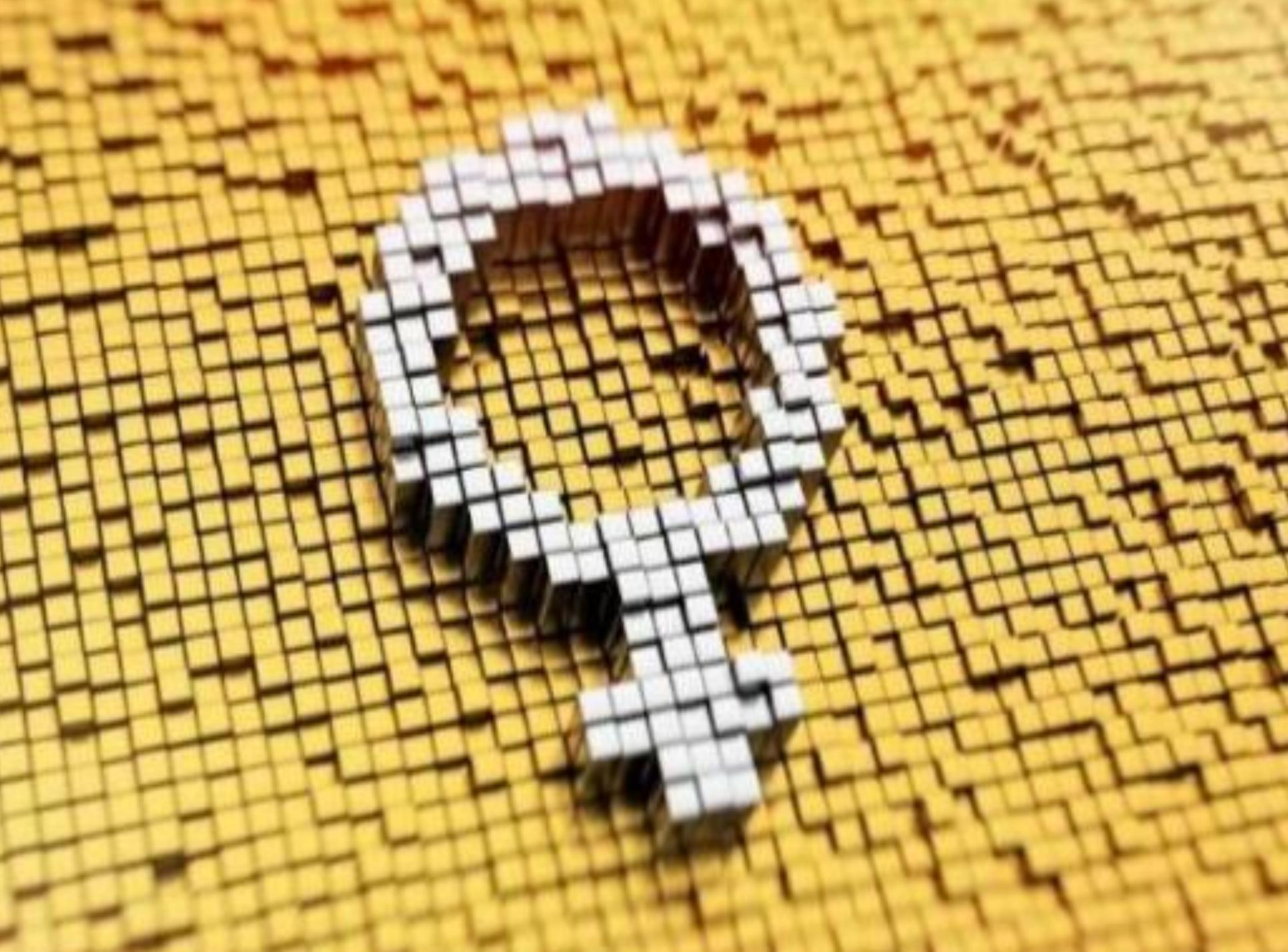
