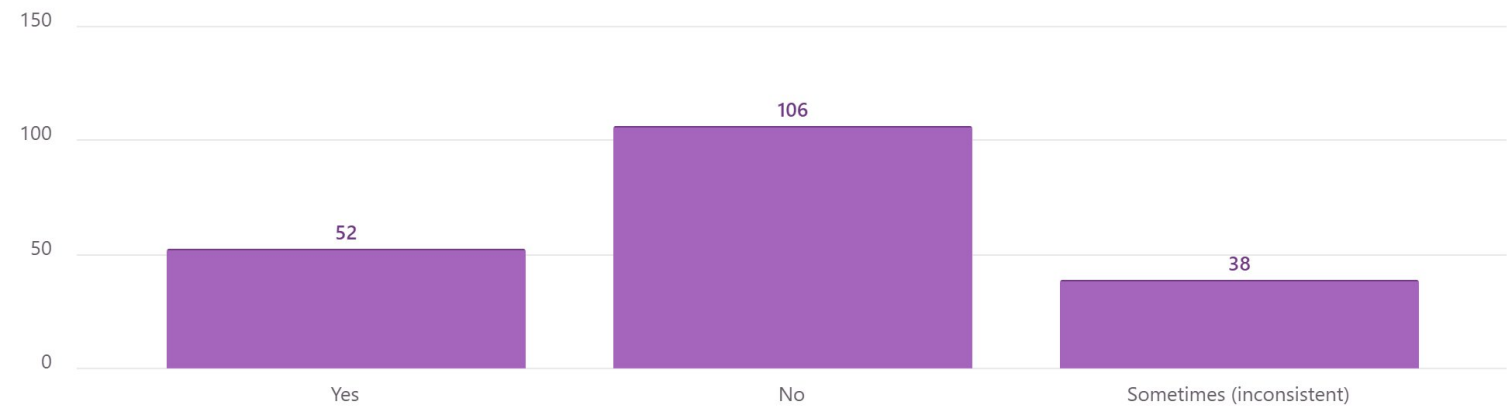
1 year ago
- Leadership positions come with Authority and Responsibilities - not most women are open to it as they are more family oriented and want to spend time ...

1 year ago

 8 Does your company offer any leadership development programmes specifically for women?:

196 out of 196 people answered this question.

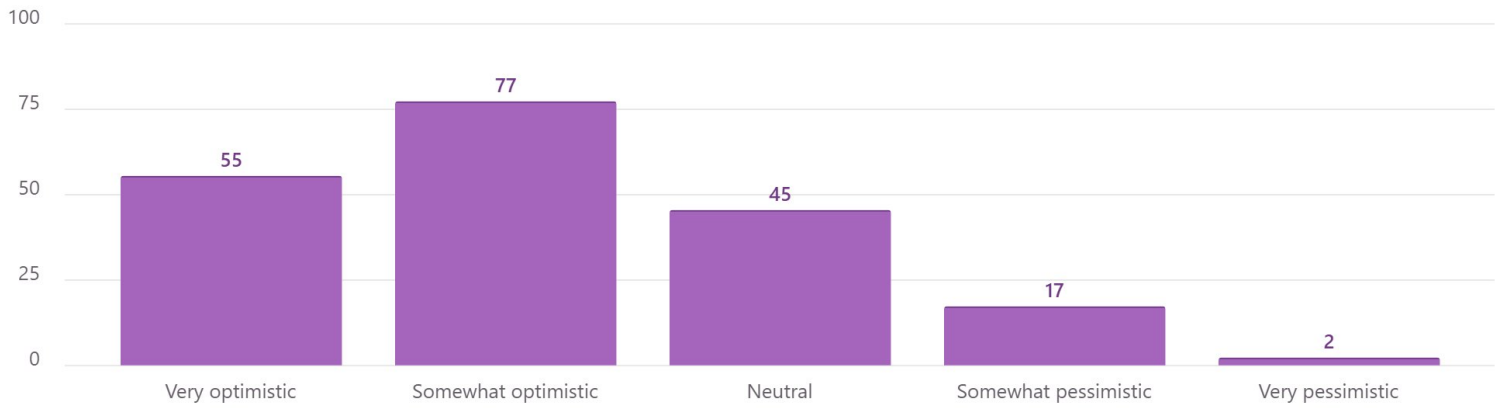
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How optimistic are you about future progress in gender equality in leadership roles within the GCC Marcomms sector?

196 out of 196 people answered this question.

