

International Women's Day 2021 @

SYNOPSYS®

Raising the Voices of Women in Engineering



Rupa Dachere
Founder & CEO, Thrive-WiSE (CodeChix)

International Women's Day 2021



- My Journey: Why I do What I do
- The Problem
- Member Journey
- Perspectives
- Mission & Programs
- Engage and Benefit

 International Women's Day
#ChooseToChallenge

Monday, March 8, 2021

Career

26 years Technical Ladder



Refused Mgmt. Ladder



Issues with growth



Build best products



No support (late 2000's)



Quit to go full time in 2019



“Two roads diverged
in a wood and I – I
took
the one less traveled
by, and that has
made all
the difference.”

Robert Frost,
“The Road Not Taken”

Personal



Pain, Frustration, Anger,
Sadness



Grassroots hacking@home



Nights/Weekends



Grow into CodeChix



Non-Profit in 2012



Straddling 2 boats 7 years

Yes, if...

High-risk Decision



2018

Google walkout, Time's Up, Focus on women's issues and discrimination



October 2018

Epiphany and Decision



November 2018

Quit my job



January 2019

Full time, no pay, no benefits

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CodeChix --> Thrive-WiSE Journey 2009 - 2021

Monthly Hacking on Linux/OS
Grew from 1 – 20+
(Rupa's Living Rm)

2009

Grew from 20 to 60+

2010

50+ events/ year
Grew from 60+ - 100+

Applied for 501c3
under CodeChix.

2011-2012

2012-2014

Grew from 100+ to 500+
Quarterly hacking sessions
Open Source only

First DevPulseCon
Women Engineers Only
First Safe Space Panel
80+ Women Coders
Computer History Museum

2015

2016-2018

Annual two-day DevPulseCon
20-50% growth/year
Hyper Technical
200+ Women Coders

Rupa quits her job
[IEEE article on Rupa](#)
Live on Savings (no benefits)
9 Months

Largest DevPulseCon
Attendees: 75%+
Sponsorships: 300%+
NEW PM Track

2019

Rebranding to Thrive-WiSE
Inclusive of Women in Science
Workplace Environments

5-day DevPulseCon
Pilot of Safe Space + Ally Training
Eng. & PM Ladders in R&D
Fortune 100 Silicon Valley Leader.

2020

Micro-DevPulseCon Quarterly
Beta Safe Space + Ally Training
3x Advisory Council + Board

2021

Self Funded Phase (2009-2018)

(Rupa's wallet + Pizza/Sandwiches from companies)

Bootstrap phase (2019 – Present)



Half of Women Leave Science and Technology (10 years)

