

A Celebration of International Women's Day – Women in the World of Tech

Brian Wallace, Founder & President, NowSourcing

It was only in very recent memory that the United States began to recognize the powerful contribution women have on our country's history. In 1980 President Carter issued the first Presidential Proclamation declaring the week of March 8th National Women's History Week. Several years later, it was extended into all of March, and of course International Woman's Day is March 8th.

On this day, we are asked to "Celebrate women's achievement. Raise awareness against bias. Take action for equality." We don't need to tell you that too many people across the world continue to be marginalized. As a female owned and operated technology business, we strongly believe it takes each person to take action and to make change.

We shine a light on current technology statistics and highlight some startling figures with this graphic from NowSourcing. Young girls are discouraged from choosing careers in Science, Technology, Engineering and Mathematics, and lack female mentors, which would help bolster their early educational interests.

At Evia Events, not only do we employ female employees of all ages in leadership roles, we invite all ages and demographics into the workplace. Our hiring process is reflected with our commitment to track the seniority of mentorship that employees receive. As a GEN-certified business, we are aware that men have traditionally had access to more senior mentors who have sponsored them into senior roles, while women have historically had 'horizontal' mentors. By intentionally

matching mentors and mentees at Evia, we ensure that everyone has equal access to mentors who can turn into sponsors.

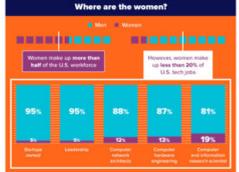
Gender bias still exists, but there are some other great examples of tech companies that are closing the gap. With them, we honor International Woman's Day's theme to #ChooseToChallenge and invite all colleagues and industry peers to take action every day to make change. It is everyone's "job" to pay attention, to highlight where there is gender bias and inequality and to continue inviting woman to be thought leaders.

WOMEN IN THE WORLD OF TECH

THE TECH INDUSTRY IS BOOMING, BUT WHERE ARE THE WOMEN?

Women now hold a lower share of computer science jobs than they did in the 1990s—the tech industry has expanded, but opportunities for women have shrunk.

TECH JOBS IN THE U.S.



WHAT HAS HELD WOMEN BACK?

Young girls have been discouraged from pursuing STEM as early as elementary school.

81% of girls in elementary school are discouraged from pursuing STEM careers, up from 62% in 2012.

Factors include:

- Less classroom time
- Less encouragement from teachers and parents
- Gender inequality in STEM jobs

girl scouts research institute

Emily Cheng's new book *Breakdown: Breaking Up the Boys' Club of Silicon Valley* documented some of the worst behaviors in Silicon Valley, including:

- Sex parties in the middle of the day and company lunches at strip clubs
- Women often not knowing what they will be walking into when invited to meetings
- A prominent Venture Capitalist stating an informal guideline he never going to "lower his standards" to bring women on to his team
- Broken or nonexistent safeguards for preventing sexual harassment and assault in the workplace

Gender bias still exists but times are changing.

NOTABLE TECH COMPANIES CLOSING THE GAP

INTUIT

Women fill 38% of key management roles, up from 30% in 2015.

27% of small business owners are women.

How they do it:

- Focus on the recruitment and retention of women
- Encourage mentoring opportunities among female leaders
- Establish policies focusing on results, not on how long someone has at the office
- Offer flexible work policies & career options, especially those on the management track

Microsoft

Closed the gender pay gap by offering an average bonus of **17,000** to women and **\$3 million** to men.

Company employee statistics are showing progress:

- 30% of employees in top industry companies are women
- 19% of employees in top industry companies are women
- 5% of employees in top industry companies are women

HIGH-PROFILE WOMEN IN TECH

Sheryl Sandberg

Facebook's Chief Operating Officer of operations and head of the world's largest tech company.

Her book *Leadership and Women's Potential* has become a bestseller.

Received a pay raise of \$10 million.

Marissa Mayer

Formerly the Chief Executive Officer of Yahoo! and now CEO of Pinterest.

Received a pay raise of \$10 million.

Received a pay raise of \$10 million.

Susan Wojcicki

YouTube's CEO.

Received a pay raise of \$10 million.

Received a pay raise of \$10 million.

Many national initiatives and non-profit organizations are devoted to promoting and supporting women in the world of tech. Mistakes have been made, but more work awaits.

evia

Source: Bureau of Economic Analysis, U.S. Department of Commerce, Bureau of Economic Analysis, Bureau of Labor Statistics, Girl Scouts Research Institute, Intuit, Microsoft, Sheryl Sandberg, Marissa Mayer, Susan Wojcicki.



About the Author: Brian Wallace is the Founder and President of NowSourcing, an industry leading infographic design agency in Louisville, KY and Cincinnati, OH which works with companies ranging from startups to Fortune 500s. Brian runs #LinkedInLocal events, hosts the Next Action Podcast, and has been named a Google Small Business Adviser for 2016-present. Follow Brian Wallace on LinkedIn as well as Twitter.