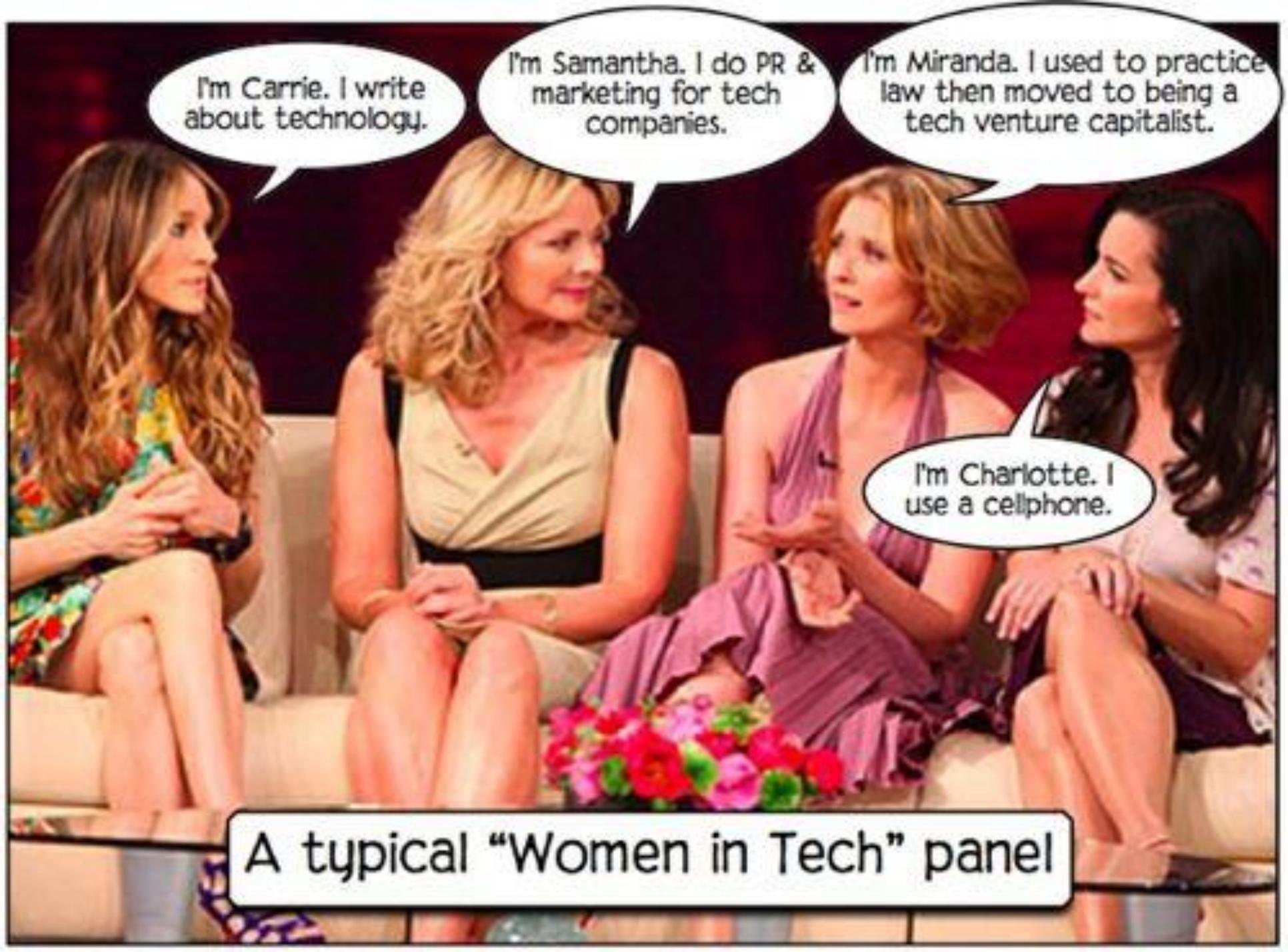