Female Quit Rates Across SET

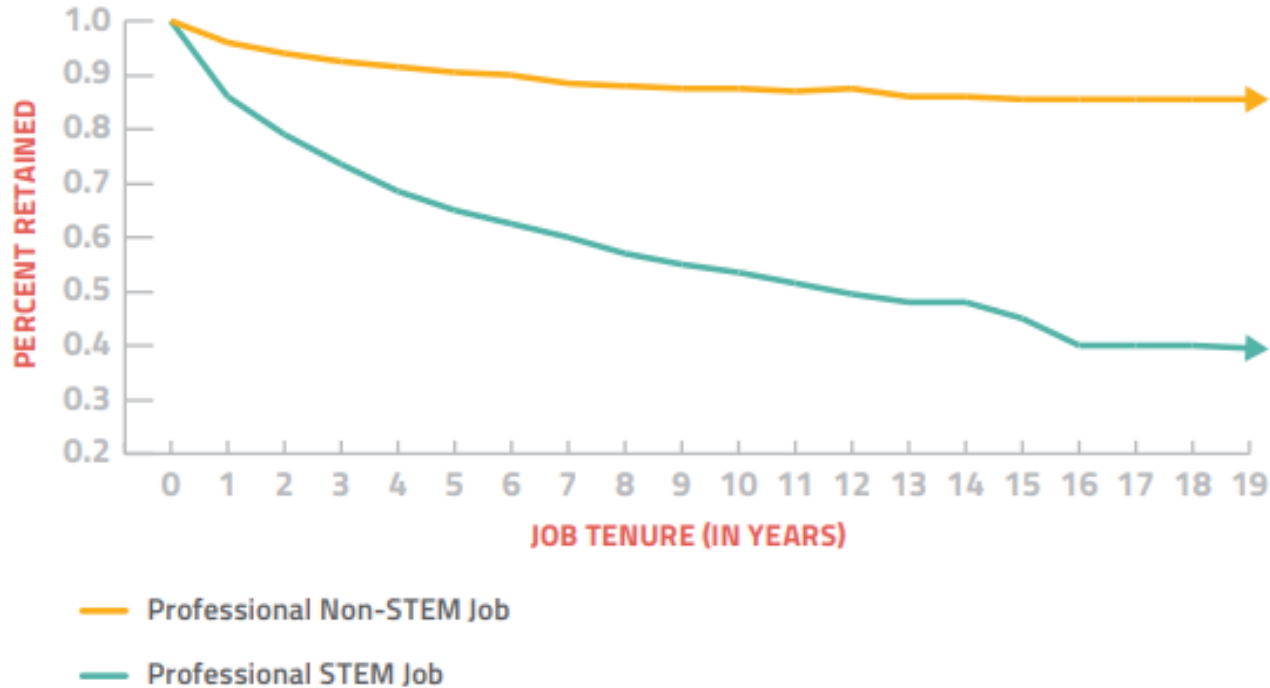


Each figure represents 10% of the total

- **47% Science**
- **56% Technology**

Source: [Hewlett, et al 2008](#)

