

WomEconomics Impact Report 2025

Empowering Economics Graduates & Women via Career
Development, Building Connections & Overcoming Bias

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About Us

MISSION



To build the career capacity of economics graduates, especially women, globally and promote gender diversity in the field.

VISION



Empower aspiring and current economists, especially women, with resources and connections for career success.

VALUES



- Career Curiosity
- Skill Building
- Gender Diversity & Equity

**Founded in March 2023
in Toronto,
WomEconomics supports
individuals, especially
women in economics,
finance, tech and social
sciences, through career
development, skill
building, mentorship and
networking events,
programs and
partnerships**



Message From Our Founders

Dear Partner,

As co-founders, Tonia Omenyi & Adewunmi Ajike, created WomEconomics in March 2023 to empower women in economics and related fields by breaking down barriers and offering mentorship, resources, and career guidance.

Since then, WomEconomics has grown into a dynamic community where women and members access career guidance, practical technical training, connect with professionals, and grow together. In 2025, we strengthened our impact by empowering over 230 people through events including career workshops at York and University of Toronto, International Women's Day Celebration Event with University of Toronto, a Financial Literacy event with Woveo, and a Tech Career event with Telus on navigating careers in AI.

We launched our 1st Careernomics Conference, with 50 participants including students and professionals. We hosted our 1st case competition and awarded prizes to the winners.

Also, the 1st WE Mentorship Program kicked off, bringing together 21 participants from 5 Ontario universities and industry professionals contributing 30+ hours of mentorship.

We invite you to partner with us to scale our impact & co-creating programs that amplify economic leadership among economic graduates, especially women and foster long-term change.

Thank you for your support and partnership.

In solidarity,

ADEWUNMI AJIKE & TONIA OMENYI
Co-Founders, WomEconomics



Meet the Team

Executive Team

Board Members



**TONIA OMENYI,
COFOUNDER**



**ADEWUNMI AJIKE,
COFOUNDER**



**DORCAS AJARI,
PROGRAMS DIRECTOR**



**ANGE-MARIE AUDREY,
PROJECT DIRECTOR**



**OBIAGERI NDUKWE,
ECONOMIST & POLICY ADVISOR**



**JOSHUA OGHOOORE,
BUSINESS DEVELOPMENT
INTERN**



**RISHITA DE,
DATA ANALYST**



**MELEME METCH,
PROJECT MANAGER
INTERN**



**DIANA PETRAMALA,
RESEARCHER & ECONOMIST**

WomEconomics Programs

WE Conference

Annual career conference and case cracking competition

WE Grow

Career bootcamps, technical workshops and industry panels at colleges, universities & communities

WE Mentorship

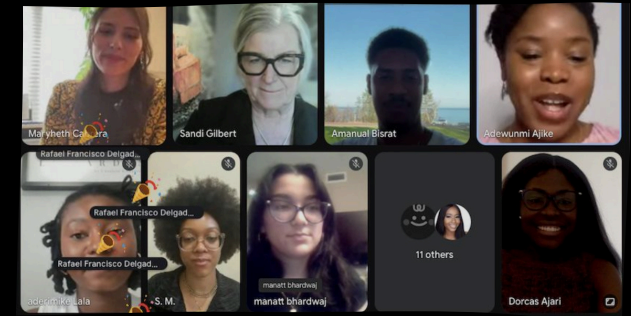
Personalized one-on-one guidance from experienced professionals to students

