

FOR IMMEDIATE RELEASE

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wendywallbridge.com/john-gerzema-event

**John Gerzema and The Athena Doctrine Come to Silicon Valley April 25th
The New Leadership Model based on Feminine Thinking and Values**



MENLO PARK, CA, April 2, 2013 – On Thursday, April 25th from 5 – 8:30 pm, John Gerzema, author of the forthcoming book *The Athena Doctrine: How Women (and the Men Who Think Like Them) Will Rule the Future*, will speak on the rise of a new model of leadership worldwide based on feminine thinking and values. The event, one of Gerzema’s first West Coast appearances for his book, includes a wine reception, presentation and interview of John Gerzema by Wendy Wallbridge, as well as coffee and book signing.

The evening is the first in a series of Women’s Evolutionary Leadership events to grow and deepen the emerging community of women leaders in Silicon Valley. Host, interviewer, and

author Wendy Wallbridge is the producer of [TEDxSandHillRdWomen](#) and a strategic advisor and executive coach.

Admission is \$60, and includes a hardback copy of *The Athena Doctrine*. This event will be held at the Quadrus Conference Center, 2400 Sand Hill Rd. in Menlo Park. To register go to wendywallbridge.com/john-gerzema-event

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About John Gerzema

John Gerzema is a pioneer in the use of data to identify social change and help companies anticipate and adapt to new interests and demands. A best-selling author, columnist, speaker and social theorist, his books have appeared on “best of” lists at Fast Company, Inc., and The Week Magazine. His research, writing and interviews have appeared in *The Harvard Business Review*, *The Economist*, *The Wall Street Journal*, *The New York Times*, CNBC, NPR, Forbes and many others. John’s TED talk ‘The Post-Crisis Consumer’ has been viewed by over a quarter of a million people.

Listing Information:

What: The Athena Doctrine and Women’s Evolutionary Leadership

When: Thursday, April 25, 2013, 5 pm – 8:30 pm

Where: Quadrus Conference Center, 2400 Sand Hill Rd., Menlo Park, CA

Cost: \$60, includes a hardback copy of *The Athena Doctrine*

Website: wendywallbridge.com/john-gerzema-event