

## Women Under 40

The Silicon Valley/San Jose Business Journal is celebrating 40 people — 12 of whom are women — under the age of 40 who are making a difference here in Silicon Valley.

Now, to be under 40, one must have been born after May 21, 1964. That leaves a sliver of folks who are technically Baby Boomers, that giant demographic bulge that has redefined everything in its path. But the vast majority of the folks we honor are among what is collectively known as Generation X.

This group, defined as being born between 1965 and 1980, now numbers about 50 million. The research data suggests these folks are marked by a propensity for technology, for entrepreneurial spirit, for high workplace mobility and for placing a premium on personal style. They are viewed as skeptical of advertising, corporate loyalty and, yes, authority in general. They are today among the key drivers of e-commerce and marketing. Some estimates put their consumer spending at over \$125 billion annually.

When we announced the program, the nominees rolled in from every corner of the community, including our news staff. This demographic is indeed a powerful segment of the population and there was no shortage of worthy candidates. We're delighted to help you connect with the best and brightest.

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**Campos, Nora**

**Clifford, Niko**

**Crawford, Judy**

**Diwanji, Pavni**

**Ellis-Lamkins, Phaedra**

**Lawson, Rochele M.**

**Morgan, Jeanette**

**Niklaus, Jennifer**

**Perry, Christine**

**Seelye, Christina**

**Skeet, Ann Gregg**

**Vliet, Joanne**

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# Clifford, Niko

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She is the founding executive director of Girls For A Change, a non-profit organization that supports middle and high school girls to influence positive change in their neighborhoods. In this position, she has raised more than \$600,000, secured more than 20 corporate partners, 50 political partners and organized 300 volunteers. Under her leadership in the last two years, Girls For A Change has served about 2,000 young women in Silicon Valley.



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