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*Awards*

# Nicole LeVine

## *Powers a More Resilient Philadelphia*

*Behind her leadership  
is a deeply personal mission*

**WHEN NICOLE LEVINE STARTED** as an intern at PECO, she wasn't mapping out a path to the C-suite. But that's exactly where we see her today.

"I always wanted to be the best at everything that I could do," she says. "There certainly had never been a role model, someone who looked like me, in that position for me to say, 'That's going to be me someday.'"

As the first woman to serve as Chief Operating Officer at PECO, LeVine leads one of the region's most critical systems, overseeing the infrastructure that powers daily life across the Philadelphia area. But

ask her what truly sets the company apart, and she won't start with wires or pipes.

"We have the same poles as everybody else, we have the same wires as everybody else," she says. "What really differentiates us is our people."

It's a philosophy that shapes everything from how LeVine leads internally to how PECO shows up across the region. For her, prioritizing people means investing in employees and the communities they serve by creating pathways into long-term careers. Increasingly, that means connecting those opportunities to the very neighborhoods the work impacts the most.





🔌 **Powering the Future:** Through her work inside and outside PECO, Nicole LeVine breaking the glass ceiling for women looking to pursue careers in male-dominated fields.

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## **“When I started at PECO, there was one female line mechanic across the entire company. Today, that’s a much different story.”**

“You really only need a GED to be able to be extremely successful here,” LeVine notes. “If we can’t get opportunities to the people who truly need them, that’s a missed opportunity.”

That perspective was shaped not just by the work, but by moments early in her career when she experienced firsthand what it meant to be overlooked.

While in Louisiana supporting recovery efforts after Hurricane Katrina, LeVine found herself leading a team of about 100 men when a stranger approached her with a question. “He said, ‘Can you tell me who’s running this operation?’” she recalls. “And I said, ‘Nicole LeVine, very nice to meet you. What can I do for you?’ He looked me up and down and said, ‘Does your daddy own this company?’”

The moment was the first time she realized how people saw her as a woman in a leadership role.

Instead of letting it define her, she used it as motivation to prove she could do the job and open the door for other women to do it, too. “When I started at PECO, there was one female line mechanic across the entire company,” she says. “Today, that’s a much different story.”

LeVine leads a quarterly luncheon where women across the company can share experiences and build the kind of network she didn’t always have early in her career. “I was the only one so many times,” she says. “The only female engineer in the room, the only female maintenance manager. I don’t want the women behind me to go through that.”

That principle extends to her work with the Girl Scouts of Eastern Pennsylvania. Here, LeVine is focused on ensuring women aren’t “the only one” long before they enter the workforce by expanding access to opportunities, support and a sense of possibility. Through the Scouts’ “Calling All Girl Bosses” program,

she helps create a pathway for girls in Philadelphia to address issues in their own communities.

While working on the program, she saw that disparities among troops were clear. Girls in suburban troops often focused on projects such as environmental initiatives or basic life skills, while many in the city were tackling more urgent concerns. “I don’t feel safe taking public transportation. What can I do to be safer?” LeVine recalls hearing. “I don’t have a safe or clean place to play.”

To counter this, LeVine strives to make sure all participants have the same access to leadership to complete the program. With support like hers, the program has seen both a boost in participation and in completion rates.

For LeVine, those conversations reinforced just how much is at stake in creating safe, supportive environments for young women.

That understanding took on a deeply personal meaning in the past year. In May of last year, LeVine’s daughter, Alyssa, was killed in a domestic violence incident at age 25.

“She was just this warm spirit that was brilliant,” LeVine says. “She was going to be the CEO of some company someday and smash through every glass ceiling.”

In the wake of that loss, LeVine and her family established the Alyssa Rose STEM Foundation, which supports young women pursuing careers in science and technology. “We wanted to make sure that other girls had the opportunity to finish what Alyssa started,” she says.

The foundation also partners with organizations that support survivors of domestic violence and expand education around prevention, awareness and response.

Still, LeVine moves forward, sharing that sometimes when it all feels heavy, she likes to go for a run. “When I’m feeling super stressed, I get on the treadmill or get outside and just start going,” she says. “And then I’m not stressed anymore.”

Over the last decade, she’s taken on a personal challenge to complete a marathon in every state. So far, she’s completed 26. It’s a goal that mirrors the way LeVine approaches her work and her life: steady, forward-moving and driven by a belief that progress is built step by step.





# Redefining Women's Wellness

*Lindsey Hancock is using her own journey to help women better understand their options.*

**ACROSS HER ROLES** at Innovative Benefit Planning and her growing wellness brand, Raw Awakening, Lindsey Hancock's mission remains the same: helping women navigate their health with more clarity and control. "At the center of both organizations is this people-first mentality," she says. "Whether that's members, employees or clients, it's about putting people first."

What began as a passion project, Raw Awakening has since grown into a national wellness brand, offering more than 50 products and several services, including herbal remedies, natural family planning, placenta encapsulation and crystal healing. "I couldn't keep up with making products," she says. "People started reaching out about putting our products in their stores, and there were doors opening that I didn't even realize existed."

Those doors—and her willingness to walk through them—were shaped by her experiences with the healthcare system. After treatment for cervical cancer as a young adult, and facing limitations during pregnancy and post-partum care, Hancock set out to create the products and services she wished had been available to her. "There are so many things we're not told," she says. "From hormone shifts to healing, there are gaps in multiple areas of a woman's life cycle."

That perspective is what sets her work with Raw Awakening apart. Its growth has been driven by a clear understanding of where women's healthcare falls short—offering access to information, tools and support that Hancock once had to seek out on her own. "I think when you have one of those life-altering moments, you tend to look at things differently," she says. "It's 'How can I give back? How can I share my knowledge? How can I be of service to others?'"

Her impact extends well beyond her business. Hancock serves as a peer mentor with the Cancer Hope Network of New Jersey and sits on the board of Girls Spark, a nonprofit created by teen girls for teen girls, with a mission to provide middle and high school girls with a safe, supportive, empowering environment where they can learn, collaborate and overcome adversity when facing today's social issues.

At home, that same mission takes on a deeply personal form. As a mother, Hancock is raising her daughters to advocate for themselves—drawing from her own experiences navigating healthcare—while giving them the tools to understand and work through their emotions.

When it comes to advice for the next generation of women building something of their own, Hancock keeps it simple:

"Ask yourself, 'Who cares?'" she says. "If you know who you are inside, and you're leading with compassion and empathy, who cares what anyone else thinks?"

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