



Uplift Industry meetup

“LIFT WHILE WE CLIMB”

The latest Uplift Industry Meetup comes to Sea Otter Classic in California! Powerhouse women leaders in the cycling industry are coming together for a live panel discussion and networking event.

This event was born from the desire and need for more women in the cycling industry to have an opportunity to connect, learn and elevate their impact.

For women working in the industry or wanting to work in the industry, this is for you. Mingle and meet for happy hour and stay for a panel discussion led by Uplift founder, Rachael Burnside. Industry trailblazers Rebecca Rusch, Anne Marije Rook, Kate Veronneau, and Lisa Bourne will share personal experiences on topics including navigating a predominantly male industry, advice and tips for building your impact, and making connections to carve new trails in the industry. Our intent is to lift while we climb and shape the industry's future with more women in it.

WHEN & WHERE

- **Friday, April 19th 4-6pm (Come When You Can!)**
- **Sierra Nevada Beer Garden**
- **FREE RSVP Link:** <http://feistymedia.ac-page.com/sea-otter-women-in-the-industry-meetup>

SO, WHO ARE THE PANELISTS?



PANELISTS



**REBECCA
RUSCH**

Rebecca is a world champion athlete, Hall of Famer, Emmy winner, and entrepreneur. She's a pioneer in women's sports, a legendary endurance athlete, and recognized by Outside as one of the top 40 women who've made significant impacts in sport. Joining bike racing at 38, she became one of the world's most decorated endurance cyclists, shaping the sport through leadership and innovation. Named one of the 50 most influential people in American cycling, her events, films, book, racing resume, and foundation have transformed outdoor sports and inspired countless cyclists.



**KATE
VERONNEAU**

As a former college basketball player & professional cyclist, Kate brings experience and a unique viewpoint to her role. At Zwift, she spearheads initiatives to promote women's cycling & gender equality in sports. Notable projects include the 5-year title sponsorships of Tour de France Femmes avec Zwift & Paris-Roubaix Femmes avec Zwift, which have greatly boosted visibility & support for women's cycling globally. Kate has also been instrumental in the success of Zwift Academy, a virtual talent identification competition offering cyclists the chance to win pro contracts.



**ANNE-MARIJE
ROOK**

Anne-Marije Rook, a seasoned journalist with almost two decades of experience, spent 11 years focused mainly on cycling. Originating from the Netherlands, she discovered bike racing in her early twenties while working as a newspaper reporter in Seattle. Progressing swiftly in the sport, fueled by her experience as a bike commuter, Rook's journalism career paralleled her cycling success. Writing for numerous global publications, she now holds the role of North American Editor at Cycling Weekly.



**LISA
BOURNE**

Lisa, a senior business leader and Harvard MBA, brings diverse experience from Retail, E-commerce, Consulting, and Non-Profit sectors. Hired by Zwift in 2020, she led the development of Zwift's first Diversity, Equity, Inclusion, and Belonging (DEIB) strategy. As a Black woman, Lisa's passion for cycling stems from social impact, notably fundraising for HIV/AIDS awareness. She's completed multiple AIDS LifeCycle events and champions diversity in cycling through various ambassador roles.



EVENT EMCEE - RACHAEL BURNSIDE

With over a decade of experience in leading multi-channel campaigns across various sectors, Rachael specializes in brand building and digital marketing, particularly in e-commerce. At SHIFT, she manages client accounts such as Rapha, fizik, Cotswold Outdoor, Runners Need, and Snow & Rock while also driving the marketing efforts for the business and promoting the Rider Research Hub. Rachael is also the founder of Uplift – The Women in Cycling Industry Mentorship Programme. An avid road cyclist and bike commuter for 9 years, she is dedicated to advancing women's participation in cycling, supporting initiatives like the Women's World Tour.