



THINK EQUAL Survey - The Marketing Society & Weber Shandwick

August 7, 2026

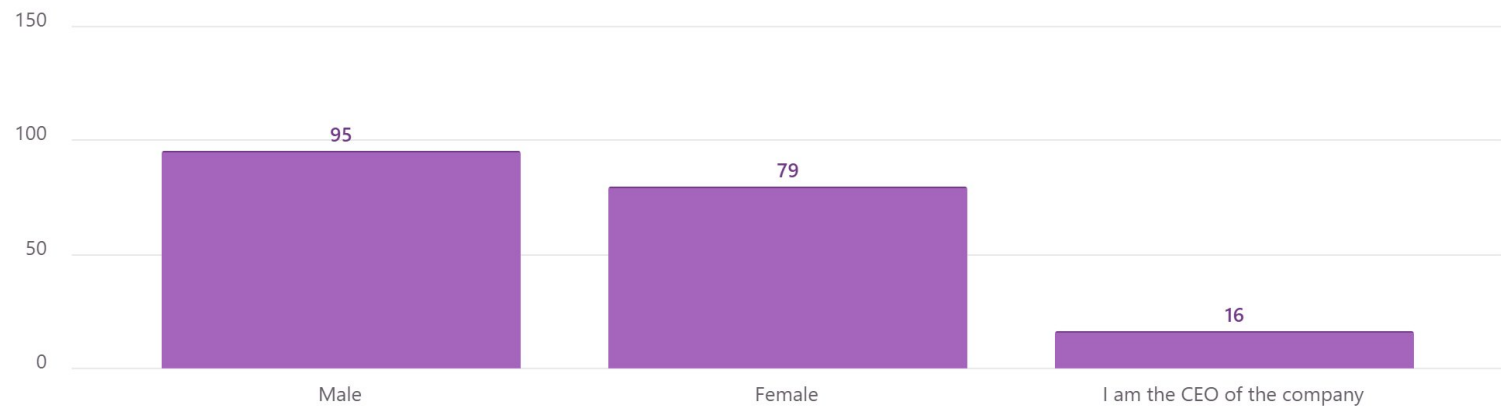
1

My own boss (direct line manager) is:

190 out of 190 people answered this question.

Overview

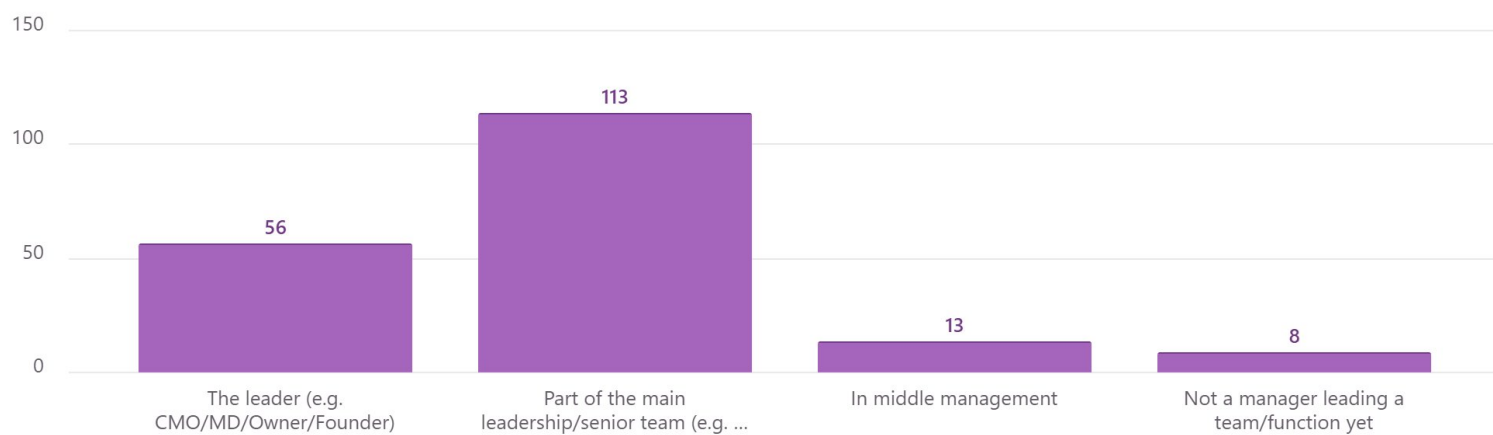
Trends



2 The most senior female in our company is:

190 out of 190 people answered this question.

