

Spring 2025

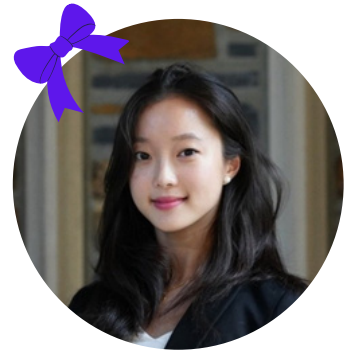
Duke BOW Newsletter



EXECUTIVE BOARD

EXECUTIVE LEADERSHIP

DIANE LIN, Co-President
GRACE PENG, Co-President



DIVISIONAL CHAIRS

CHLOE CHUN Social Media Chair
JESSICA WU, Membership Chair
LIA KATO, Alumni Relations Chair



2025-2026 CO-PRESIDENTS

Diane Lin &
Grace Peng



Hi BOW Members!

We are honored to be your co-presidents for the 25-26 academic school year. For both of us, BOW has been a defining cornerstone of our college experiences, and we hope to work to ensure that it can or will be one for you as well. We are grateful for the opportunity to give back to the organization that has given us so much, and we're excited to work together to ensure that BOW continues to be a space where each member can thrive. Our goals for the upcoming year include expanding BOW's resources within and across industries to better support each member's interests, and further strengthening the sense of community. We also hope to increase accessibility and mentorship across all class years, grow our external partnerships, and create new opportunities for leadership development and personal growth. Most of all, we're committed to fostering a welcoming and inclusive environment—where every member feels supported, seen, and empowered. As we begin this journey, we're looking forward to listening, learning, and growing alongside all of you.

senior *reflections*



LAUREN EMILY MCREYNOLDS

"My biggest piece of advice is to get to know as many people as you can during your time at Duke. Whether it's a professor you admire, a friend of a friend, or the person you sit next to in a large lecture hall, never be afraid to reach out and get to know someone new. Even from a brief conversation with what feels like a stranger, you never know what you could learn from them or the bond you could form. Duke is a special place and there's so many amazing people here."



NAGGENA OHRI

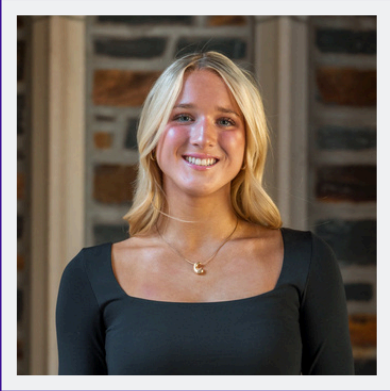
"Looking back, I realize the importance of finding balance between academics, social connections, and personal growth rather than trying to do everything. The most valuable experiences came when I thoughtfully chose where to invest my energy instead of spreading myself too thin. My advice to my freshman self would be to remember that sometimes saying no to good opportunities is necessary to say yes to the great ones that truly matter to you."



MAYA TODD

"Go to more academic talks and arts performances, you'll never have so many of these opportunities again! Other than that, I wish I had done DukeEngage. I didn't because I thought I needed to have an internship in my freshman and sophomore summers in order to get a job, but DukeEngage would have been just as valuable to my career (and much more fun for me)."

New Member Spotlights



Casey Tebben

Studying: B.S Economics with Financial Concentration and a Markets and Management Certificate

Why BOW: As someone who has always been interested in business, but doesn't know exactly what avenue to take, BOW has been the perfect opportunity to explore all the diverse industries within the business world. Along with this, the alumni connections and mentorship through BOW have helped me further connect myself to women leaders in the business world who inspire and motivate me.



Cami Fishman

Studying: Economics and Psychology

Why BOW: I chose BOW because of the supportive community. At every event or meetup, I am surrounded by such an incredible group of passionate women. Additionally, BOW does a great job of connecting students with upperclassmen through things like Big Little and alumni through the mentorship program.