Women leave STEM much faster than Non-STEM

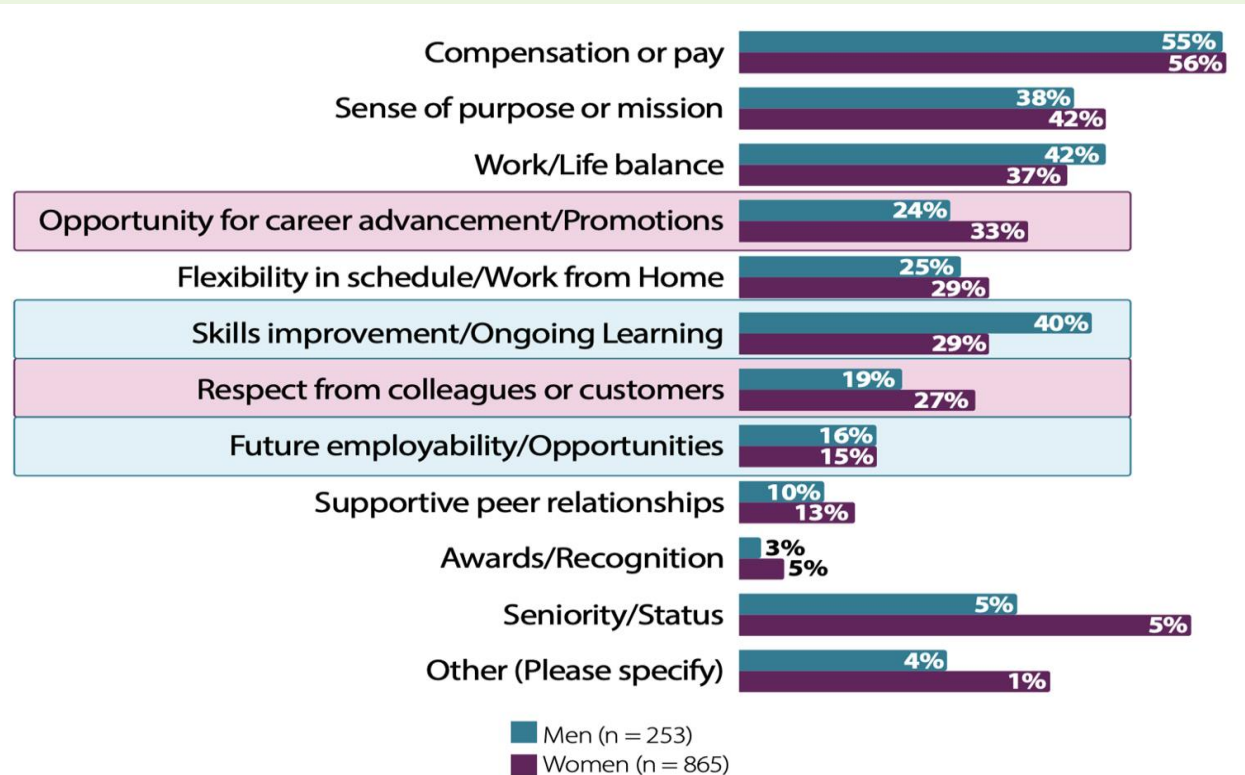


Rerendered from Glass et al., 2013

- 5 years – 40% drop
- 8 years – 50% drop
- 10 years – 60% drop
- 2x the rate of men

Source: [ncwit women in tech 2016](#)

Women Need Opportunities for Advancement & Respect



Advancement

- 33% (W) vs 24% (M)

Respect

- 27% (W) vs 19% (M)

Source: IDC's Women in Technology Survey, June 2018

ALIYA

Thrive-WiSE Member



- **Top student**
- **Passionate**
- **High Hopes**
- **Make it BIG**
- **Do Good**

Aliya's Journey – Phase 1

Thrive-WiSE Member



- **Smart**
- **Talented**
- **MSCS**
- **Top University**
- **Ambitious**
- **Perceptive**
- **Driven**
- **Confident**

Aliya's Journey – Phase 2

Thrive-WiSE Member



- Promoted to Senior Engineer or equivalent
- Tremendous effort to stay technical
- Collaboration with peers has friction
- Balancing Work/Life issues arise

Aliya's Journey – Phase 3

Thrive-WiSE Member

- **Super-human effort (16-17 hour days)**
- **Sacrifice family/personal**
- **Unsupportive peers & workplace process (changing teams)**
- **Physical/Mental toll**



Aliya's Journey – Phase 4

Thrive-WiSE Member



- **Unable to “keep up” - personal & career**
- **Isolated - workplace programs focus on younger workers**
- **Depression & feelings of failure**
- **No hope of promotions/growth**

Why is this happening?

