

# Why be a developer?

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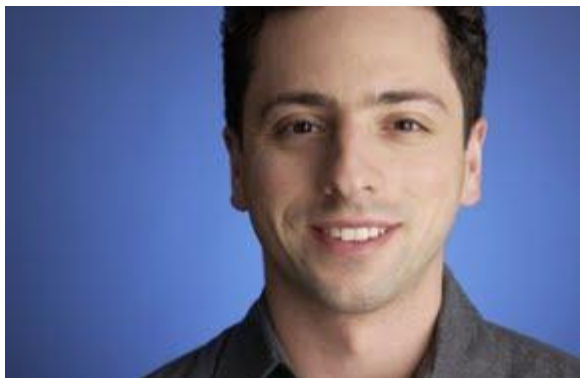
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General Counsel and Senior  
Vice President, Legal and  
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**B. Kevin Turner**  
Chief Operating Officer



**Hank Vigil**  
Senior Vice President,  
Consumer Strategy and  
Partnerships



# The world is run by men!

- Nearly all tech execs are men
- Most of what you do and use and see on computers is controlled by men
- Only 13% of Wikipedia contributors are women
- ...and so on

Yet women use computers as much as men!





# Why?

- Fulfilling
- Exhilarating
- Lots of jobs
- Well paid (if you're lucky)
- Flexible

# Fulfilling

- People are using computers everywhere, all the time
- Make things that make a difference



# Exhilarating

- Build a website
- Sell a mobile app
- Code a successful business application
- Contribute to an open source codebase

# Expanding job market

- Google added 4,565 workers in 2010
  - this year plans over 6000
- IT jobs have increased in a difficult economy

£££

- Experienced web contractors make around £350/day
- £500-£1000/day for financial specialists

Flexible



# Flexible

- Part time
- Work from home
- Flexible/variable hours
- Permanent, contract, consultant, volunteer
- Variety of sectors: media, finance, scientific, charity...
- Variety of corporate cultures, stress levels, team size
- Transferrable skills
- International
- Babies!
- Other commitments: family, volunteering...



# The bad news

- Jobs can be insecure
- IT can be low status
- In some jobs, mostly men!
- Some IT departments really are like The IT Crowd

# What sort of jobs?

- More technical: city analysts, researchers
- Less technical: web developers, technical managers
- ‘People jobs’: marketing, audience
- Graphic design
- User experience
- Data versus content
- Platforms
- Specialisms: sectors, product, skill sets, languages...

tiobe.com

Position Jun 2011	Position Jun 2010	Delta in Position	Programming Language	Ratings Jun 2011	Delta Jun 2010	Status
1	2	↑	Java	18.580%	+0.62%	A
2	1	↓	C	16.278%	-1.91%	A
3	3	=	C++	9.830%	-0.55%	A
4	6	↑↑	C#	6.844%	+2.06%	A
5	4	↓	PHP	6.602%	-2.47%	A
6	5	↓	(Visual) Basic	4.727%	-0.93%	A
7	10	↑↑↑	Objective-C	4.437%	+2.07%	A
8	7	↓	Python	3.899%	-0.20%	A
9	8	↓	Perl	2.312%	-0.97%	A
10	20	↑↑↑↑↑↑↑↑	Lua	2.039%	+1.55%	A
11	12	↑	JavaScript	1.501%	-0.58%	A
12	11	↓	Ruby	1.484%	-0.61%	A
13	9	↓↓↓	Delphi/Object Pascal	1.070%	-1.50%	A
14	16	↑↑	Lisp	0.935%	+0.28%	A
15	15	=	Pascal	0.731%	+0.00%	A
16	-	=	Assembly*	0.673%	-	B
17	21	↑↑↑↑	Transact-SQL	0.651%	+0.16%	B
18	25	↑↑↑↑↑↑	RPG (OS/400)	0.637%	+0.22%	B
19	23	↑↑↑↑	Ada	0.606%	+0.17%	B
20	-	=	Scheme*	0.579%	-	B

# Sectors

- Financial services
- Banking
- Media
- Government
- Academic
- Charity
- blah
- blah
- blah

# Size

- Small
- Medium
- Large

# The big split

- IT
- Developers
- Both can be good, both can be boring!



# Four types of company

- No IT staff
- IT staff but no developers
- IT staff and developers
- Tech-led company

# Developer teams: typical roles

- One boss: moderately technical or used to be technical
- One project manager
- Senior developers
- Junior developers
- Systems person: the hairy bloke who runs the servers
- User experience designers: the overview
- Interface designer: the detail
- Graphic designers (if you're lucky)
- Random freelancers

# What do you actually do?

- Project management and bureaucracy
- Meetings and standups
- Write tests
- Write applications
- Build prototypes
- Iterate
- Maintain software
- Teach others
- Learn

# What makes a good developer?

- Passion
- Sanity
- Focus
- Learning
- Communication
- Business skills
- Maths

# How people work

- Permanent
- Contract
- Freelance
- Unpaid

# Qualifications?

- Lots of successful developers don't have tech qualifications

# BUT

More and more places (BBC, Google, Facebook...) expect a computer science degree and some maths



# How to get a job

- Who am I? What do I have that makes me special?
- Reconnaissance
- Play with computers
- Find a mentor
- Read
- Get certified, take a course
- Get a foot in the door
- Make something, do something
- Sort out your CV
- NETWORK

# Ways in

- Non-tech jobs
- Data entry
- Admin
- Application power user
- Customer service
- Tech support

# Interviews

- Prepare
- Prepare
- Prepare
- Find out about the interview format
- Find out about the job
- Get to know the company
- Get to know the department
- Think what they're going to ask you

How to get a job

**Make something**

**Do something**

# Why?

- Computers in everything
- Everything connected
- Everything recorded
- Everywhere
- All the time

# A problem and an opportunity

- ICT GCSE: 33% drop in three years
- A level ICT: 33% drop in six years, 57% in eight years



# What can I do now?

- Find a mentor
- Learn a computer language: Ruby, Python, JavaScript
- Play with hardware: Arduino
- Build a website: HTML, CSS and JavaScript
- Think about something you want to do and do it!

Any questions?