Margaret MacGurn

Studying: Economics and Political Science (double major), minor in Russian Language and Culture

Why BOW: BOW creates the perfect environment to grow with other women and to work toward career goals. I love that BOW provides mentorship and workshop experiences to help us succeed, while also having an inclusive and empowering spirit.

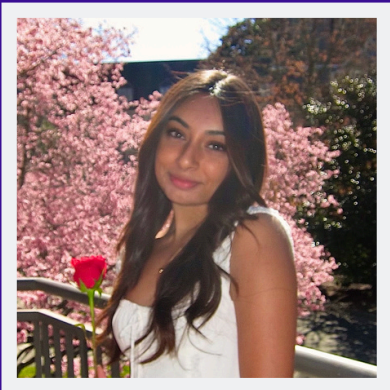
New Member Spotlights



Victoria McEnroe

Studying: Major: BS Economics Minor: Psychology Certificate: PPE

Why BOW: I joined BOW because I'm really interested in pursuing a career business and was eager to find a community where I could explore this interest alongside like-minded women.



Aryana Makati

Studying: English & Public Policy Major w/ Markets & Management Certificate

Why BOW: BOW has shown me the diverse career possibilities within the business sector, especially at the intersections of law and entertainment. The kindness and willingness of BOW alumni to offer guidance have made this community so supportive and inspiring.

**We are so thankful for all of
our new members this
semester!**

DIVISIONAL HIGHLIGHTS

DEI

This committee planned and hosted a successful and exciting DEI GBM featuring two amazing panel members, one of them being the founder of BOW. This GBM focused on important topics such as the current state of DEI in the US followed by personal questions on the career experiences of both speakers. Additionally, the DEI committee hosted several pop-up events including Current State of DEI, Finance Diversity Panel, DEI x BSA event, and Diversity Programs in Consulting.

Social Impact

This semester the Social Impact committee has been doing pro-bono consulting work for 2 organizations: Raising Resilience and Homebucha Kombucha, helping with marketing and research efforts. Social Impact has also been hosting a variety of events across transitioning between business sectors, energy, healthcare, and policy!

Professional Development

The Professional Development committee hosted nearly 30+ events this past year. They achieved their goal of developing events catered to upperclassmen professional development through the DCF workshop series, Renting in NYC panel, and more. Leah, Jeanette, Ying, Janie, and Natasha ensured students from all years felt personal and professional growth through their events.

DIVISIONAL HIGHLIGHTS

Entrepreneurship

The Entrepreneurship Committee began this semester by collaborating with the Social Impact Committee to teach members about social entrepreneurship. This initiative allowed members to learn about achieving social impact through startups, ventures, and investing. Participants had the unique opportunity to develop their own ideas for social impact startups. The Entrepreneurship Committee also partnered with Duke's Innovation & Entrepreneurship Department to host an inspiring panel featuring two former Duke alums turned entrepreneurs. The event featured Sima Sistani '01, the former CEO of Weight Watchers and CEO & Cofounder of Houseparty, and Kathryn Smith '01, founder of Yoga Off East. Hosted at Smith's yoga studio, the event included a short yoga flow and fireside chat with the two alums.

Data Analytics

The Data Analytics Committee completed and presented on trends in event attendance across BOW. Throughout the year, they have also been diligently booking rooms and creating the sign-up forms needed for BOW events throughout the year.

Consulting

The Consulting committee has hosted many recruitment events for BOW on campus (Bain, BCG, McKinsey) throughout this semester! Internally, we have continued and updated several programs, including our Case Buddies Program, monthly newsletter, and internal events.

Membership

Successfully managed recruitment and brought in 115 new members over this past year.