Overview Trends

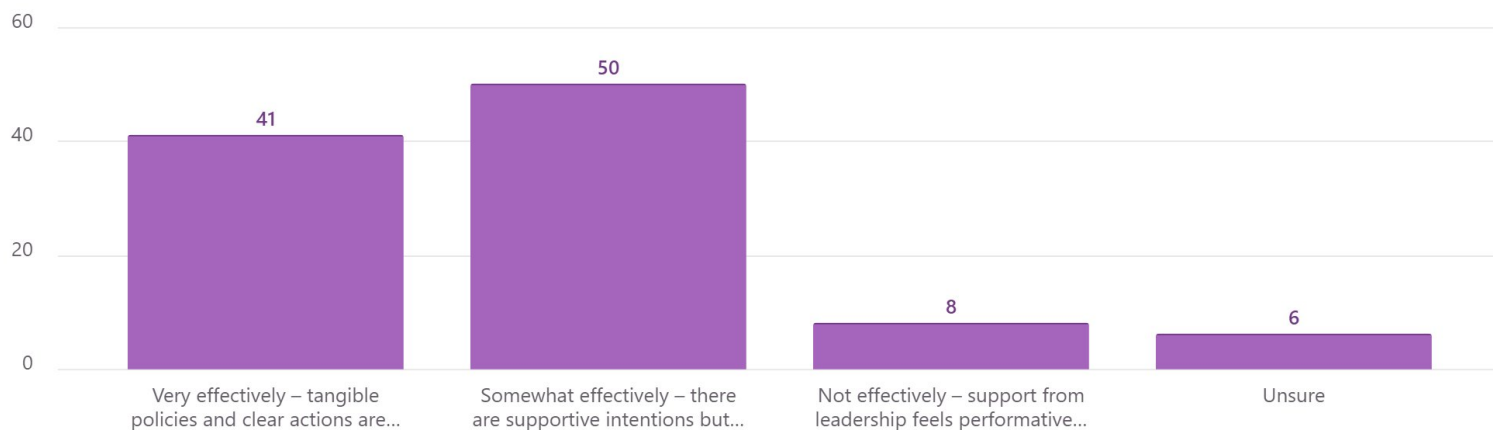


A=10
B=10

How effectively do you feel leadership (including male allies) in your organization supports the career growth of women in MarComms?

105 out of 196 people answered this question.

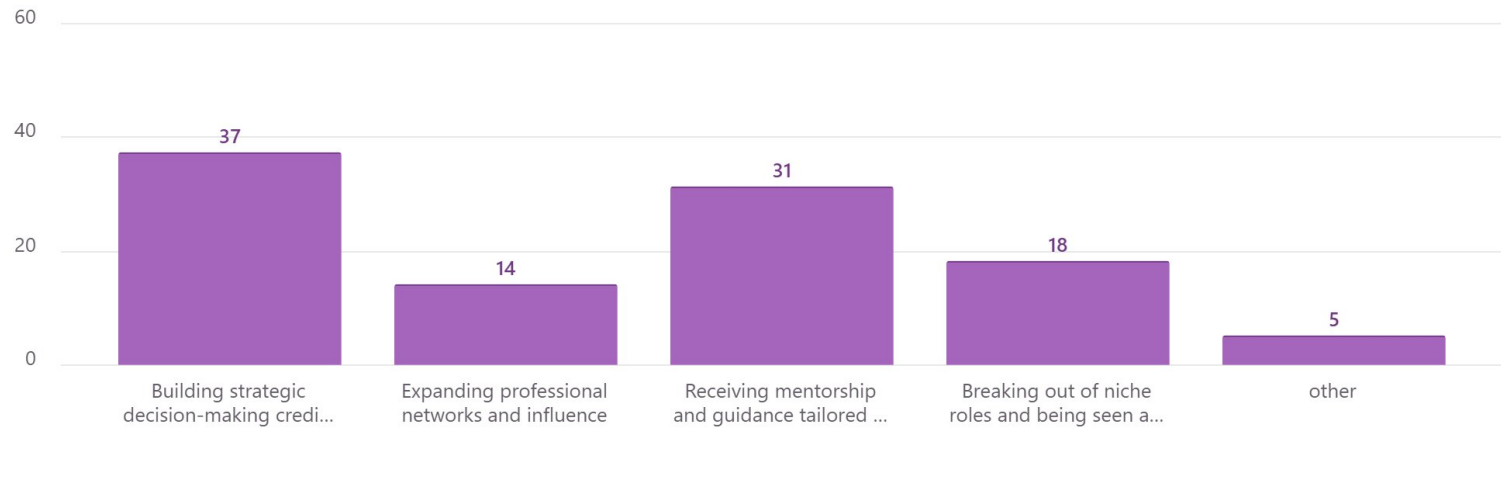
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Which skill or opportunity do you believe is most critical for helping women in MarComms achieve senior leadership roles?

105 out of 196 people answered this question.

Overview Trends



Responses for "Other"

Search "Other" responses

105 results

- They should think business, not gender. Anyone who excels has the right to lead regardless of gender.

11 months ago
- The women aren't the challenge, it's the male cultural view and lack of decisive action to change leadership without upsetting men in roles they should...

11 months ago
- Have final stages of candidates assessment jointly made with senior / most senior female and male execs.