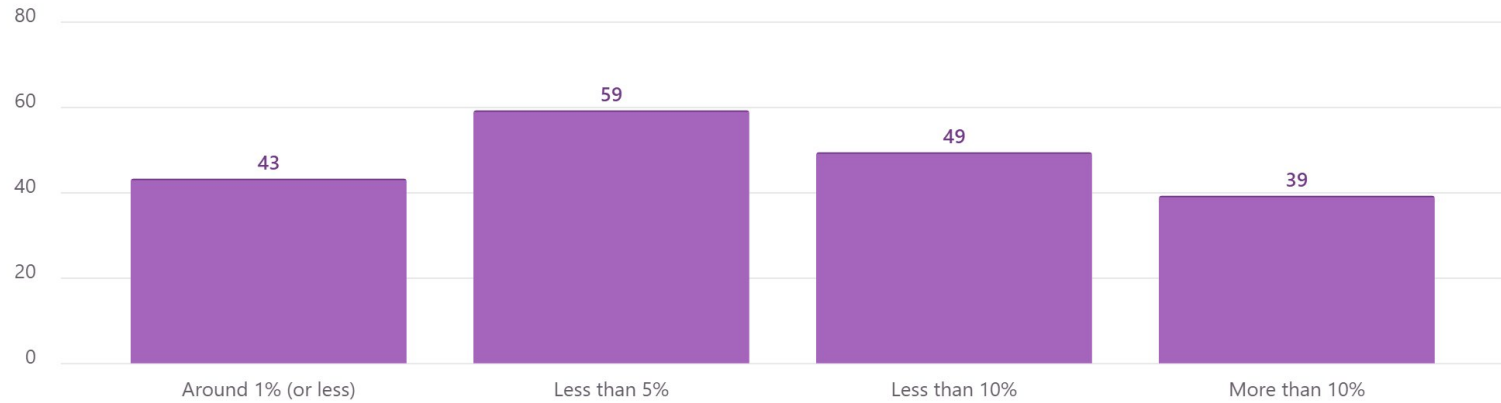
Overview Trends



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":

190 out of 190 people answered this question.

