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## **THE FORUM OF EXECUTIVE WOMEN PRESENTS YASMINE MUSTAFA AND TIFFANY TAVAREZ WITH THE FORUM AWARD FOR EMERGING WOMEN LEADERS**

Philadelphia, PA – July 17, 2018 – Social Entrepreneur Yasmine Mustafa, who is Co-Founder & CEO of award-winning *ROAR for Good*, and Tiffany Tavarez, Vice President of Community Relations at Wells Fargo, were awarded the 2018 Forum of Executive Women Award for Emerging Leaders.

The Forum Award was first presented in 1999, and as recipients, each woman will receive a customized year-long individualized leadership development program facilitated under the guidance of Forum members. In addition, winners will be invited as guests to attend selected Forum signature events for two years.

The 2018 presentation was part of The Forum of Executive Women's annual meeting in Philadelphia where Nancy O'Mara Ezold, Chair of The Forum Award Committee, presented the awards. "The Forum of Executive Women is excited to have two such qualified emerging women leaders receiving our awards," says O'Mara Ezold. "Yasmine and Tiffany have demonstrated extraordinary advancement and innovation beyond their years in their careers, and they recognize the importance of community and giving back every step of the way. They exemplify the Forum's mission to increase the number of women in leadership roles, expand their impact and influence, and position them to drive positive change in the region."

### **About Yasmine Mustafa**

Social entrepreneur Yasmine Mustafa is fueled by a passion to leverage technology for good. Co-Founder & CEO of award-winning *ROAR for Good*, a certified B-corp., Yasmine embodies ROAR's mission to make the world a safer place using smart safety wearable technology and community investments in empathy education. Prior to ROAR, she founded and sold her first company, 123LinkIt, to a prominent content marketing firm in Silicon Valley.

Yasmine introduced non-profit *Girl Develop It* to Philadelphia, offering affordable opportunities to women interested in learning software development. She currently sits on the board of *Coded by Kids*, a non-profit committed to providing free tech education to youth in underserved communities. The challenges Yasmine faced migrating to the U.S. as a refugee and discovering she was undocumented drive her service as a champion for immigrants.

BBC selected Yasmine as one of its 100 Women of 2016 for her work in empowering women. Additional recognition includes Upstart 100's most dynamic people shaping business, *Philadelphia Magazine's* Top 20 Best Philadelphians, *Philadelphia Business Journal's* 2016

Tech Disruptors, *Technologist of the Year* from Philly Geek Awards, and *Innovator of the Year* by Rad Girls. More recently, she received the *Women of Courage* award from Lutheran Settlement House, *Visionary Leader* from the City of Philadelphia, and the *Badge of Courage Award* from WOAR (Women Organized Against Rape). Yasmine graduated summa cum laude from Temple University's Business Management program and lives in Center City.

### **About Tiffany Tavaréz**

Tiffany Tavaréz serves as Vice President of Community Relations at Wells Fargo where she focuses on achieving the company's corporate responsibility objectives and priorities through strategic philanthropy, stakeholder engagement and team member volunteerism across the Northeast. Her experience includes working for PECO, Comcast, Temple University and the Pew Center for Arts and Heritage. Tavaréz serves on Governor Tom Wolf's Pennsylvania Commission for Women, Philadelphia Global Identity Advisory Board, Temple Contemporary Advisory Council, and Board of Directors of the Philadelphia Mural Arts Program. She has been recognized by the United Way of Greater Philadelphia and Southern New Jersey, *Philadelphia Business Journal*, and Philadelphia City Council, among others. She is an alumna of Temple University and University of the Arts.

### **About the Forum**

Founded in 1977, The Forum of Executive Women is a membership organization of 450 executive women of significant influence across the Greater Philadelphia region, working to increase the number of women in leadership roles, expand their impact and influence, and position them to drive positive change in the region. For additional information, visit [www.foew.com](http://www.foew.com)

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