WE Connect

Quarterly connect series with Industry & HR experts

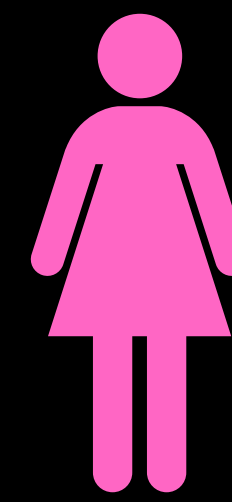
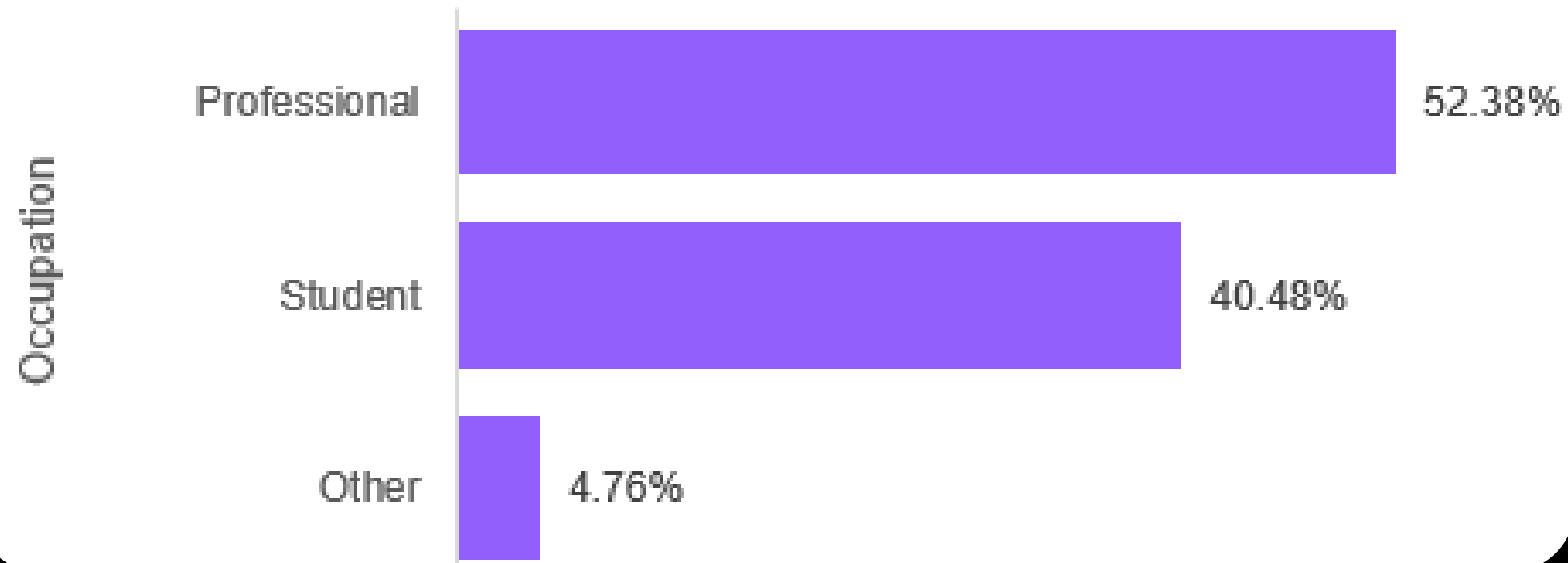
WE Podcast

Podcast series on different career paths & success strategies

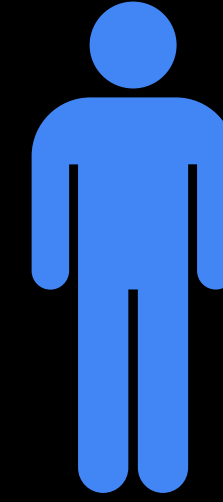


Demographic Member Data

Attendee Occupation Distribution (%)