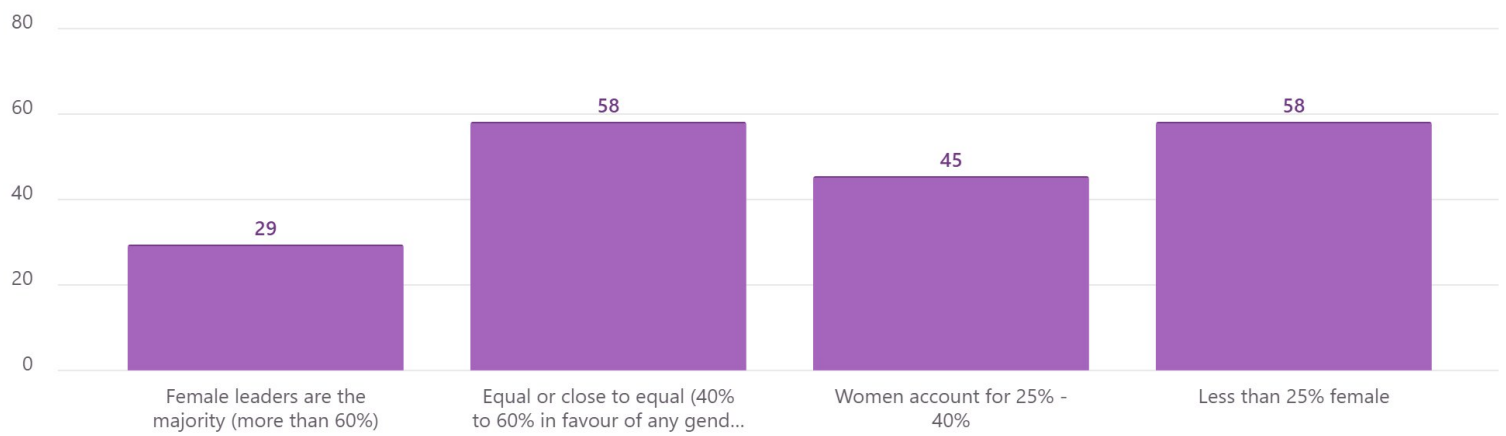
Overview Trends



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

190 out of 190 people answered this question.

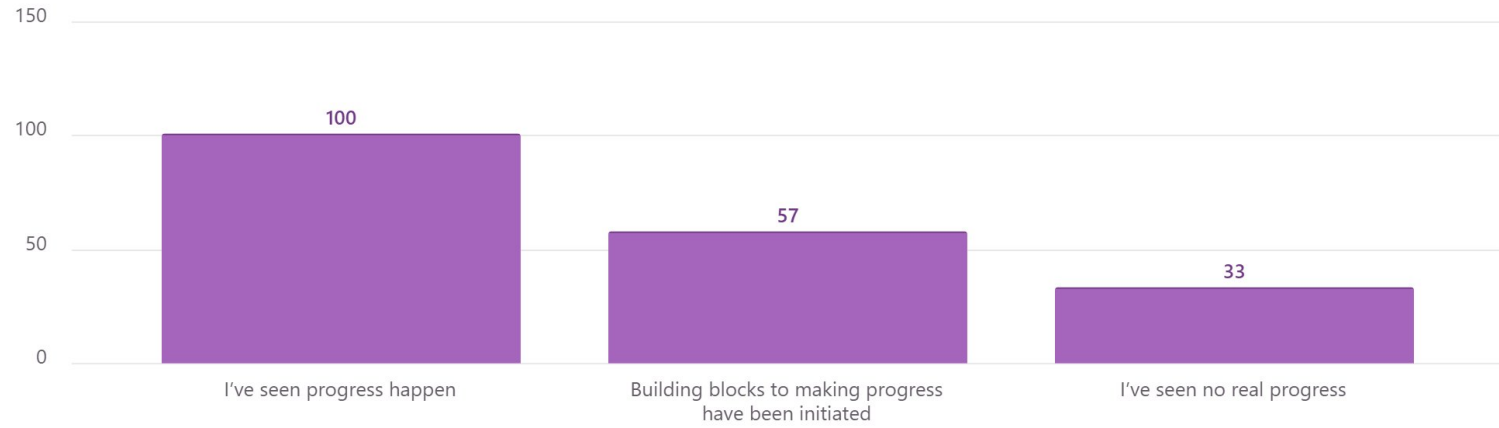
Overview Trends



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):

