

Latinas
in /Tech

Annual Member Report

2022

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About the report

The Annual LiT Member Report now in its fifth edition since 2018, serves as a platform to amplify the diverse perspectives and experiences of Latinas in the tech industry. It's primary objective is to raise awareness, inform corporate policy discussions, and drive positive change towards fostering greater diversity, equity and inclusion for Latinas in the tech industry.

The report serves as a vital resource for stakeholders and organizations committed to promoting gender and racial equality in the tech sector. It reflects our unwavering commitment to championing the advancement of Latinas in tech to senior management roles, and promoting a more inclusive and equitable industry.

A total of **1,342 Latinas** across the organizational hierarchy answered this survey, making it statistically significant with a margin of error of less than 5%. This survey was conducted online in English during the first quarter of 2023 and included participants from the **United States, Mexico, Canada, Brazil, England and Spain.**

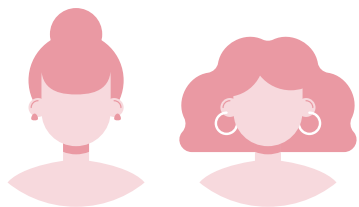
About

Latinas in Tech

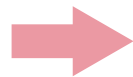
Latinas in Tech is a nonprofit organization with humble origins, starting as a grass roots movement nine years ago. Following the 2020 pandemic, the organization experienced exponential growth, not only in terms of membership count but also in its national and international presence.

Now, more than ever, we are on a mission to **Make Jefas.**

What started as



2 friends
in need of career
counseling



A global community
of more than

25,500
Latinx Women

41% growth compared to 2021
connecting LiT in 22 cities
across 7 countries

Globally, we now count with a total of **112 LiT chapter leaders** and **11,272 chapter members**.

Over the past **8 years**, LiT has brought together 25,000+ women from **7 countries**, connecting them through **300+ meetups** across **22 cities!**

We are focused on empowering and connecting Latinas through three key pillars:



We help Latinas grow their careers through hands-on training and leadership workshops.



We facilitate connections between Latina members and job opportunities within tech companies, serving as a bridge for tech companies seeking to diversify their talent pool.



We connect Latinas with mentors who can guide and help them grow throughout their professional careers.



In 2022, our message focused on the importance of representation

Which not only aligned with our values but was also the right business decision. Latinas brought unique skills and perspective to decision-making positions. As a community, we had a strong work ethic, were resourceful, and were often bilingual or multilingual, which could be a valuable asset in a global economy. By increasing the number of Latinas in higher level positions, we were not only creating a more diverse workforce, but we were also tapping into a pool of talent that could help companies thrive

For more information or to donate to our nonprofit, please visit www.latinasintech.org

"I got an email from The Warner Bros. Discovery, where they told me they had found my profile in LiT. This inspired me to look for new job opportunities and search for new territories. Currently, I'm looking for a job in LA and I plan to move there in June."

Palma Piedrahita, LiT Member

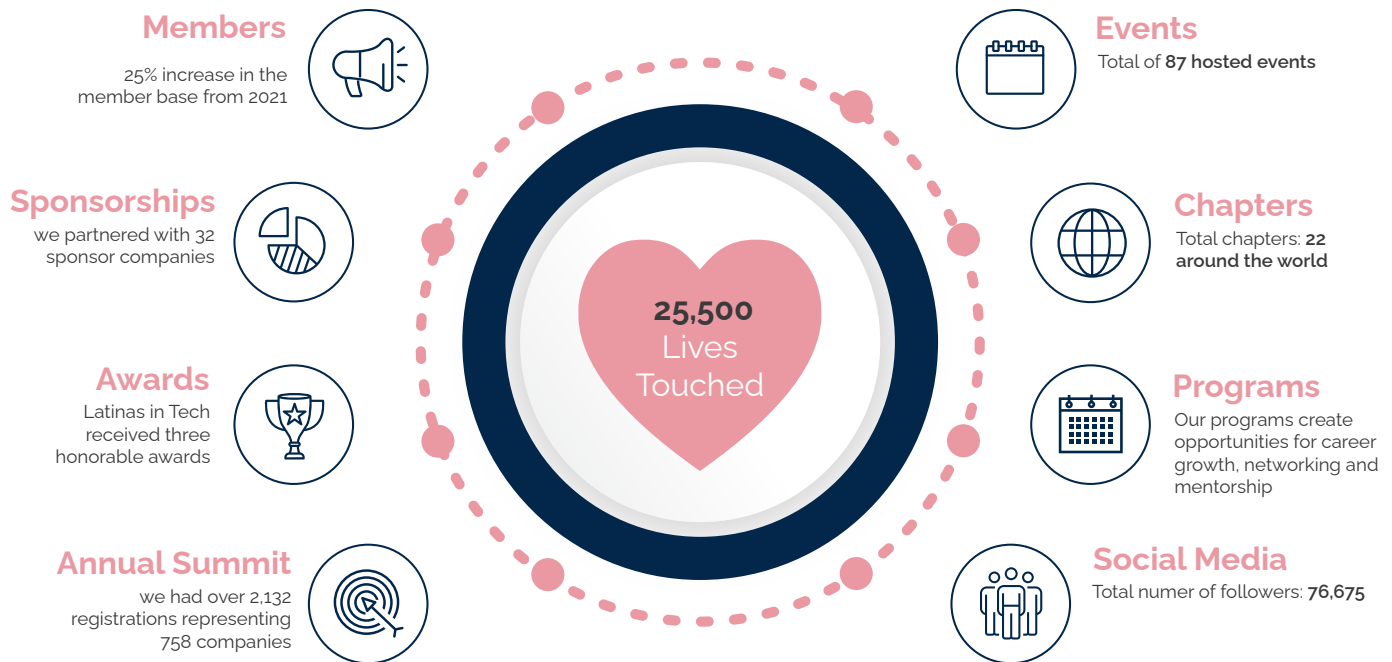
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Our Impact