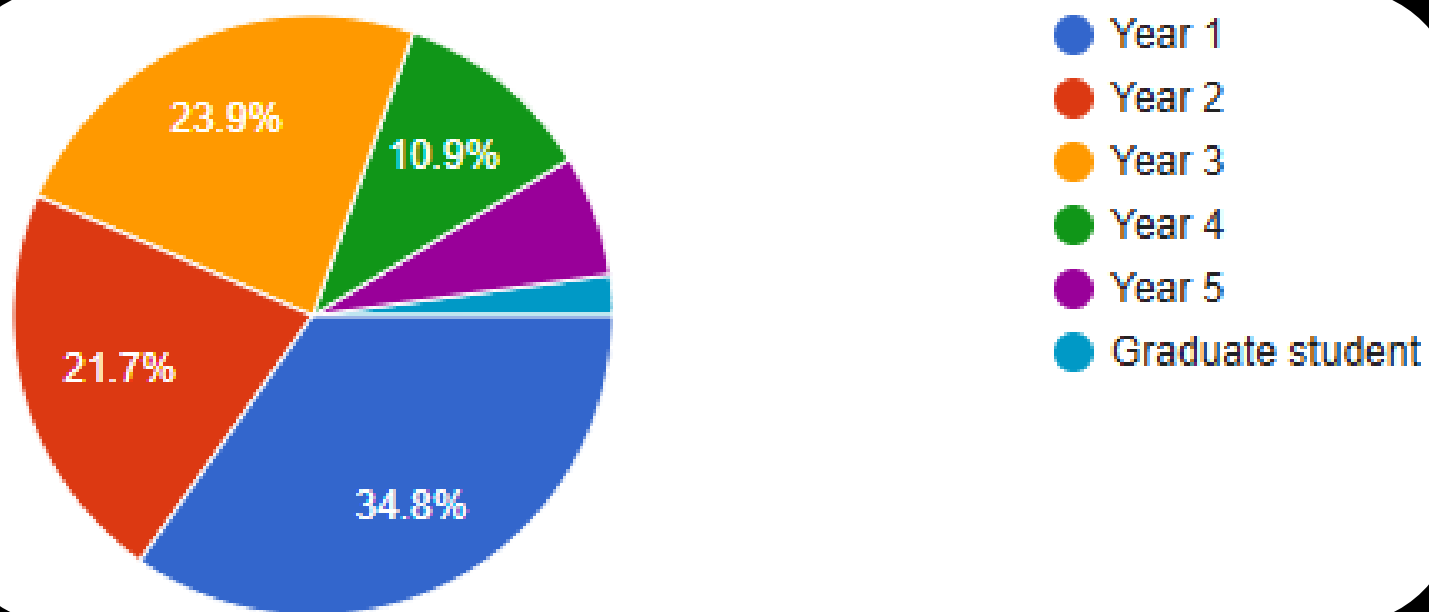