THE ROLE OF WOMEN IN THE DIGITAL LABOR MARKET



**Linda Pereira - President of the Global
Council for Women in Leadership
(GCWL)**





I'm Carrie. I write about technology.

I'm Samantha. I do PR & marketing for tech companies.

I'm Miranda. I used to practice law then moved to being a tech venture capitalist.

I'm Charlotte. I use a cellphone.

A typical "Women in Tech" panel

WECAI

Technology is the key.

**When one woman helps another,
amazing things can happen. Professional
careers leap forward.**

Approximately **one-in-five women** in engineering left because they did not like the **workplace climate**, their boss, or the culture.



Lack of confidence was *not* a factor – Fouad's study found **no difference in confidence levels** between those who **left or stayed in the field**.

Bias, not pipeline issues or personal choices, **pushes women out** of science – and that bias plays out differently depending on a woman's race or ethnicity.

**So why are
women leaving
the tech industry
in droves?**



**CAN YOU
BREAK
THROUGH?**

The

Athena

Factor



**sense of
empowerment
=
experience**



**attrition spikes
for women in
tech at about
age 35.**

***“The Athena Factor”
found, 41% women in tech
leave the industry,
compared with 17% men.***

RETHINK

or

REPLAY



“the woman in tech is usually the data processor or the call box operator. “

We need more images of those women in order to change the perception.

a world of powerful examples

Divas of TECH

Powerful Women in Tech



After Sandberg...

- YouTube CEO Susan Wojcicki.
- HP CEO Meg Whitman (No. 9),
- IBM CEO Virginia “Ginni” Rometty
- Apple Senior VP Angela Ahrendts
- Oracle co-CEO Safra Catz
- Alphabet CFO Ruth Porat
- Ursula Burns the CEO of Xerox since 2009.
- Yahoo CEO Marissa Mayer
- China’s Lucy Peng cofounder of Alibaba and CEO of affiliate Ant Financial Services Group.
- Hong Kong billionaire-chair of Lens Technology Zhou Qunfei
- Solina Chau cofounder of Hong Kong-based Horizons Ventures
- Jenny Lee managing partner of Singapore’s GGV Capital.

