



Kat Gordon

Marketing Creative Director, Founder
The 3% Conference

Kat Gordon has been called the “triple threat” of an entrepreneur, ad woman + marketing to women expert and was named One of 2013's "Top 10 Women to Watch" in *Advertising Age* and one of “Forty Over 40” women disrupting the world in 2014. She is the visionary behind The 3% Conference. Started as

a passion project to spotlight a huge business opportunity in advertising -- the lack of female creative leadership and its impact on connecting with an overwhelmingly female marketplace -- the 3% Conference has grown exponentially since its 2012 launch and has hosted events in 13 cities globally.