



Barb Smoot

President & CEO

Women for Economic and Leadership Development

Barb Smoot is the President & CEO of Women for Economic and Leadership Development (WELD), a national organization that develops and advances women's leadership to strengthen the economic prosperity of the communities it serves. As WELD's first president, Barb is the driving force behind WELD's rapid growth. She serves as primary community liaison, overseeing fundraising, collaborative partnerships and development and implementation of WELD's new strategic initiatives, including WELD's national expansion.

Barb is a Commissioner on the Columbus Women's Commission serving a two-year term. Barb was selected as one of Smart Business' 2016 Smart 50 award winners and was recognized as the 2014 NAWBO Columbus Women's Business Champion. Under Barb's leadership, WELD has been recognized as Community Network of the Year by The Women's Book and she has received the Medal of Achievement Honoring Women in Public Service and Government from Federal Women's Program.

Barb has 20+ years of financial services experience and is a past Fellow in the Society of Actuaries. As Vice President of Business Development for Nationwide Financial's In-Retirement division, Barb was responsible for developing and implementing IRA rollover strategies to retain customer assets from Nationwide's almost \$100 billion Retirement Plans business segment and to attract new customers to Nationwide's products and services. Previous roles also include serving as business development head for Income Products and product manager for the company's individual life insurance line of business, a profit center that generated over \$90 million in pre-tax operating earnings.

Barb is very active in the Columbus community in a variety of ways. She is on the advisory board for the Women's Center for Economic Opportunity. Barb has served on the Board Development Committee for the Girl Scouts of Ohio's Heartland and on the boards of the Nationwide Federal Credit Union, the Martin Luther King Arts Complex, St. Joseph Montessori School, and WELD.

She is a graduate of Leadership Columbus and a graduate of the Boardroom Bound Pipeline Seminar, a program that pre-qualifies a new generation of director candidates and creates the pipeline network to deliver them to the corporate boardroom.

Barb graduated from Amherst College with a Bachelor of Arts in Physics.

