

# WOMEN WHO CODE

INSPIRING women to EXCEL in technology careers

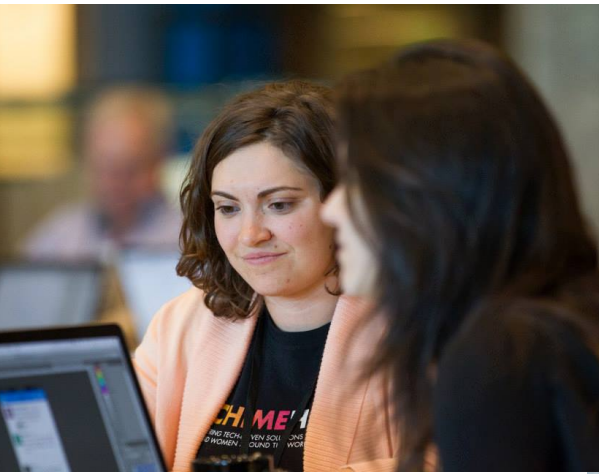
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Tax ID: 46-4218859

# THE MISSION

WWCode is a **global** nonprofit dedicated to inspiring women to **excel** in **technology** careers.

*“We connect amazing women with like-minded women leaders around the globe who unite under one simple notion – the world of technology is much better with women in it.”*

-Alaina Percival, WWCode CEO



# HOW WE DO IT

- **Global Community:** WWCode is a connected network of **50,000 technical women across the globe**, committed to the advancement of women in technology.
- **Resources & Events:** Technical trainings, lightning talks, hackathons, career and leadership development, industry-led study groups and more. **All trainings and events are free to WWCode members.**
- **Visibility:** Lauded communications platform that raises the overall profile of women in tech. **100,0000+ subscribers and followers.**

# 20 Countries, 60 Cities & Expanding

al-Jazair, Algeria  
Atlanta, GA  
Austin, TX  
Bangalore, India  
Belfast, Northern Ireland  
Beijing, China  
Berlin, Germany  
Birmingham, Alabama  
Belo Horizonte, Brazil  
Boston, MA  
Brisbane, Australia  
Bristol, UK  
Boulder/Denver, CO  
Campina Grande, Brazil  
Charleston, SC  
Chicago, IL  
Cluj-Napoca, Romania  
Colima, Mexico  
Dallas, TX  
Delhi, India  
East Bay, CA  
Fort Collins, CO  
Frankfurt, Germany  
Gujarat, India

Greenville, SC  
Hong Kong, China  
Indore, India  
Kingston, Jamaica  
Kuala Lumpur, Malaysia  
London, UK  
Los Angeles, CA  
Melbourne, Australia  
Los Angeles, CA  
Melbourne, Australia  
Mexico City, Mexico  
Montevideo, Uruguay  
New York, NY  
Philadelphia, PA  
Portland, OR  
Rajasthan, India  
Recife, Brazil  
Reno, NV  
Sacramento, CA  
Santiago, Chile  
San Francisco, CA  
Seattle, WA  
Silicon Valley, CA

Stamford, CT  
Sydney, Australia  
Tel Aviv, Israel  
Tampa, FL  
Tokyo, Japan  
Toronto, ON  
Vinnytsia, Ukraine  
Washington, D.C.  
Waterloo, ON  
Wichita, Kansas

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**“DEAR WOMEN,  
WE NEED YOU.”**

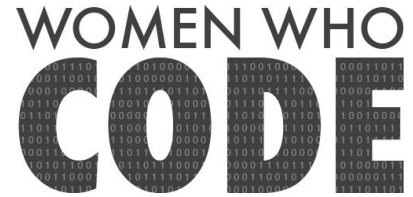
**-The Tech Industry**

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**Play Video**



# INDUSTRY NEEDS



- **1.4M** software engineering jobs will be available in 2020
- **1M** jobs are expected to go unfilled by traditional avenues.
- Women hold **51%** of all professional occupations



iOS Lead at Circa  
2.5 years iOS experience  
Formerly Apple



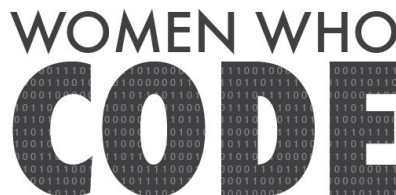


# WOMEN LEADERS NEEDED

- Technology: **56%** of women leave mid-career
- Engineering: **39%** of women leave mid-career

Mid-level women leave due to lack of representation, specifically within a leadership capacity. Women leaders in tech help to elevate overall retention.

In addition, companies with the highest representation of women in their executive and management teams have a **34%** higher return on investment than those with few to no women.