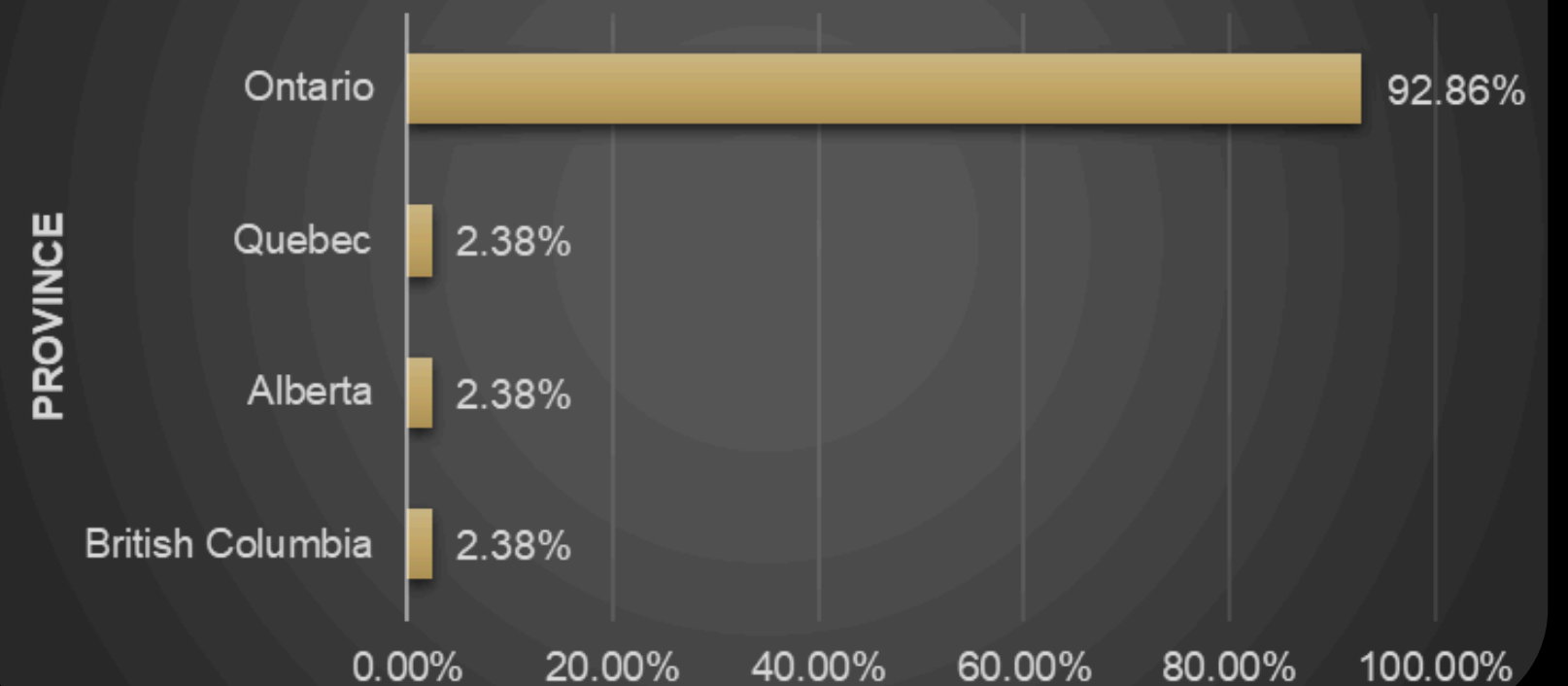