Our Impact

After a tumultuous two years due to the COVID-19 pandemic, Latinas in Tech was finally able to host both in-person and virtual events in 2022.

The in-person events were particularly successful, as they provided an opportunity for members to come together, share their experiences and empower one another. The energy and enthusiasm of our members was palpable, and it was clear that the in-person activities had a lasting impact on our community."



"I learned a lot about Tech and Data via a Lit event. That network and support helped me identify an internal mobility opportunity within my current company. LiT members supported me with updating my resume, connecting with the hiring team, and interview prep. I also was encouraged to enroll in a Data Analytics bootcamp, which I did, and was offered a role in Product Operations."

Chicago LiT Member

Programs

In 2022, we established **strategic partnerships with leading organizations to create new opportunities for career growth, networking and mentorship.**



Total Events



11,248 event participants



22 chapters around the world

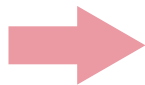


398 program participants

Mentorship

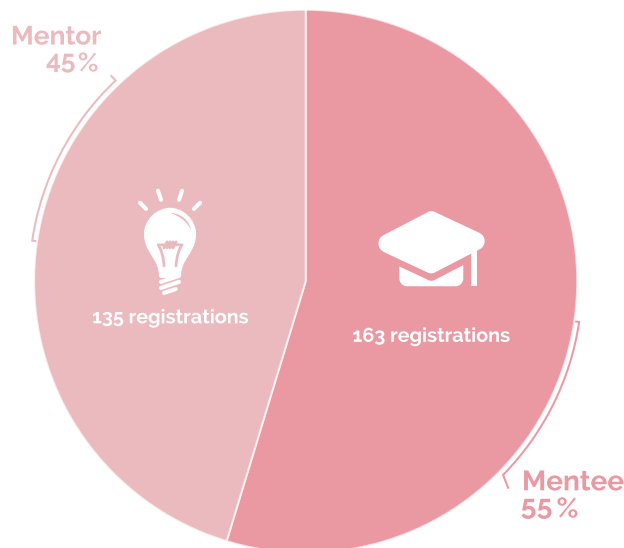
8 Cohort

impacting



298 Latinx Women

Mentees were paired with experienced mentors who shared their knowledge and expertise, providing valuable insights into navigating the tech industry's nuances.



Professional Development

The Professional Development Program aims to foment **high-potential leaders** achieve success by removing cultural barriers, preconceptions and stereotypes. Our goal is to equip leaders with the necessary skills to advance to higher-level positions and **become jefas.**



100 participants



"My mentor has great knowledge about product management and really provided me with some great tips regarding areas I could improve in to become a product manager."

LIT Member

Events

2022 was our busiest year with a total of



61 virtual events



24 in-person events



2 metaverse events

60 Sponsored Events



1,379

LIT Recruit registrations



46

Chapter Events



120

Startup Competition Applications



Chapters



113 chapter leaders



2 new chapters
North Carolina and Dublin

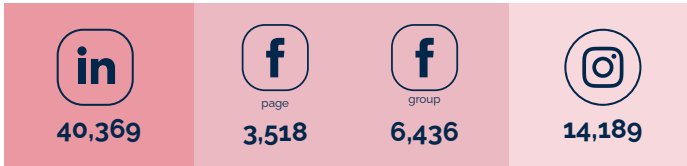


25% member growth



*By opening new chapters in different regions, Latinas in Tech can connect with and support Latinas in those areas, helping them to advance in their tech careers and fostering a more diverse and inclusive tech industry.

Followers Count



Our LinkedIn followers doubled by December 2022

Member Types



97%
Latinx in Tech



3%
Allies & Sponsors

Latina in Tech: A member who identifies as a Latinx woman.

Ally: A member who does not identify as a Latinx woman, but supports and participates in the community as an employer, recruiter and or ally.

Recruiter: A member who engages in the search, attraction and hiring of Latinas for both technical and non-technical roles for technology companies.

