

In considering each candidate, judges will use the following weighting

NON-VOTING Category

30%

30% Professional and Entrepreneurial Achievements

- Significant business accomplishments
- Past distinctions and awards
- Professional designations or memberships, licenses
- Educational qualifications



25% Professional and Entrepreneurial Achievements

- Significant business accomplishments
- Past distinctions and awards
- Professional designations or memberships, licenses
- Educational qualifications

VOTING Category

25%

NON-VOTING Category

30%

30% Innovation, Vision, Leadership

- Professional innovation
- Industry and team leadership
- Industry disruption



25% Innovation, Vision, Leadership

- Professional innovation
- Industry and team leadership
- Industry disruption

VOTING Category

25%

NON-VOTING Category

20%

20% Power and Influence

- Board appointments
- Professional growth
- Roles in key decision-making



15% Power and Influence

- Board appointments
- Professional growth
- Roles in key decision-making

VOTING Category

15%

NON-VOTING Category

20%

20% Business/ Community Involvement

- Board member of an industry association
- Member of an industry association
- Participation in professional mentorship programs
- Participation on a non-profit board/ activity



15% Business/ Community Involvement

- Board member of an industry association
- Member of an industry association
- Participation in professional mentorship programs
- Participation on a non-profit board

VOTING Category

15%

VOTING Category

20%

20% Voting

- People's choice via texting from all mobile networks



CRITERIA GLOSSARY

FORTY UNDER 40



40
UNDER
AWARDS