Nnenna Nwakanma - Nigeria



Rebecca Enonchong - Cameroon



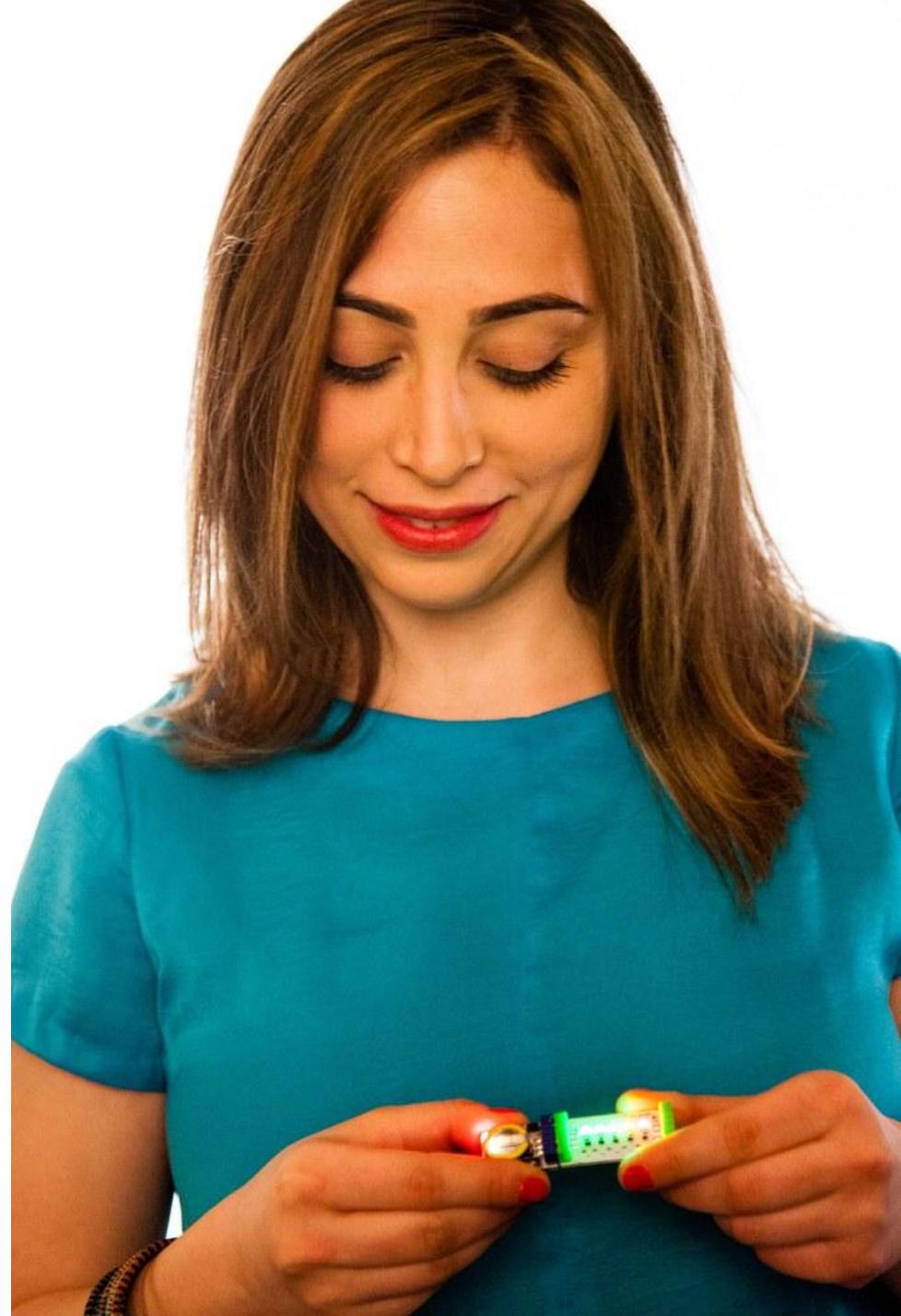
**Princesses
of
TECH...**



Ruzwana Bashir, 31,
cofounder and CEO,
peek.com

The company has a
group of A-list
investors including
Google chairman
Eric Schmidt and
Twitter's Jack
Dorsey, and Apple
selected the app to
be on all in-store
iPhones

Ayah Bdeir, 32, founder and CEO, LittleBits Electronics. LittleBits, makes electronic building blocks that allow customers to build the technology that would, make a teddy bear light up or control an air conditioner with an iPhone.





Laura Borel, 26,
product
manager, Jawbone

She founded Nutrivise,
an app that delivers
personalized meal
recommendations to
its users. Now product
manager for Jawbone's
Up wristband, which
focuses on nutrition
and weight
management



Limor Fried, 35, founder of the electronics and tutorial company, Adafruit, selling open-source hardware kits to let tech gurus or everyday hobbyists DIY their own products.



Ching-Yu Hu, 29, cofounder, **Skybox Imaging**. **She** wanted to launch breadbox-sized satellites into space to map the earth much the way Google indexes the Internet. They achieved their goal—and Google took notice, buying the company for \$500 million in June. Data from the company's first two satellites will be used to monitor crops, traffic patterns, deforestation in the Amazon, and aid efforts at refugee camps in South Sudan.



Jocelyn Leavitt, 35,
and Samantha
John, 28,
cofounders, **Hopsc
otch**, an iPad app
that enables kids
to use blocks of
code to create
animation, games,
and pictures using
interactive
software, an easy
way for kids to get
started with
coding. Users have
made over 2.5
million projects.



Hilary Mason, 35,
founder and
CEO, **Fast Forward
Labs**

She spent four years
as a top data
scientist at the URL-
shortening service
Bitly, Fast Forward
Labs, which helps
corporations figure
out how to use
futuristic
technology such as
programming
computers to create
English-language
sentences out of
data.



Isabelle Olsson, 31, lead designer, Google.

Olsson moved to San Francisco from Sweden because she was getting "too comfortable" in her furniture- and jewelry-design jobs, and she ended up designing one of the most anticipated products in recent history: Google Glass, a tiny computer attached to eyewear.

15%

1 1 %

Making a **difference** matters to women

**Successful
Entrepreneurs
Don't Just Start
Businesses, They
Solve Problems**

**"I believe in new
ideas and their
ability to change
the future and
the world"**

Susan Wojcicki

**In the European Union
women have filled 6m of
the 8m new jobs created
since 2000**

Report
McKinsey Global Institute
September 2015

How advancing women's equality can add \$12 trillion to global growth

By Jonathan Woetzel, Anu Madgavkar, Kweilin Ellingrud, Eric Labaye, Sandrine Devillard, Eric Kutcher, James Manyika, Richard Dobbs, and Mekala Krishnan

[Executive Summary \(PDF-98KB\)](#)