General Body Meetings

January: Student Startup Showcase



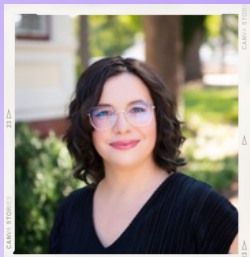
We had 4 student speakers share their experience working in the startup and investing space. Student speakers Sydelle Bernstein, Chloe Chun and Ellie Reyna shared their insight into what it's like to build startups while being busy Duke Students. Their insights were extremely valuable as they highlighted Duke specific resources and challenges that students could face as they begin their entrepreneurial journey. Student speaker Sophie Ashley, however, highlighted what it's like to work for the Center of Entrepreneurial Development. She highlighted a unique opportunity for Duke students that are interested in working in the startup environment but aren't ready to take the leap of creating their own product yet.

March: Dr. Martha Reeves



Dr. Martha Reeves is the current Director of Markets and Management Certificate at Duke as well as the faculty member who founded BOW. She has served as the BOW faculty advisor since its inception and is retiring this semester. Dr. Reeves received her BA from the University of Montana, her MA from Truman State University, and her Ph.D. in human resources management and industrial relations from the University of Keele, United Kingdom. She has published articles on reward management, virtual teams, and appraisal systems and is the author of two books: *Suppressed, Forced Out and Fired* (Greenwood Press, 2000), focusing on the mechanisms of gender discrimination at work and *Women in Business: Theory and Cases* (Routledge, 2010). In addition to her research area on gender in business, she has authored articles about branding, branding partnerships, and cause marketing.

April: Alex Whicker & Amy Peters



Alex joined Duke in 2024 as the Associate Director of Gender Violence Education and Outreach. She works to empower students through education, awareness, and proactive measures to foster a campus culture of consent, respect, and accountability. Alex has worked in various community settings, including rape crisis centers, IPV-focused community programs, and psychiatric hospitals. Through these experiences, she has witnessed the transformative power of creating a supportive community network.



Amy Peters enjoyed a 35-year career at SAS, in product management and technical education, before returning to her alma mater (Duke '85 Computer Science / Economics) in January 2023. She is now the Director of Industry and Alumni Engagement for Duke's Computer Science Department. Her goals include engaging industry and alumni to advance the department's education and research missions and help promote diversity in computing.

Spring Business Conference

Our BOW members had an incredible weekend at SBC 2025!

With inspiring speakers, engaged industry leaders, and so many driven individuals at this year's Spring Business Conference, the event was a big success. From insightful panel discussions to interactive workshops, or coffee chats to new connections being formed, this conference highlighted the power of women across the investing and industry spaces.

Our speakers included Tazia Smith, Cassie Young, Anne-Laure Descours, Kendal Bowman, Andrea Lisbona, Laura Miles, Leighanne Oh, Ana Anderson, and Sheila Lirio Marcelo. These 9 incredible women hailed from every aspect of business, ranging from hedge funds to Fortune 500 companies. These women were professionals from Touchland Hand Sanitizer, Bain, Puma, Duke Energy, and more!

A huge thank you to our speakers, sponsors, and attendees for making this event such a success! Looking forward to seeing the continued impact of these conversations.



FEATURED EVENTS

The Building Wealth Event

Jessica Vartanov, a Sophomore in BOW studying Economics, Finance, and History, hosted an event to speak about important budgeting tactics and methods for investing. 15 BOW members attended to learn how to apply these strategies early on in their careers.

Yoga Flow & Fireside Chat

The Entrepreneurship Committee partnered with Duke's Innovation & Entrepreneurship Department to host an inspiring event with two former Duke alums turned entrepreneurs. The event featured Sima Sistani '01, the former CEO of Weight Watchers and CEO & Co-founder of Houseparty, and Kathryn Smith '01, founder of Yoga Off East. Hosted at Smith's yoga studio, the event included a short yoga flow and fireside chat with the two alums.

THANK YOU

to our generous sponsors



BOW's sponsors have priority access to all the initiatives, programs, events, and activities that BOW organizes, all of which increase sponsors' exposure within the Duke community. BOW is committed to helping our members meet their potential as leaders. If you would like to support our mission as a BOW sponsor, please contact dukebow.assoc@gmail.com.