

FORCE

November

TO BE RECKONED WITH
2025

Gabby Petito Foundation

Recognized for its powerful advocacy in preventing domestic violence and supporting missing persons. Honoring Gabby's legacy through awareness, action, and hope for safer communities everywhere.

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2026 FORCE Awards

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ROSIE THAMES

U.S. Air Force Veteran,
Award-Winning Author
Success Strategist & Founder
of Coach Rosie Empire

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Driving Single Parents

Helping Single Parents
Regain Their Independence
One Car Key At A Time

Article Included, Page 67

WOMEN IN ECOMMERCE™: *Empowering Women to Thrive in the Digital Age*

By Heidi Richards Mooney

For more than 24 years, Women in Ecommerce™ (WECAI.org) has been empowering women entrepreneurs to succeed in the fast-changing digital marketplace. What began as a bold idea has grown into a diverse global network spanning 56 countries, uniting women who share a common vision: to leverage the power of the internet and social media to grow their businesses, expand their influence, and build lasting legacies.

At its core, Women in Ecommerce is a mission-driven nonprofit organization (501c6) dedicated to education, connection, and visibility. Through innovative programs, world-class events, and a vibrant community of members and ambassadors, Women in Ecommerce has become a trusted resource hub for women determined to thrive in the online economy.



From Inspiration to Global Movement

The story began in 2001, when Heidi Richards Mooney, founder of Women in Ecommerce, attended a local technology conference. Seeing how little support existed for women looking to do business online, she envisioned a space where women could learn, collaborate, and lead in the emerging world of ecommerce.

That same year, Heidi was invited to speak at the Connected International Meeting Professionals Association (CIMPA) Conference in Egypt on the topic *Networking in the Digital Age* – long before Facebook and other social platforms became mainstream. There she met visionary women from around the world, including keynote speaker Linda Pereira, CEO of CPL Events in Lisbon, Portugal, who helped form the original international board of advisors.

"Back then, building an international business required deep pockets and powerful connections," Heidi recalls. "The internet leveled the playing field – and we wanted women to have access to those opportunities."

A Vision That Endures

From the start, Women in Ecommerce was more than a networking group. It became the original business and social networking community dedicated to education and business development for women entrepreneurs.

The organization's original vision statement remains just as relevant today:

"The voice of business, professional, and executive women, providing opportunities for collaboration, personal and professional development, prosperity, leadership, and international recognition. Women in Ecommerce™ is the place where smart women hang out!"

Signature Initiatives

Over the years, Women in Ecommerce has developed programs and events that make a measurable difference for women globally:

The WOW Conference & Golden Mouse Awards

The WOW (Women of the Web) Conference is a high-energy, live event bringing women together to learn, connect, and celebrate success. It also hosts the Golden Mouse Awards, which honor women making a profound impact in their industries and communities.

Virtual Summits

To reach women worldwide, WECAI hosts interactive online events, including:

- **The Women's Internet Marketing Summit** – focused on digital strategies for growth.

- **The Women's Writing Summit** – helping women turn their ideas into published works.
- **The Women's Media Summit** – empowering women to gain visibility through PR and media.

The GET Series

The GET Series is a compilation of books by women entrepreneurs sharing their knowledge and expertise. These collaborative publications amplify women's voices and provide actionable strategies for success.

Global Ambassadors Program

With ambassadors in 17 countries, WECAI ensures that its programs and resources are globally relevant, while fostering mentorship and local leadership opportunities.

Education at the Core

Education has always been the heartbeat of Women in Ecommerce. Members have access to a wide range of learning resources, including:

- Live and on-demand webinars and training programs.
- WE Magazine for Women, a publication spotlighting ordinary women doing extraordinary things.
- WEcommerce News, a bi-monthly newsletter featuring member updates, success stories, and resources.
- A library of digital courses, podcasts, and tools designed to help women grow their businesses online.

As longtime member Kris Reed of Rare Finds shares:

"Women in Ecommerce is THE place to learn and grow with all my fellow web-mates. It's a great place to network and gain insights into the latest trends."

Recognizing Women Making a Difference

Celebrating success is a cornerstone of WECAI's mission. Its annual recognition programs include:

- Who's Who in Ecommerce, spotlighting 100+ women making an impact online.
- Golden Mouse Awards, celebrating women for their innovation, leadership, and dedication to their industries and communities.

These honors don't just celebrate individual achievements – they inspire others to dream big and take bold action.

Why Women in Ecommerce Matters Now

In today's rapidly evolving digital economy, women face both unprecedented opportunities and unique challenges. Women in Ecommerce helps bridge that gap by providing:

- Access to education and resources that help members compete globally.
- Community and mentorship through a worldwide network of supportive peers.
- Visibility and recognition, giving women a platform to share their expertise and stories.

From start-up entrepreneurs to seasoned business leaders, WECAI members gain the skills and confidence to scale their businesses and make a global impact.

Join the Movement

Women in Ecommerce is more than an organization – it's a global sisterhood dedicated to helping women harness the power of digital tools to achieve their dreams.

"We would be honored if you would join us," says Heidi Richards Mooney.

"Together, we can create a future where women entrepreneurs have the visibility, voice, and opportunities they deserve."

Whether you're launching a new business or scaling an established one, WECAI offers a welcoming community, practical education, and opportunities to lead and grow.



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