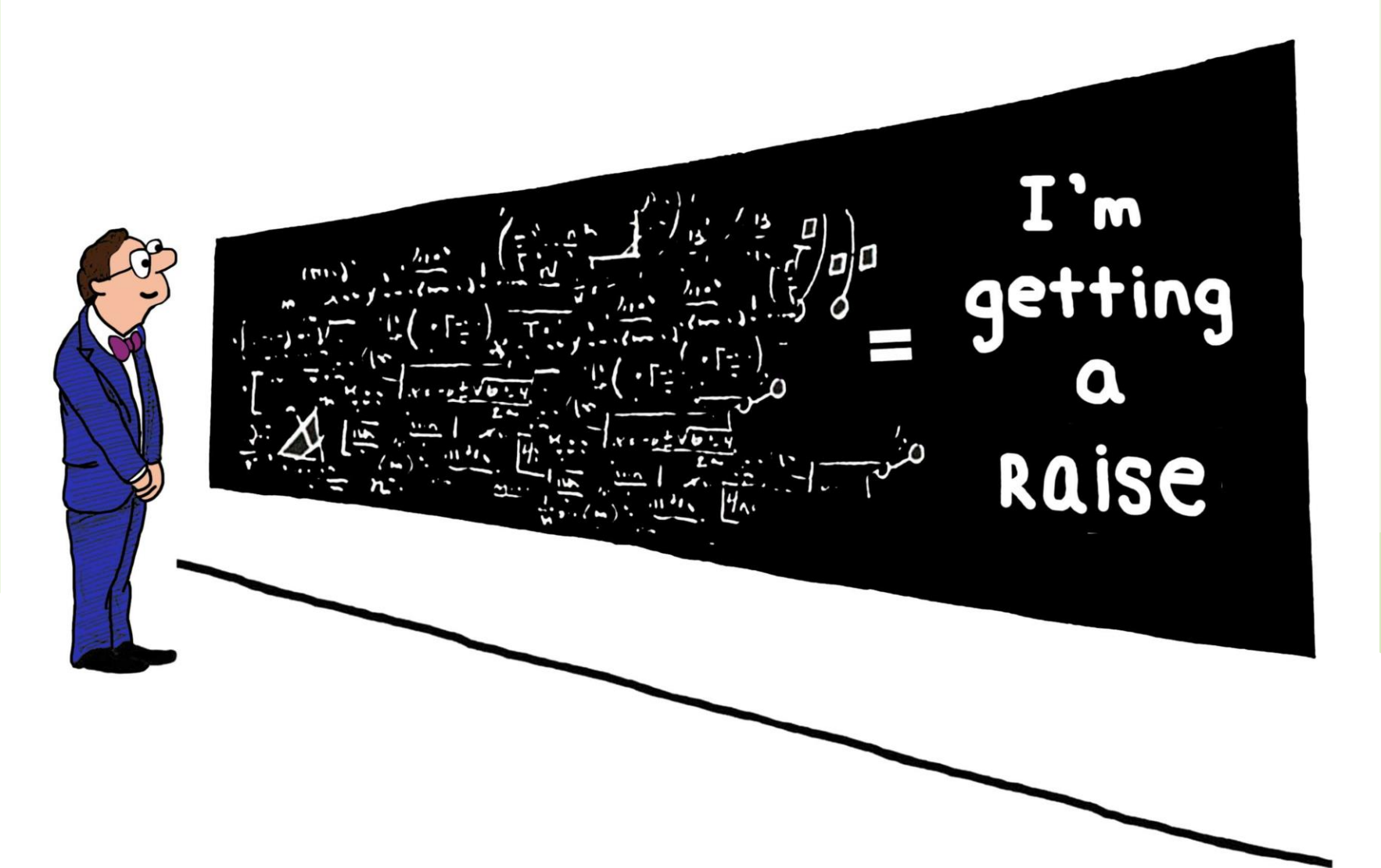
Thrive-WiSE Member





“Maybe I’m paranoid, but sometimes I feel like the boss is looming over me, glaring down, as if he could work faster than me.”

Career Process



Pay Inequity and Transparency

*Thrive-WiSE
Perspective*



- Working Mom: 70c for \$1 men
- ~\$70K less in retirement

Societal Expectations

*Thrive-WiSE
Perspective*



Thrive-WiSE is Uniquely Focused on Retention



Mission

To support women technologists through training, community, and open source methods so that they thrive in their careers.



Vision

Women technologists can forge their path and have an equal voice in this tech-driven world.

Who We Are



Technical and PM Ladder in R&D



Women Engineers & Scientists



**Women Product, Program,
Project Managers**



**Women in Technical
Leadership**



Women in PM Leadership



Allies – Men and Women

Foundational Pillars & Programs



Education

- *Open Source Technologies*
- *Hands-on Workshops*
- *SRI International Technical Program*
- *Micro-DevPulseCon Quarterly Series*



Mentorship & Sponsorship

- *Leadership-led Co-Mentoring*
- *Peer Mentoring*
- *1-1 Coaching*



Advocacy

- *Safe Space Corporate Program*
- *Ally Training Corporate Program*
- *Anti-Racism Corporate Program*

Diversity, Equity + Inclusion Spectrum

*Thrive-WiSE
Leadership Perspective*

No Transparency
No DEI Programs
No Tracking/Accountability

Transparency on Metrics
Established DEI Programs
Leadership Accountability

Range of Effectiveness



Allyship is Critical !



Thrive-WiSE Perspective



Both Men & Women Allies -
Good for Business and DEI



Be a Sponsor and/or a Mentor



Listen & Learn Mindset vs
Speak & Dictate Mindset



Accountability Metrics -
Genuine and Committed

How can you get help?



Continue education

MOOC study groups



Identify mentors and sponsors

Internal & external



Invest time & energy for your career growth

Prioritize what is important



Remember: Everything takes effort and some sacrifice



Create realistic goals you can achieve

Professional & Personal



And, of course, Volunteer

Thrive-WiSE, IEEE



Thrive-WiSE co-mentoring

Please join us for a facilitated co-mentoring session for women engineers and PMs. This session will provide a space to share and learn from each other's experiences, gain insight and support around the challenges women face during COVID, and advance in their careers.