60%

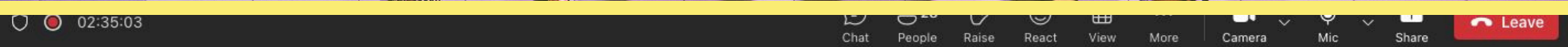


40%

Percentage distribution of attendees by 'Province'



Source: Careernomics Data 2025



Impact Summary

230

Participants empowered via WE Programs

5

Successful events hosted with partners

11

Student mentees empowered & 2 internship offers landed

50

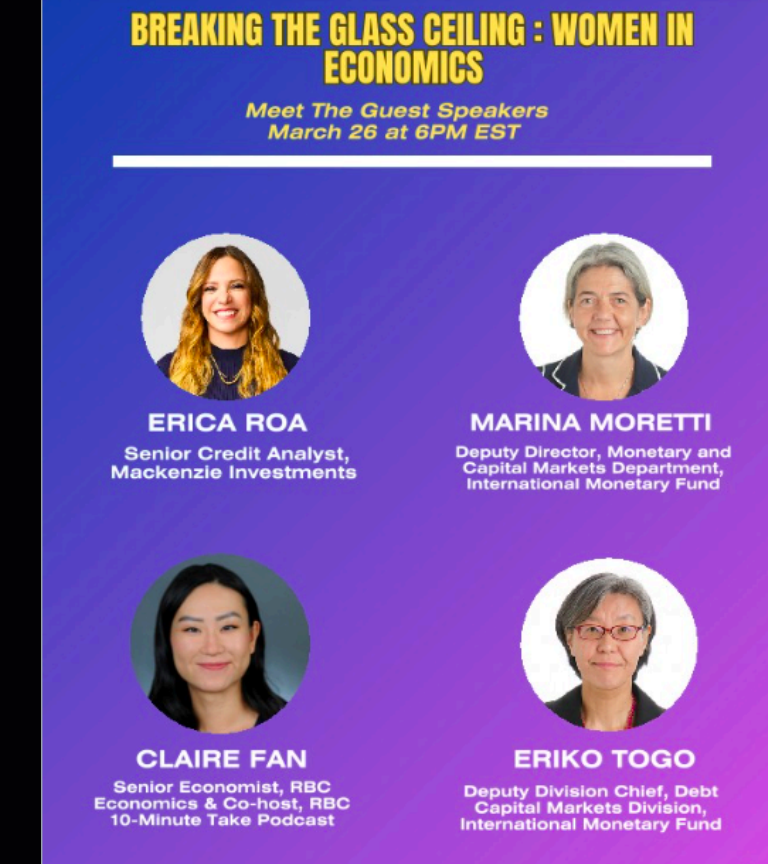
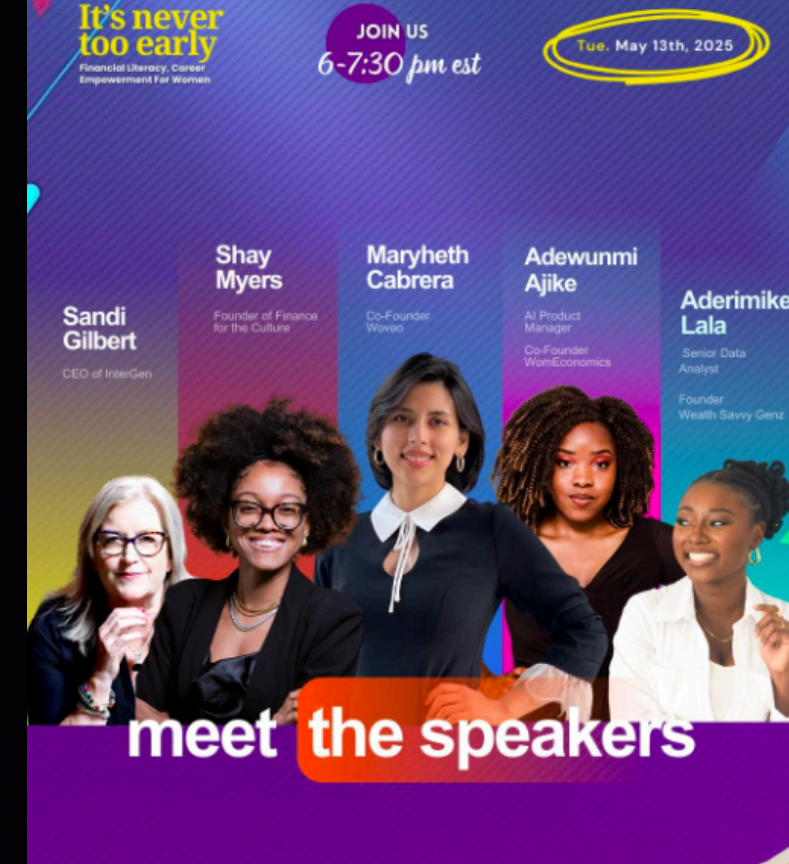
Participants empowered through our 1st Careernomics Conference