Sponsor: A member acting on behalf of an active partnership agreement with Latinas in Tech. They support the continued development of free programs for thousands of Latinas.



"I was able to land an interview with a big tech company after coming across a job post on the LiT Facebook page."

LiT Member

Sponsorships



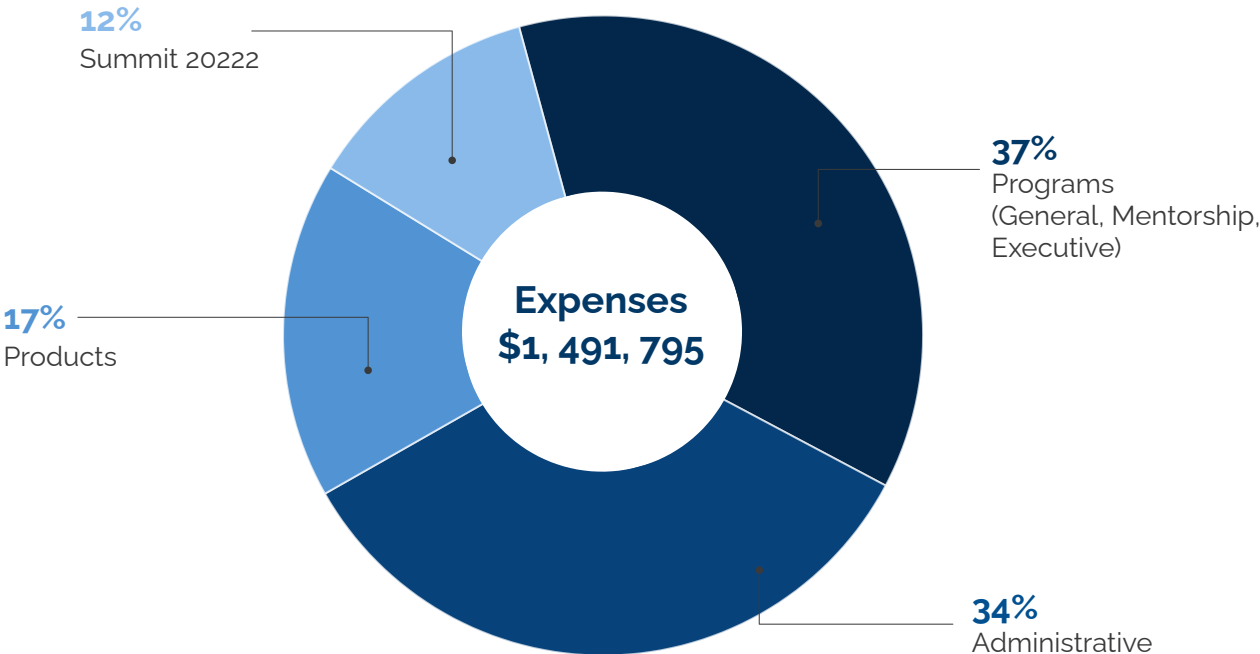
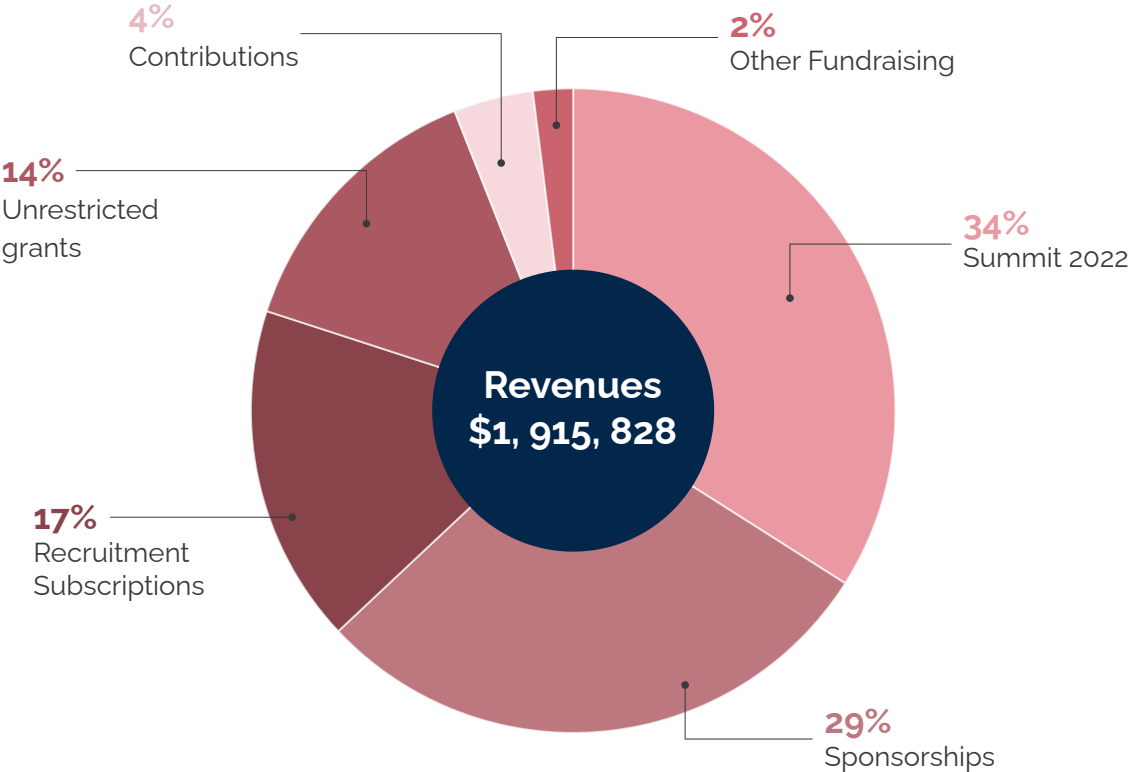
Partner with
32
Sponsor Companies