[Full Report \(PDF-3M\)](#)

In America

three out of four

**people thrown out of work
since the recession began are
men;**

**the female unemployment rate
is 8.6%, against
11.2% for men.**

The Bureau of Labour Statistics calculates that women make up more than **two-thirds of employees in **ten of the 15 job categories** likely to grow fastest in the next few years.**

**Women will also be the
beneficiaries of the
growing
“war for talent”.**

***(The combination of an ageing
workforce and a more skill-
dependent economy means that
countries will have to make better
use of their female populations.)***

Goldman Sachs: women's participation in the labour market will boost GDP by:

21% in Italy

19% in Spain

16% in Japan

9% in America, France & Germany

8% in Britain

**A BRAVE
NEW WORLD**

***...IN THE
OFFICE***

A fundamental shift needs to occur to get more girls to study STEM subjects and move through the pipeline!



The number of women per IT role

In the top 12 IT roles:

18% = systems engineers

33% = product managers

44% program managers/ project directors.

Females represent 28 per cent of all IT project managers and these numbers swell to 54 per cent in program manager/project director ranks

TEAM BUILDING

- Company Trip
- Sports
- Holiday parties
- Friday Potluck
- Sporting Event
-



At the top 100 tech firms, a mere 7% of managing partners are women.

Tech companies led by women are more capital-efficient and achieve 35 percent higher return on investment (ROI) than firms led by men.

Forbes found that women tech entrepreneurs working from the disadvantage of having received 50% less funding, generate 20% greater revenue than their male counterparts.

Tech companies with a woman founder perform 63% better than those companies with all-male founding teams.

Yet only about 7% of funding goes to women-led startups, a number that hasn't really changed in years.

**So, why aren't
women first in line to
be funded?**

***(according to McKinsey, advancing
women's equality could add \$12
trillion to the global GDP by 2025?)***

Opportunity in Education.

**Renewed Emphasis on
STEM education
for all genders.**

(STEM — science, technology, engineering and math)



Diversity Is Good For Business

**Makes sense: this is a global,
multigenerational, hyper-
connected world of work. It's also
highly competitive and in need of
all the talent we can find.**

De-Brogram The Culture

Two surprising facts:

- Women are the lead adopters of technology, and

- Dow Jones found that successful startups have more women in senior positions than unsuccessful ones.

Broaden The Talent Pipeline

Strategic partnerships between schools and businesses mean is working in Ireland.

Cork teams up universities and technical schools with the private and public sector: business identifies skills gaps, and course are created in response.

(Another program I love: Smarter Placements, in which business sign up to provide female students with some invaluable work experience and mentorship.)



Girls Who Code, with its clubs and summer immersion programs: robotics, web design, mobile development, and great mentorship. Google invest some 50 million in programs like this.

**Wonder Women
Tech 2016
Conference and
Expo**



WONDERWOMENTECH
innovate.empower.ignite.

presented by
wework

TONIGHT ONLY: AN *Evening* WITH *Wonder Women Tech*



NASA JPL *Meets* VIRGIN GALACTIC

THU, JUNE 16, 2016 | 6P - 8P

WeWork Pasadena | 177 East Colorado Blvd, Pasadena

wonderwomentech.com

#WeArePioneers | #WWT2016

Accelerator Programmes are empowEring women around the world





**June 2016
Mattel released
Game Developer
Barbie**

**And WOW her
laptop is not even
PINK!!!**

The Girls in Tech Paris team is launching - StartHer

The games industry cliché is that every conference panel is full of stubble-faced white men in suit jackets and T-shirts. Is it true this year?





Design Office
Inauguration
Monday 13th June 2016
by
Alexis Auld Sturgeon MSP
First Minister of Scotland

**Returners project helps
smooth women's path back
into the workplace after
having children**

Diversity takes center stage at Airbnb's annual tech conference



ONE LANE
ROAD
AHEAD

A red theater curtain with gold fringe is partially visible on the left side of the image. The curtain is pulled back, revealing a white background.

THE END

...almost

Why would a woman want to work for Uber, whose chief executive told GQ he calls his company “Boob-er” because his wealth makes him attractive to women?



Linda

Pereira

President GCWIL

International

MI Consultant

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