**April 2nd, 2021
5 - 6 PDT**

			
Mimi Hills Co-Founder, Music Camp (Localization leader, Retired)	Helene Cahen Strategy Consultant & Facilitator Strategic Insights	Patricia Richards Dir. Partner Engineering VMware	Prasuna Muthyala Sr. Dir. of Eng. Walmart Global Tech

tinyurl.com/TWmentorwise



April 2, 5p-6p Pacific

Tentative Topics

- **Interviewing during Covid**
- **Keeping up with new tech without going crazy**
- **Peer conflict & how to handle**

FORGE CHALLENGE THRIVE

Micro DevPulseCon
March 31, 2021

Register:
[DevPulseCon.org](https://devpulsecon.org)



Keynotes



Octavian Tanase
SVP of Engineering, NetApp



Rupa Dachere
President & Founder, Thrive-WiSE

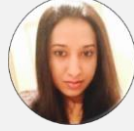
Panelists & Workshop Instructors



Deepa Karnad Dhurka
Technical Leader, Cisco



Neelima Rustagi, Sr. Director
Product Management
Palo Alto Networks



Sneha Narahalli, Product
Lead,
WalmartLabs



Sunitha Rao, Senior
Director of Product
Management, NetApp



Shivani Pradhan
Product Manage, Azure



Gerd Zellweger
Researcher, VMware



Janaki Kowtha, Global
Account executive,
NetApp

Program

Technical Panel: Getting Hired During COVID

Technical Workshop: Intro to RUST, Part 2

PM Panel: Work & Balance in the Time of Pandemic

PM Workshop: Essential Frameworks and Tools for Product Launch

Register Now

tinyurl.com/mDPC2021

Thrive-WiSE Programs

Site: devpulsecon.org

March 31, 8a-10a; 1p – 4p Pacific

- Keynotes in morning session
- Rust Hands-on Workshop
- Frameworks for PM's Workshop
- Tech and PM Panels
- Register: tinyurl.com/mDPC2021



IWD2021 @

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tinyurl.com/TWjoinus

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Your Path.

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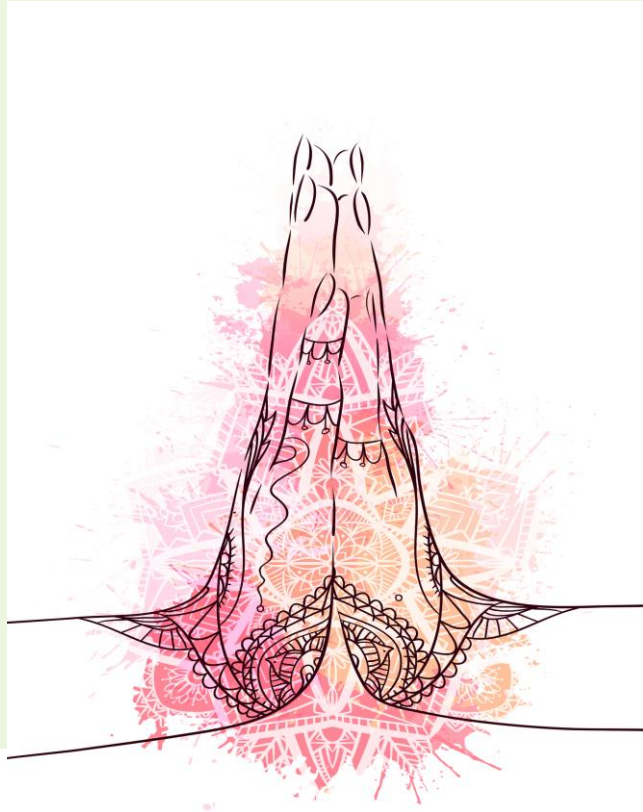
FYI – new site Alpha release!



IWD2021 @



May the code be with you...



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@rdachere