Awards



2022 Financial Report

78% of the funds received were **reinvested into our programs**

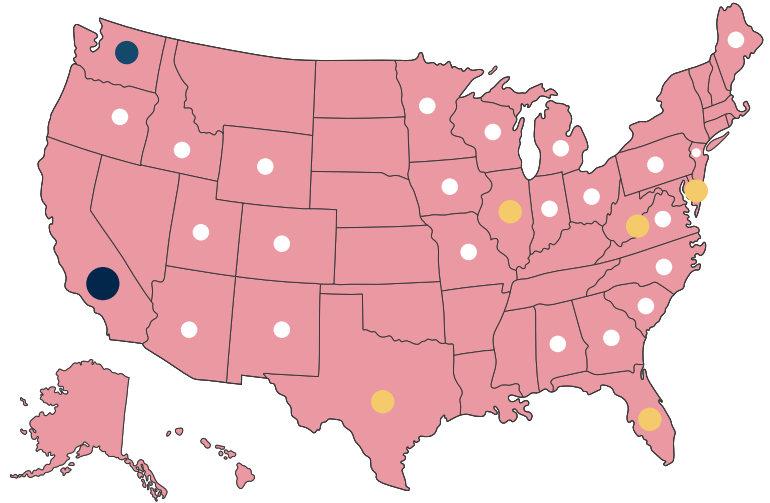


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Demographics

Geographic Location

90% of Latinas in Tech members are based in the US, with California having the highest concentration of members at 31%. This percentage is 6% lower compared to previous years, indicating a trend of tech workers relocating to different areas or transitioning to remote work.



Participation by State	
California	31%
Texas	12%
New York	10%
Illinois	7%
Florida	6%
Washington	6%
Colorado	3%
New Jersey	2%
North Carolina	2%
Utah	2%
Arizona	2%
Virginia	2%
Massachusetts	2%
Maryland	2%
Georgia	1%
Pennsylvania	1%
Washington DC	1%
Ohio	1%
Indiana	1%
Connecticut	1%



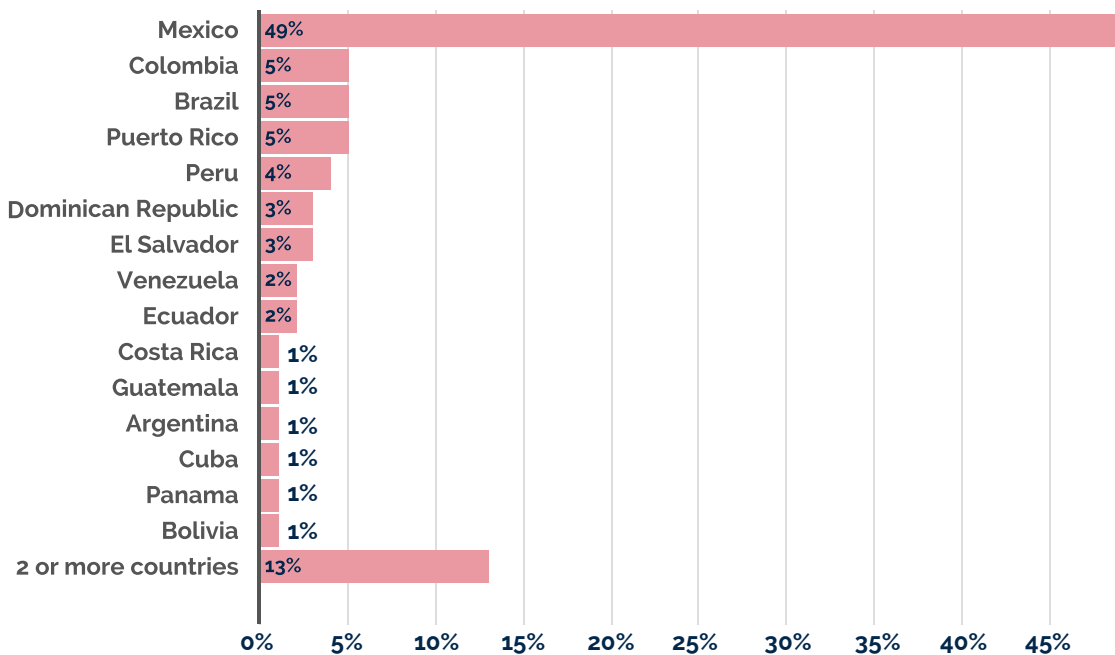
"As a chapter leader for the Madrid chapter, I have been able to get a closer look at the reality of DEI in Spain and develop strategies to make positive changes. It is so impactful to listen to our community's stories and develop that sense of belonging within. Raising my own profile and our community members is key to changing the narrative in Spain about marginalized groups in male-dominated industries like tech."