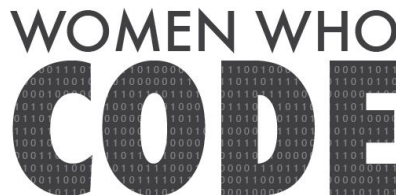




# WWCODE IMPACT

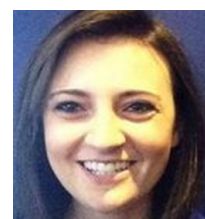
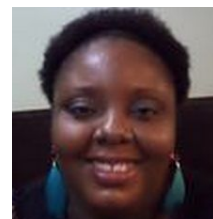
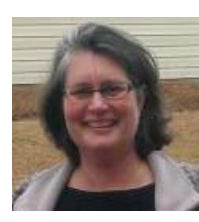
**80%** of all WWCode participants relayed that participating in WWCode has advanced their careers.

**97%** would refer a friend or a colleague to WWCode's programs, due to impact surrounding career and industry leadership gains.





# Our 50,000+ members are the next generation's role models...



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# WWCODE MEMBERS

- **ADVANCE:** Through career changes and promotions
- **ELEVATE:** By giving tech talks & judging hackathons
- **BUILD:** Found companies & launch products
- **LEAD:** Become WWCode Directors & Leaders across the globe

*"I'm a pretty shy person, but leading WWCode is **building my confidence**. We are making a huge impact on women in tech."* – Dana, Engineer & Director WWCode Kingston



Komal Mangtani  
VPE of Box & WWCode Advisor  
(@komalmangani)

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# WWCODE OPERATIONS

## 2015 Achievements

- Produced **1,500** free technical events
- Awarded over **\$276,000** in tech conference tickets
- Awarded **\$250,000** in coding school scholarships per year (full/partial)
- **50,000+** volunteer hours
- **\$1M** in-kind donations to produce programs
- **50,000+** WWCode Members
- Launched in **14 new cities** around the world

**Elizabeth Ferrao**

@MusingMurmurs  
[Elizabeth@WomenWhoCode.com](mailto:Elizabeth@WomenWhoCode.com)

**Say hi to Elizabeth!**



# OUR PARTNERS

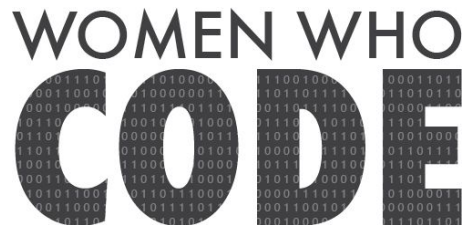
**PROPEL WOMEN TO SUCCEED**

**RECRUIT & RETAIN TOP TECH TALENT**

**INSPIRE THEIR WORKPLACE**

**DRIVE AUTHENTIC BRAND AWARENESS**

**CREATE TRUE INDUSTRY IMPACT**



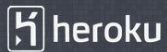


# YOU'RE IN GOOD COMPANY..



H I R E D

box



KPCB

k a i n o s®



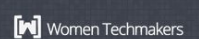
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PayPal™

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minted.



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# THANK YOU

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# RESOURCES & RESEARCH

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# THE FACTS

## INDUSTRY INFORMATION:

- The U.S. Bureau of Labor Statistics predicts that IT will be one of the fastest-growing sectors of the U.S. economy, adding nearly 1.4 million job openings by 2020. Over two-thirds of these jobs could go unfilled due to the insufficient pool of college graduates with computing-related degrees. Women represent a vastly untapped talent pool.
- Groups with greater diversity solve complex problems better and faster than do homogenous groups, and the presence of women in a group is more likely to increase the collective intelligence of the group.
- Companies with the highest representation of women in their management teams have a 34% higher return on investment than did those with few or no women.

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# CONTINUED...

## The Statistics:

- 57% of professional occupations in the 2013 U.S. workforce were held by women
- 26% of professional computing occupations in the 2013 U.S. workforce were held by women
  - 3% of these were African-American women
  - 5% of these were Asian women
  - 2% of these were Hispanic women
- 1.2M is the expected number of computing related job openings in the U. S. by 2022

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# THE LEADERSHIP GAP

Company	% Women in Engineering	% Women in Leadership
eBay	24%	29%
Pinterest	21%	19%
Apple	20%	28%
Pandora <small>(2014)</small>	17%	38.8%
Google	18%	22%
Linkedin	18%	30%
Yahoo <small>(2014)</small>	15%	23%
Facebook	16%	23%
Twitter	10%	21%

# THE INVESTMENT GAP

- **4.2%** of investing Venture Partners are women
- **7%** of Venture Capital funding is received by women-owned businesses

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# PERFORMANT COMPANIES HAVE WOMEN IN SENIOR MANAGEMENT

- Fortune 500 companies with at least three female directors have seen their return on invested capital increase by at least 66%, return on sales increase by 42%, and return on equity increase by at least 53%.
- In a study by Dezsö and Ross of 1,500 U.S. firms in the S&P, female representation in top management improved financial performance for organizations where innovation is a key piece of the business strategy.
- In 2012, a NCWIT analysis of women's participation in IT patents found that U.S. patents produced by mixed-gender teams were cited 30% to 40% more than other similar patents.
- Gallup has found that companies with more diverse teams (including more women) have a 22% lower turnover rate. Organizations with more inclusive cultures also have an easier time with recruiting.

