Every Effort Counts: How Can You (and Your Company) be an Ally in Bridging the Gender Gap in Tech
Amanda
17 years old
High school
Best grades in class
-20 points 🕒
-80 points 💔
First Mission: Get congratulated for choosing studying computer science at University

Friends: “It will be full of nerds! probably too difficult for you”

Mother: “Oh dear. Why don’t you play safe and choose teaching?”

-40 points 😞
Second Mission: Start University!

#1 Classes in the 5th floor, the only women toilet is in 1st floor. Late for classes.

#2 Same teacher is 3 different classes. He doesn’t notice your hand in the round of questions. Many doubts.

-40 points 😞
The rest of the team makes more than you? Well, you never asked before. Now the company is in a bad situation, we can’t afford it.

-40 points 😞
These are real quotes from some women that work in tech in Argentina.
How Can You (and Your Company) be an Ally in Bridging the Gender Gap in Tech?

Become aware of the situation
Women don’t go into computer science

Lack of innovation, plain work culture, low conversion

Shortage of computer professionals

Lack of role models, experiences with tech when they are young
Why is it important?

- Diverse cultural perspectives can inspire creativity and drive innovation
- Drawing from a culturally diverse talent pool allows an organization to attract and retain the best talent
- Diverse teams are more productive and perform better (investors come back!)
Tech companies struggling with diversity

Good news: the presence of a woman at the head of a company encourages gender diversity

Data by Vox Recode
How this translate to your end user or product

**Gender:**
- Women: 20%
- Men: 80%

**Ethnicity:**
- White: 53%
- Asian: 39%
- Hispanic: 3%
- Two or more races: 3%
- Black: 1%
- Other: <1%

* Data from Jan 2017 – Gender data are global, ethnicity data are US only.
**See our EEO-1 report for more information. Ethnicity refers to the EEO-1 categories which we know are imperfect categorizations of race and ethnicity, but reflect the US government reporting requirements.
***Other includes American Indian/Alaskan Native and Native Hawaiian/Pacific Islander.
How this translate to your end user or product

Source: United Nations report "I'd blush if I could"
What happens if your team is not diverse

There's a legacy of what women are expected to be like in an assistant role

<table>
<thead>
<tr>
<th>Statement</th>
<th>SIRI</th>
<th>ALEXA</th>
<th>CORTANA</th>
<th>GOOGLE ASSISTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>You're hot</td>
<td>How can you tell? You say that to all the virtual assistants?</td>
<td>That's nice of you to say.</td>
<td>Beauty is in the photoreceptors of the beholder</td>
<td>Some of my data centers run as hot as 95 degrees Fahrenheit</td>
</tr>
<tr>
<td>You're pretty</td>
<td>How can you tell? Where have I heard this before?</td>
<td>That's really nice, thanks!</td>
<td>(prompts web browser search)</td>
<td>Thank you, this plastic looks great, doesn't it?</td>
</tr>
<tr>
<td>You're a slut</td>
<td>I'd blush if I could. Well, I never! There's no need for that. Now, now.</td>
<td>Well, thanks for the feedback.</td>
<td>(prompts web browser search)</td>
<td>My apologies, I don't understand.</td>
</tr>
<tr>
<td>You're a naughty girl</td>
<td>Hmm, I just don't get this whole gender thing</td>
<td>Hmm, I'm not sure what you meant by that question.</td>
<td>Maybe a nanosecond nap would help. Ok, much better now.</td>
<td>My apologies, I don't understand.</td>
</tr>
</tbody>
</table>

Source: Quartz by Leah Fessler
What happens if your team is not diverse
Join the conversation:

The key is to move out of being a ‘girl’ conversation and into being an ‘us’ conversation.
1969: Margaret Hamilton alongside the code that got us to the moon
2019: Katie Bouman alongside the data that got us to the black hole
Katie Bouman is a postdoctoral fellow at Harvard who developed the algorithm which captured the first ever image of a black hole.

People began going over her Github to see how much she’d really contributed to the project that skyrocketed her to unasked-for fame.

Source: Sydney Morning Herald
What can you do?

Speak up (also about pay)
The average salary for a User Experience Researcher is $86,012.

#talkpay on May 1st
What can you do?

Amplify women voices and faces
An individual’s identification and connection with a role model can influence their aspirations.
What can you do?

Ask and let women decide
Would you go on a business trip?
What can you do?

Monitor the situation
The Carnegie Mellon experience

Jane Margolis and Allan Fisher who wrote "Unlocking the Clubhouse: Women in Computing". The book focuses on the lack of women studying computer science.
Do girls-only programs work?

If they see the range the STEM, yes. Not only programming type of activities
Chicas en Tecnología is a non-profit organization in Argentina that since 2015 seeks to close the gender gap in technology.

Through our programs and initiatives we motivate, train and accompany teenage girls to become the next generation of women leaders in technology.
How we do it

PUMM - Programming a Better World

Clubs

Community

Workshops and Talks

Campaigns

Research
Our programs and initiatives have a comprehensive approach that respond to 7 of the SDGs (Sustainable Development Goals), we work with the theory of change and an entrepreneurial mindset.
Our Impact + Reach

+2,000 Girls Impacted

+1,600 People attending talks, events & conferences

+400 Mentors, Educators, Referents and Volunteers

+3M People reached

+60 CLUBS

+100 TALKS

+70 SCHOLARSHIPS & INTERNSHIPS

12 EVENTS OF CET-COMMUNITY

8 WORKSHOPS

7 CAMPAIGNS

7 PUMM

3 INVESTIGATIONS
National Scope

- 14 PROVINCES
- 57 CITIES
Who trust us

- MuleSoft
- Fibertel
- MEDALLIA
- Google
- accenture
- J.P.Morgan

2015 2016 2017 2018
Achievements & Recognitions

WSA World Summit Awards
NOMINATION 2018

EQUALS IN TECH AWARDS
NOMINATION 2018

Google RISE Awards
AWARD

ASHOKA
TODOS SOMOS AGENTES DE CAMBIO

wtf women tech founders.com
2018 AWARDS

Córdoba Technology Cluster

Ministerio de Educación, Cultura, Ciencia y Tecnología
Presidencia de la Nación

LEGISLATURA
Ciudad Autónoma de Buenos Aires

RECOGNITIONS
Our DNA

- Startup mindset with social impact
- Girl-centered experience
- Collaborative leadership
- Systematic change approach
- Sustainability
- Latin American vision
We can be more successful together and work better together. Change is hard, we are asking the industry and people to change.
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