Kelly Cuesta , Madrid Chapter Leader

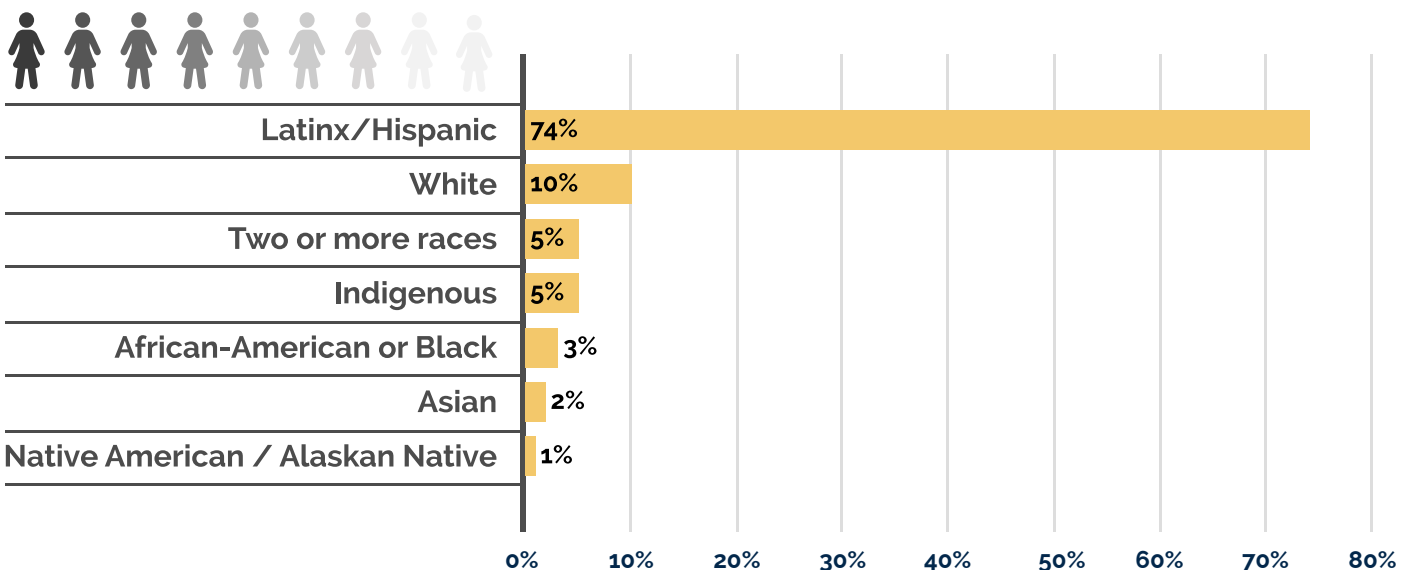
Heritage

Our members represent a diverse range of heritages from more than 30 countries, with a representative presence from **Mexico (49%)**, **Colombia(5%)**, **Brazil (5%)** and **Puerto Rico (5%)**, similar to previous years.

Additionally, 13% of survey respondents named more than one county as part of their heritage.

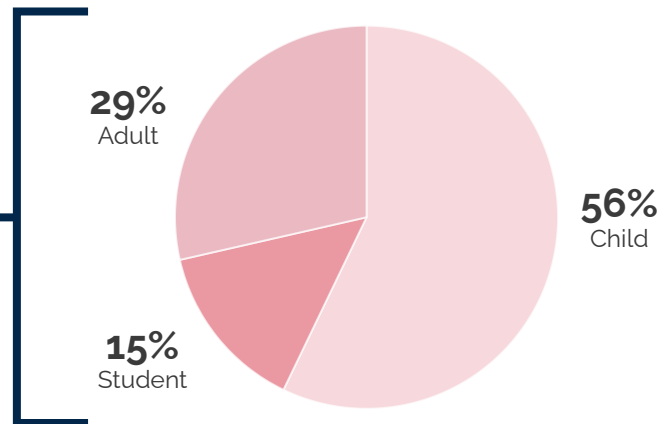
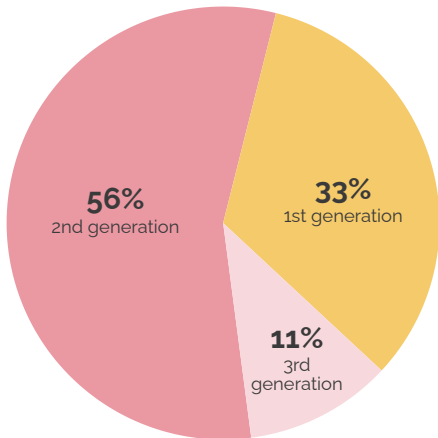


Race



Generation

About a third of our members identify as immigrants and 67% of our members were born in the US and identify as Latinas. Of our first generation members, 36% arrived to the US as children, 15% as students and 29% as adults.