- FastCoExist / Anita Borg: The Case For Investing In Women

# CONTINUED...

## The Statistics:

- Professional women earn .73 cents to the dollar vs men - according to Narrow the Gapp. That adds up to \$333 of a weekly paycheck and annually that's a difference of \$17,316
- In the 1980s 37% of computer science majors were women, in 2012 it was just 18%
- A [recent study](#) by researchers out of Harvard Business School showed that even with the same exact pitch, venture capitalists and the average person chose the man over the woman. That is in line with the fact that 7% of venture capital funding in the US goes to women, [according to](#) the Center for Venture Research.
- [According to NCWIT](#), of the women who leave, 24% take a non-technical job in a different company; 22% become self-employed in a tech field, 20% take time out of the workforce, and 10% go to work with a startup company. This is double the turnover rate of men.

# CONTINUED...

## The Statistics:

- 56% of women in technology leave their employer mid careers [According to NCWIT](#), of the women who leave, 24% take a non-technical job in a different company; 22% become self-employed in a tech field, 20% take time out of the workforce, and 10% go to work with a startup company. This is double the turnover rate of men
- According to Women Who Tech (a project of the Rad campaign) the top markets for women in tech include:
  1. Washington, DC Metro area – women account for 32.3% of the IT workforce.
  2. Detroit – women account for 31.5% of the IT workforce.
  3. Baltimore – women account for 28.6% of the IT workforce.
  4. Philadelphia – women account for 28.2% of the IT workforce.
  5. Atlanta – women account for 28.2% of the IT workforce.

# WOMEN IN THE WORKFORCE

- There were 127.1 million working age women in the U.S. in 2013 – 72.7 million were in the labor force
  - of these 127.1 million, 99.5 million were White, 16.6 million were Black or African American, 7.1 million were Asian, and 18.7 million were of Hispanic or Latino ethnicity
- Women's participation in the labor force accounted for 57.2 percent of the working age women population in 2013, compared to 69.7 percent participation rate for men
- The four industries with the smallest percentage of total women employed were; transportation and utilities industry(2.6%), **information technology (1.7%)**, construction (1.3%), and mining (0.2%)
- Based on projections for growth spanning 2010 - 2020, the demand for software developers will rise 32%, which translates to 127,200 new jobs. Unfortunately it's estimated that women will hold only 22% of these positions – which translates to 27,984 positions total

\*<http://www.dol.gov/wb/stats/idooccupations.htm>

\* <http://www.dol.gov/wb/stats/recentfacts.htm#earnings>



# GREAT SOURCES

- <http://www.techrepublic.com/article/the-state-of-women-in-technology-15-data-points-you-should-know/>
- <http://fortune.com/2014/10/02/women-leave-tech-culture/> (slide 31)
- [http://www.dowjones.com/collateral/files/WomenPE\\_report\\_final.pdf](http://www.dowjones.com/collateral/files/WomenPE_report_final.pdf)
- <https://hbr.org/2014/10/hacking-techs-diversity-problem/ar/1>
- [http://www.scientificamerican.com/article/how-diversity-makes-us-smarter/?&WT.mc\\_id=SA\\_MB\\_20140917](http://www.scientificamerican.com/article/how-diversity-makes-us-smarter/?&WT.mc_id=SA_MB_20140917)
- [http://insight.kellogg.northwestern.edu/article/better\\_decisions\\_through\\_diversity](http://insight.kellogg.northwestern.edu/article/better_decisions_through_diversity)
- [http://www.nytimes.com/2008/01/08/science/08conv.html?\\_r=5&](http://www.nytimes.com/2008/01/08/science/08conv.html?_r=5&)
- <http://www.newyorker.com/science/maria-konnikova/lean-out-the-dangers-for-women-who-negotiate>
- <http://blogs.wsj.com/atwork/2014/07/21/women-penalized-for-promoting-women-study-finds/>
- <http://www.nytimes.com/2015/01/11/opinion/sunday/speaking-while-female.html>
- <https://app.box.com/s/f0n1dk683bzrslznan3ligco681jgu6a>
- [http://www.dowjones.com/collateral/files/WomenPE\\_report\\_final.pdf](http://www.dowjones.com/collateral/files/WomenPE_report_final.pdf)
- [http://www.mckinsey.com/insights/organization/is\\_there\\_a\\_payoff\\_from\\_top-team\\_diversity](http://www.mckinsey.com/insights/organization/is_there_a_payoff_from_top-team_diversity)
- <http://www.babson.edu/Academics/centers/blank-center/global-research/diana/Documents/diana-project-executive-summary-2014.pdf>

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