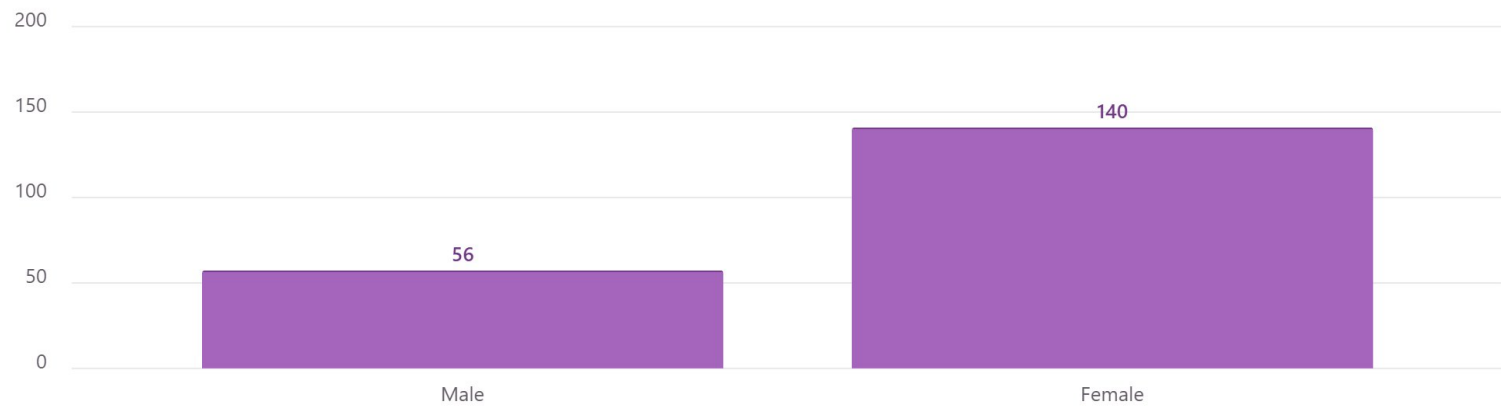
11 months ago
- Not sure

11 months ago
- This is quite sexist.

11 months ago

196 out of 196 people answered this question.

Overview Trends



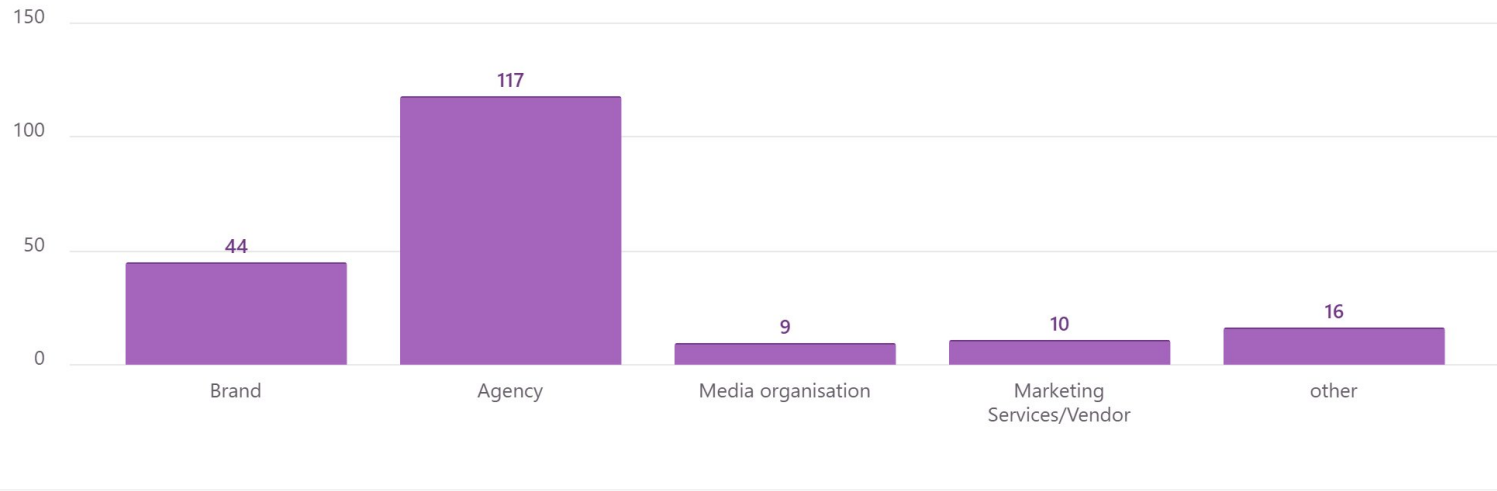
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I work for :

196 out of 196 people answered this question.

Overview

Trends



Responses for "Other"

Search "Other" responses

196 results

Snap

11 months ago

Healthcare

11 months ago

MCN

11 months ago

the network

11 months ago

Holding Company for Agencies

11 months ago

Corp Comms in Manufacturing Industry

1 year ago

Government

1 year ago

Technology company

1 year ago

Authority

1 year ago