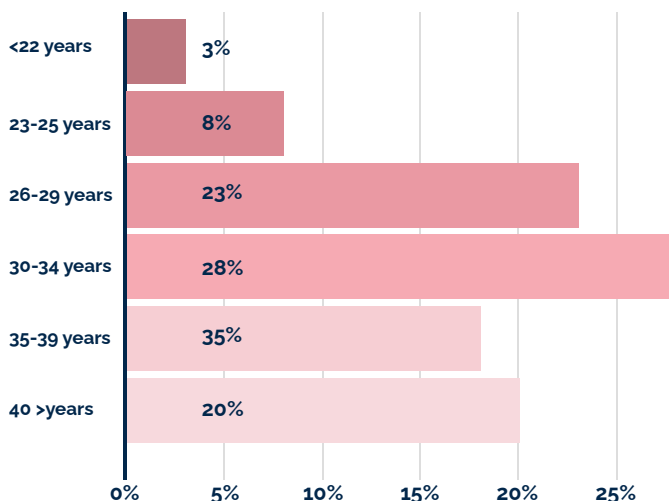


First Generation: This refers to individuals who were born in a foreign country and immigrated to a new country. They are also referred to as "foreign-born" or "immigrant" generation.

Second Generation: This refers to individuals who were born in the new country, but at least one of their parents was born in a foreign country. They are also referred to as "native-born with immigrant parents" or "children of immigrants."

Third Generation and Beyond: This refers to individuals who were born in the new country and have both parents who were also born in the new country. They are also referred to as "native-born" or "non-immigrant" generation.

Age



Languages

Proficiency



of Latinas speak two or more languages with professional proficiency.

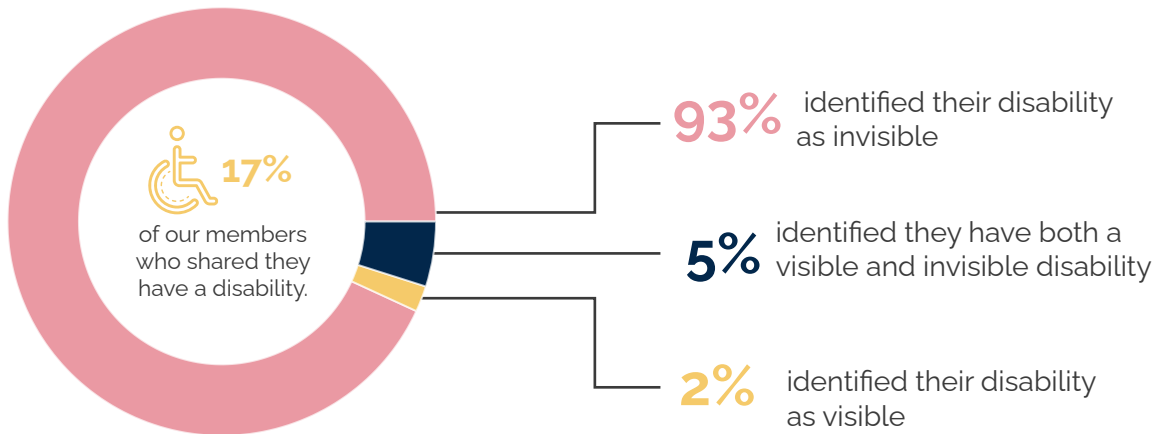
Native Languages

50% of Latinas in Tech are native English speakers

45% of Latinas in Tech are native Spanish speakers

5% of Latinas in Tech are native Portuguese speakers

Disabilities



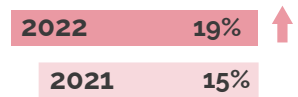
Veteran Status

Veterans continue to be a notable minority both within our community and in the tech sector; with **2% of our members** stating that they have served in the military forces.

Intersectionality



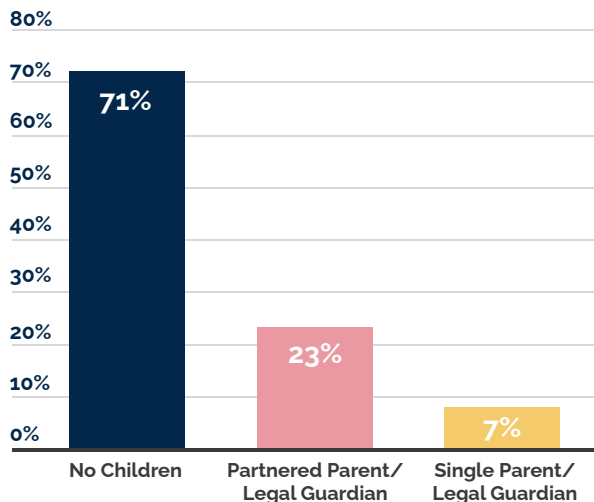
of our members identify as LGBTQ+ community members.



