



### **Elinor Steele**

Elinor Steele, Special Advisor to the Rick and Susan Goings Foundation and the World Federation of Youth Clubs, is the former Vice President, Global Communications and Women's Initiatives at Tupperware Brands Corporation. Steele's career at Tupperware spanned 25+ years moving from Worldwide Human Resources to the Office of the Chairman. In 2005, Steele was named Director of Public Relations and in 2008 was promoted to Vice President, Global Communications and Public Relations. In 2013, her role expanded to also include Global Women's Initiatives.

As the champion leading Tupperware Brands' Chain of Confidence – a global movement which promotes the importance of confidence in women's lives – Steele worked relentlessly to empower women through educational and entrepreneurial initiatives. In 2011, she joined Rick Goings at the request of the Department of Defense on a special assignment in Baghdad to assist Iraqi businesswomen in creating sustainable business opportunities. With this goal in mind, they developed the Global Links Initiative, created to inspire the development of a new generation of entrepreneurs in developing countries by empowering women through education and entrepreneurship. Established as a public-private partnership with Rollins College and the U.S. Department of State, an Iraqi female business professor was sponsored as the inaugural Global Links Scholar. In 2012, Global Links, the one-year "train-the-trainer" model program was successfully launched. Since then the Global Links initiative has expanded to India and Brazil.

Steele received the Outstanding Achievement in Business award from the Women's Executive Council in Orlando, Florida; in 2012, the Boys & Girls Clubs of America bestowed her with the National Service to Youth Award for 20 years of service and in 2013 was named among the Women Who Mean Business by the Orlando Business Journal. In 2016, the i4 Business Magazine's "Women's Inspired Leadership Awards" honored her with the Spirit of Mentorship.

Her engagement in leadership roles fostered relationships with U.N Woman, the HeForShe Initiative and the World Economic Forum's Gender Parity Initiative which resulted in her being regarded as a thought leader on the global advancement of women.