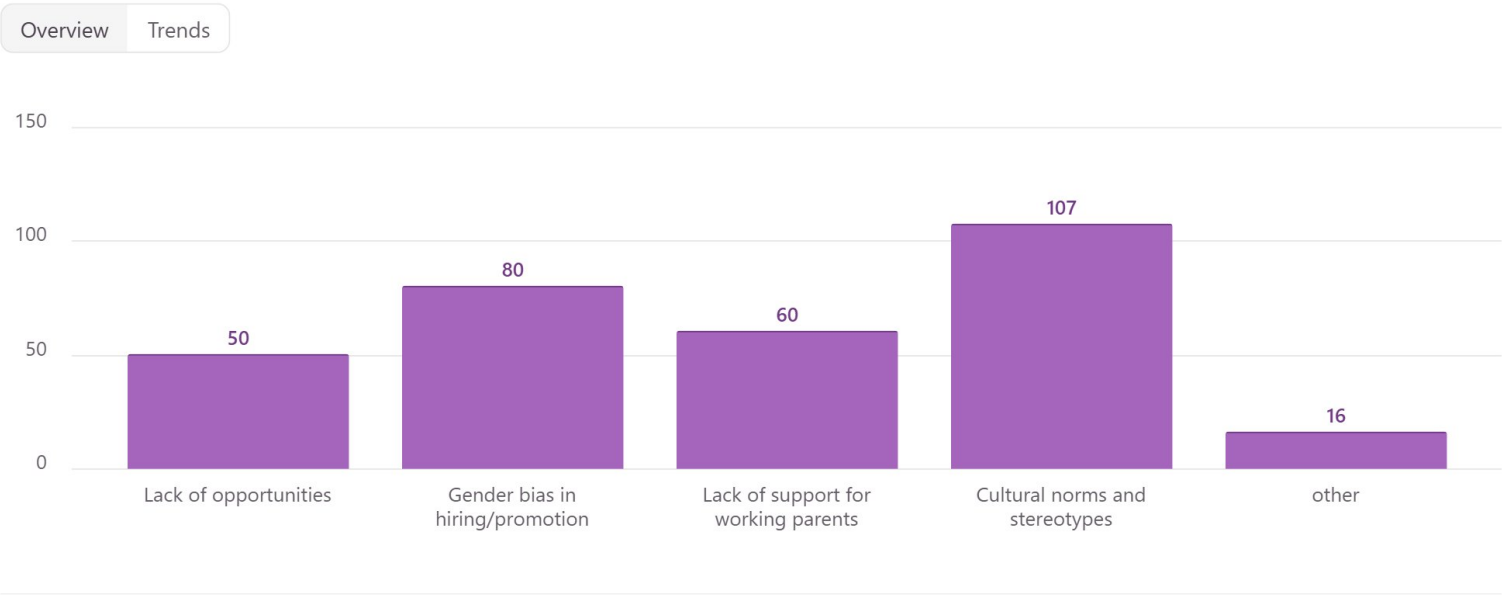
190 out of 190 people answered this question.

Overview Trends



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

190 out of 190 people answered this question.



Responses for "Other"

Q

Search "Other" responses

190 results

👤

-

2 years ago

👤

No Barriers only opportunities

2 years ago

👤

Lack of women leadership examples, women poorly equipped to negotiate into senior leadership positions

2 years ago

👤

Not sure

2 years ago

👤

1) Boys club is hard to penetrate 2) Lack of understanding (or want) that diversity in gender, ethnicity, experience & background will benefit the com...