This increase is consistent with the impact of like awareness and inclusivity.

This growth is a testament to the growing recognition and support for the LGBTQ+ community, and the increased social empowerment of authenticity within our community. We are committed to continuing our work to create a workplace culture that values diversity and promotes equality, and **we are proud to support the LGBTQ+ community in all its diversity.**

Parenthood



Tips for companies

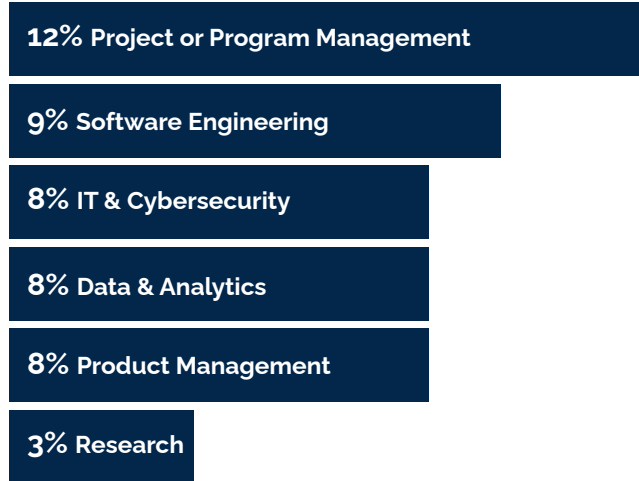


We emphasize the significance of recognizing intersectionality and the influence of identity within the workplace. We encourage corporations to make a commitment to establishing an inclusive environment that embraces and celebrates diversity in all its manifestations, including sexual orientation and gender identity. We acknowledge that the LGBTQ+ community is diverse and encompasses a range of experiences and perspectives that deserve to be valued and respected.

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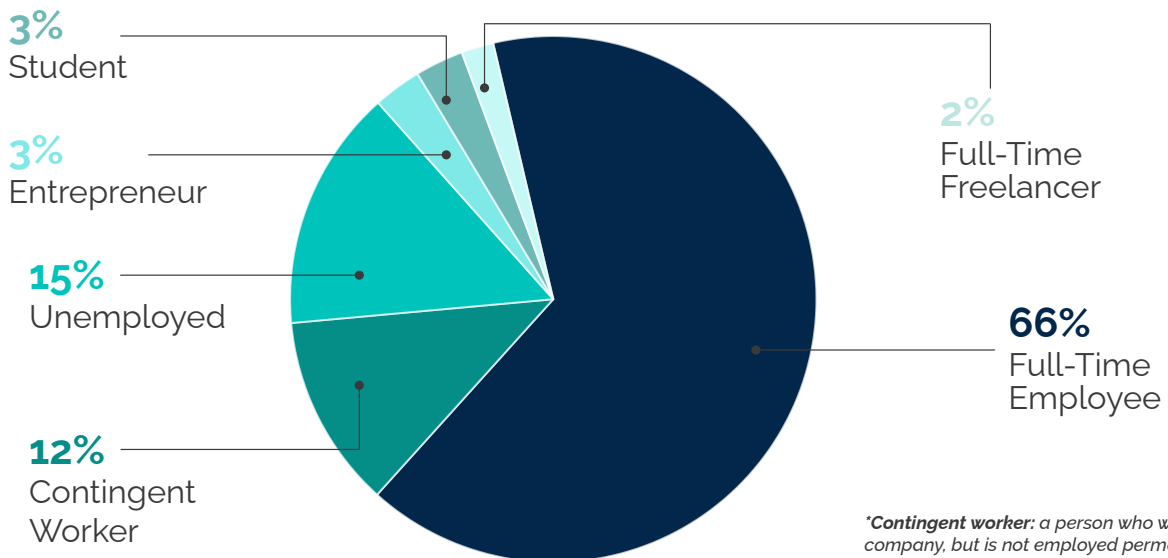
Career Insights

