



## Women in Consumer Data Forum: The Evolution of Consumer Data: A Woman's Perspective

May 26th, 2025 | and [Rebecca E. Kuehn](#)

Women in Consumer Data Forum: The Evolution of Consumer Data: A Woman's Perspective.  
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May 7, 2025

3:20 PM-4:00 PMET

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Salon A

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Join us for an insightful exploration of the evolution of the consumer data industry, focusing on the pivotal role women have played in shaping its trajectory. This session will examine the historical context, legislative milestones, and business perspectives that have driven industry change, while also highlighting the unique challenges and opportunities women have encountered along the way.

This session explores the significant role women have played in shaping and being affected by key developments in the consumer finance landscape, including the Fair Credit Reporting Act (FCRA), credit scoring, and the Equal Credit Opportunity Act (ECOA). It also addresses pressing contemporary issues such as combating human trafficking and navigating the complexities of coerced debt. Finally, the discussion will look ahead to the transformative potential of emerging technologies like AI and large learning models, highlighting women's roles and influence in shaping the future of the industry.

This session will feature a dynamic panel discussion with leading experts, including Mercedes Vela, Executive, Credit & Borrower Solutions, CoreLogic, Becki Kuehn, Partner, Hudson Cook, and Melissa Baal Guidorizzi, Partner, Davis Wright Tremaine, offering diverse perspectives on these critical issues. Together, share experiences, and build connections that foster both personal and professional growth. This exclusive event, held within the larger context of CDIA Connect, brings together women leaders, industry experts, and professionals at all stages of their careers. Attendees will engage in insightful discussions, interactive sessions, and valuable networking, creating a supportive environment to address the challenges and opportunities faced by women in consumer data industry today.