2 years ago

👤

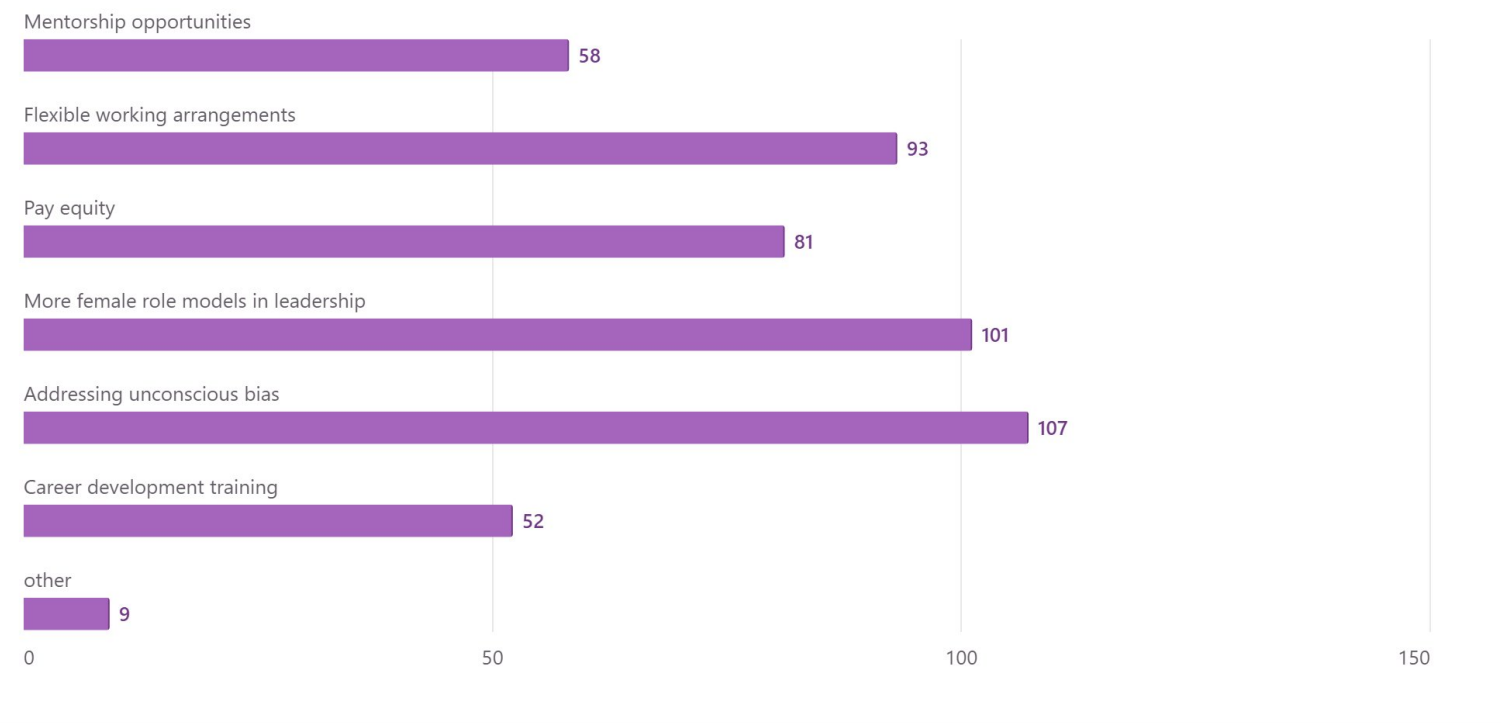
I don't believe that barriers are so significant.

2 years ago

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

190 out of 190 people answered this question.

- Overview
- Trends



Responses for "Other"

190 results

Stop thinking of people as male/female/others. Leadership should be only about the person's qualification and gender should never be part of the equat...

2 years ago

People seeing it from a point of power as opposed it being bad for development

2 years ago

Arrangements for working mothers (daycare)

2 years ago

Men's club mentality and old school beliefs

2 years ago

as a largely expat market its a wider issue

2 years ago

Empowerment and Trust

2 years ago

Fairer recruitment/hirina processes

dont see this as an issue in GCC

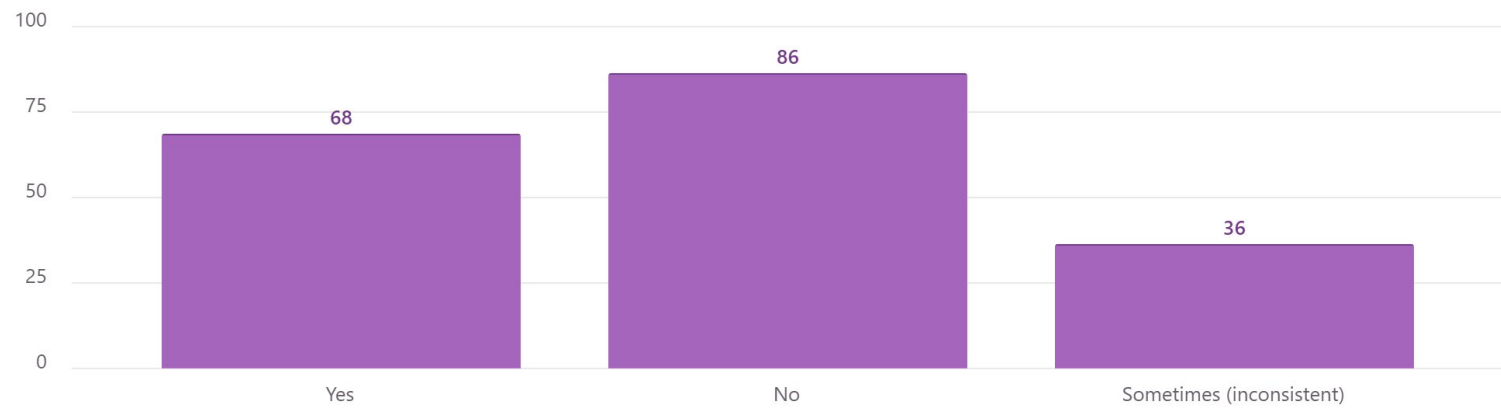
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8