WE Connect

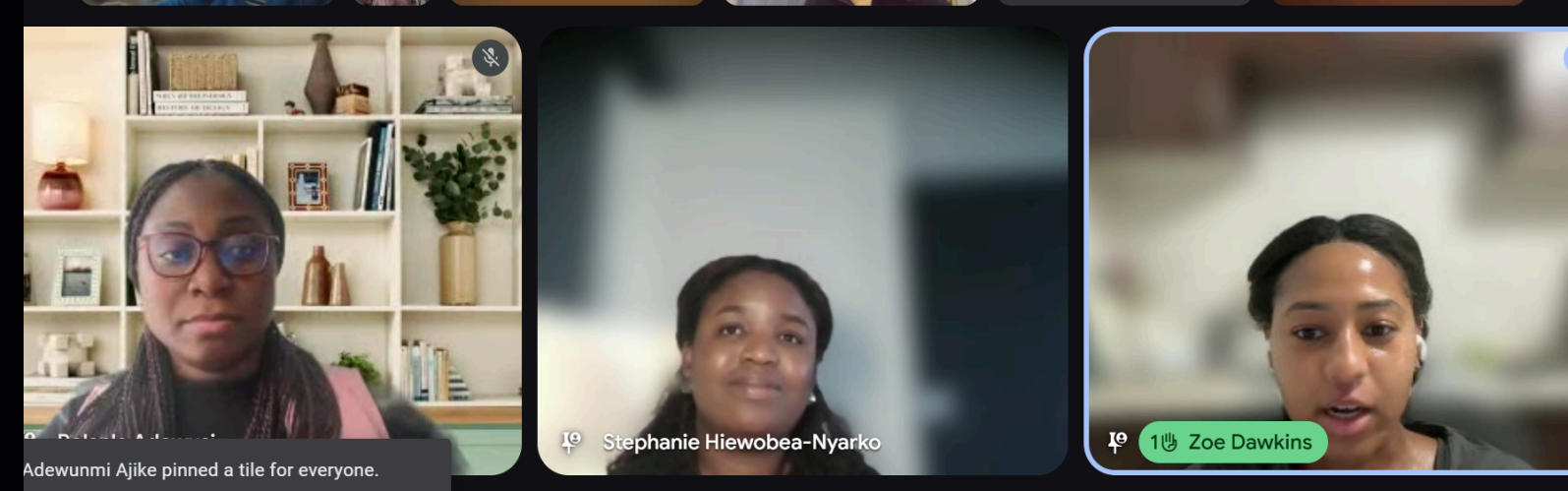


WomEconomics hosted 3 events that brought together students, professionals, and industry leaders to share insights on careers, leadership, and the evolving field of economics. We hosted professionals from IMF, Telus, RBC Economics, Mackenzie Investments, amongst others.

- Breaking the Glass Ceiling: Women in Economics in partnership with University of Toronto Undergraduates Economics Council (UEC)
- It's never too early - Financial literacy and career empowerment for women event in partnership with Woveo
- Navigating Tech - Blue Print for Career Excellence in partnership with Telus



Average rating	Feedback
★ 4.86	I loved hearing about pivoting, adding value in terms of building relationships, and building your brand over time” ~ Imogene from WE x Telus event



WE Conference



Careernomics: Redefining Careers, Reimagining Economies

- Hosted our 1st Careernomics Conference with 4 Industry leadership speakers from the Bank of Canada, CIBC, BMO and FutureIQ discussing the changing economic landscape and AI disruptions.
- Hosted a Career HR panel with HR experts from Alterna Savings, Ubisoft, Nova Mutual and Scotiabank highlighting how to stand out in job applications while leveraging AI.
- 5 teams participated in the case competition, with McMaster University students awarded 1st place and others winning prizes!
- Overall, Careernomics strengthened career readiness, confidence, and professional growth of 50 participants.

Feedback

I learnt how to upskill myself to provide value as an employee and as AI disrupts the job market ~ Devaan



WE Grow



WomEconomics proudly received a six-figure grant from the Ontario Trillium Foundation, Youth Opportunities Fund (YOF) to support the WE Grow Career Bootcamp. This initiative aims to empower over 400 students across 10 universities in Ontario by providing essential career skills, networking opportunities, and resources to help them advance and thrive in diverse professional fields.





