

# creating the new future in energy

SINCE 2014



**Katie Mehnert, CEO & Founder**

Pink Petro & Experience Energy

The modern architect of culture change in energy, Katie Mehnert is a disruptor, gap buster and community creator. She's an author, international speaker, social media influencer, and frequently sought-after source and culture expert. She is also the Founder and CEO of Pink Petro<sup>™</sup>, the global community and career resource aimed at disrupting the gender gap in energy. Pink Petro has grown exponentially since its launch in 2014, with members in 120 countries and at over 2000 companies. Forbes recently named Pink Petro one of seven Communities Where You Can Connect with Company Insiders. And in 2017, Katie launched Experience Energy<sup>SM</sup> the only global careers platform for women in energy.

Katie spent 20 years in energy and is an expert in driving cultural transformations through education and change management. Katie has held global leadership roles with industry giants BP and Shell in health and safety during periods of financial crisis, spills, divestment and globalization. Prior to Big Oil, Katie consulted with Duke Energy, Waste Management, Entergy and Enron. Her chaotic, imperfect corporate path drove her to build Pink Petro and help companies prepare for the looming talent shortage, end the gender gap and mitigate energy's reputational crisis.

Katie has bootstrapped Pink Petro to 300% growth in less than three years. She has created multiple products and services to help companies shift their approach to talent and culture — the new T&Cs of energy — including her award-winning website with an audience of readers and contributors that is 60% female and 40% male. HERWorld Energy Forum, drew 74,000 attendees in 2018 — both in-person and online. Pink Petro TV gives members of her community access to exclusive content and professional development opportunities year-round. And, Experience Energy is the careers destination site for women and minorities globally.

Katie is a four-time World Major marathoner having completed London, Chicago, New York and Berlin. Her husband is an Associate General Counsel with Baker Hughes General Electric and they live with their 8-year-old daughter, a “Ninja-Neer” in the making, in the Energy Corridor.