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

190 out of 190 people answered this question.

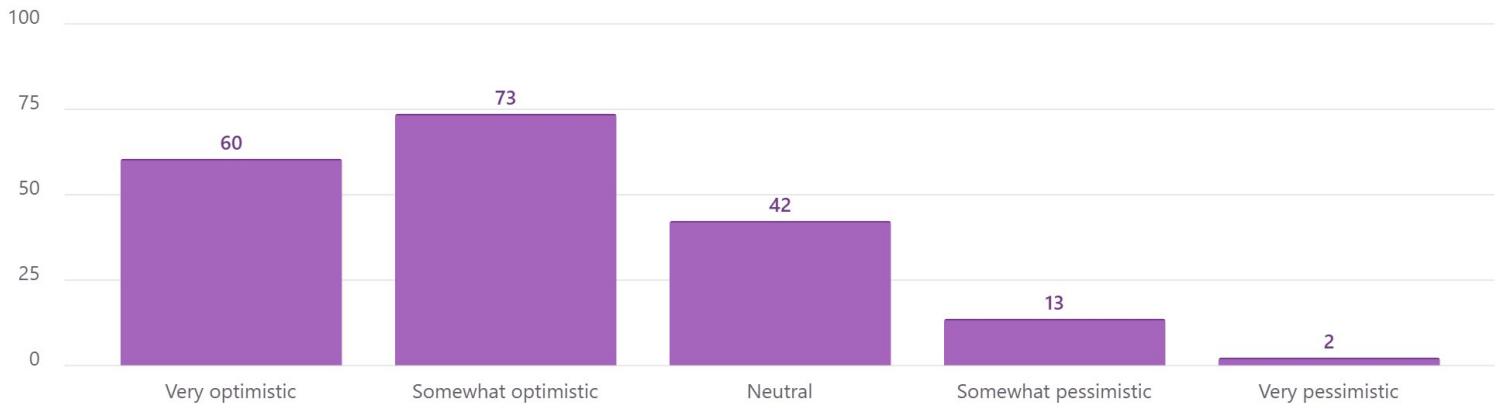
Overview Trends



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

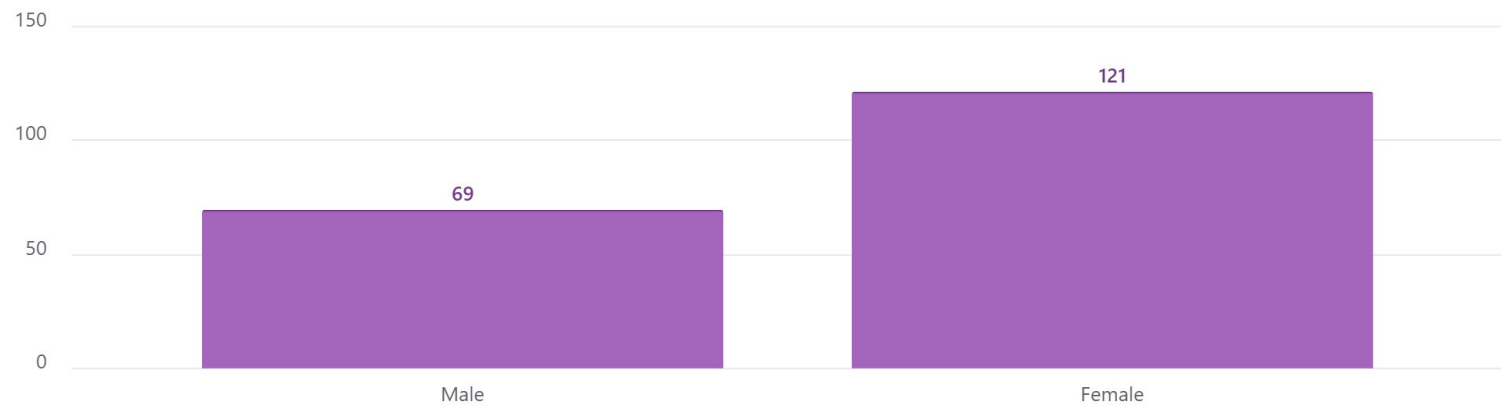
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Overview Trends



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Overview Trends



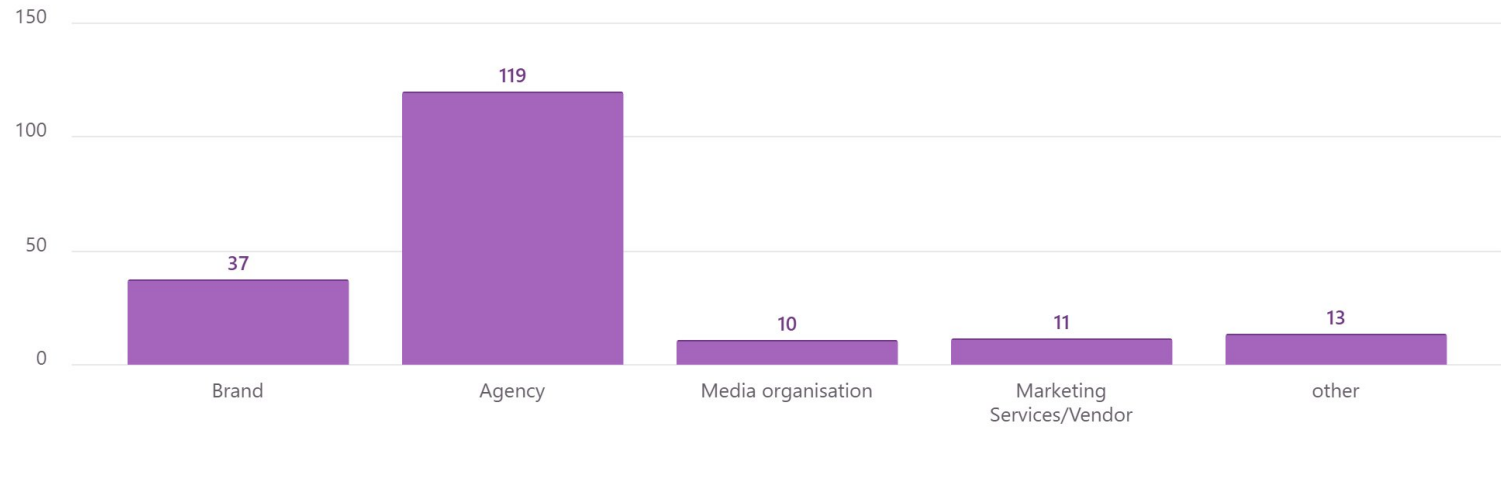
11

I work for :

190 out of 190 people answered this question.

Overview

Trends



Responses for "Other"

Q Search "Other" responses

190 results

Consultant

2 years ago

Association

2 years ago

In-house sport organisation

2 years ago

Government

2 years ago

Events Organizer

2 years ago

UN Global Compact Network UAE

2 years ago

Marketing Recruitment Agency

2 years ago

Private organization

2 years ago

Consulting

2 years ago