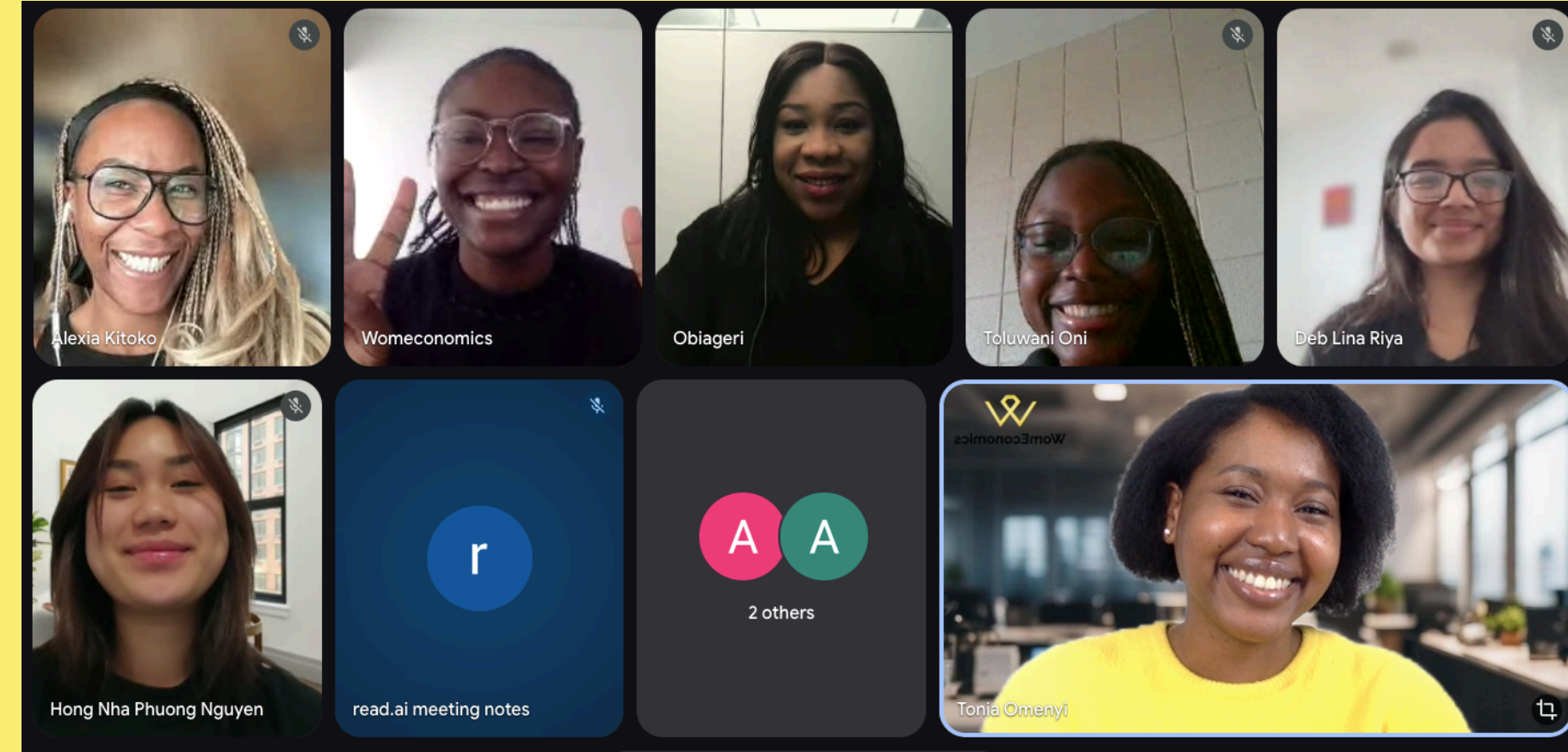
WE Mentorship

Program Timeline: Sep 2025 - Nov 2025

Our 1st WE Mentorship Program empowered economics and business students with personalized guidance, industry insights, and a supportive network, helping participants build confidence and navigate career pathways in economics, finance, tech and related sectors.

Our Results:

- 21 participants including students and industry professionals
- 2 internship offers landed
- 30 + hours of mentorship provided
- Over 5 universities represented across Ontario
- 3-months structured mentorship program



WE Mentorship Impact

- Access to skills development resources
- The orientation was well-structured and straight to the point
- Developed relationships that will go beyond the program
- Feeling supported and empowered in my career journey
- LinkedIn & Resume Revamping
- Excited and determined to achieve my career goals
- 2 Internship offers through interview coaching & resume guidance!





Let's Connect

In 2026, join us as we empower the next generation of economics students and professionals, especially women, through:

- Program Sponsorships
- Student Campus Ambassadors
- Mentors
- Industry speakers

Let's accelerate careers together!

If you are interested in getting involved, please reach out to us regarding these opportunities.

Email

info@womeconomics.org

Website

www.womeconomics.org

Socials

Follow us @womeconomics