Field of Work



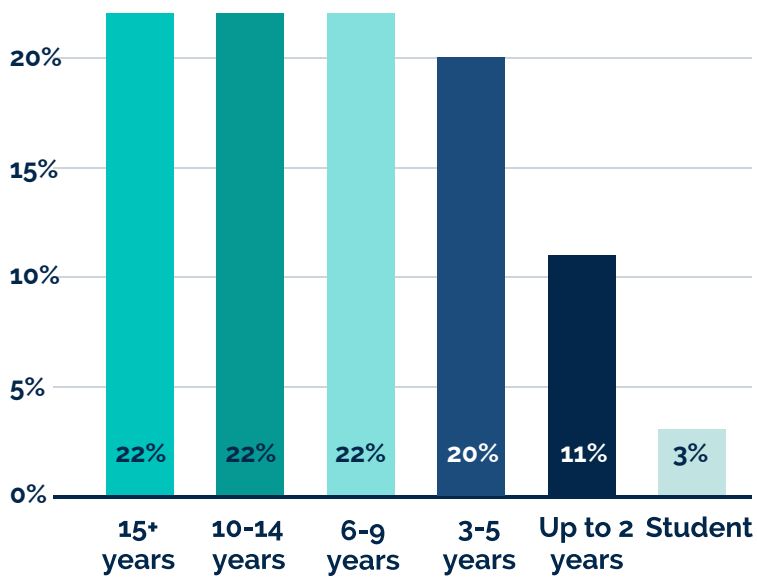
Employment Status

We think that about **12% of Latinas** are contingent workers. If we put this in plain numbers, about 2,500 of our Latinas are contingent and cannot access the same benefits as their colleagues and over **66%** of them don't have benefits at all.

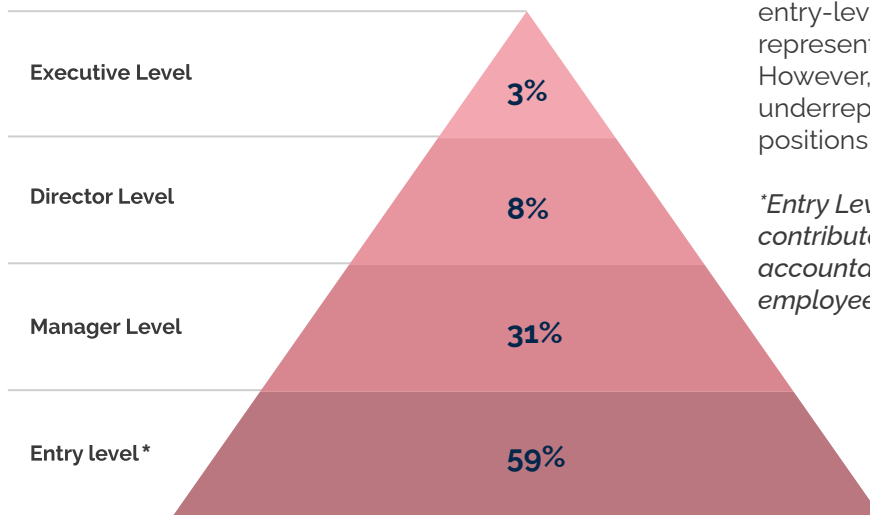


**Contingent worker: a person who works for a company, but is not employed permanently by it. Source: Cambridge Dictionary*

Years of experience



Career Progression



The majority of our Latina members are in entry-level **59%** and manager-level positions, representing a **5%** increase from last year. However, we continue to observe a significant underrepresentation of Latinas in executive-level positions, with only **3%** holding such roles.

**Entry Level: Latina Members who are Individual contributors (IC) and work independently. They are accountable for their work but do not manage other employees.*

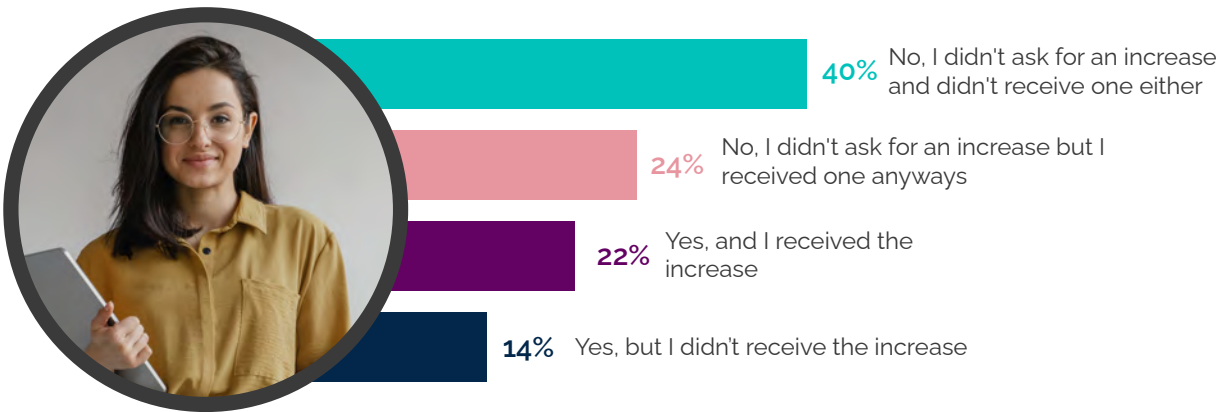
Tips for companies

In line with the proliferation of diversity, equity, and inclusion initiatives, it is crucial for companies to conduct an introspective analysis of employee performance and existing pay gaps that disproportionately affect women of color. This includes ensuring equitable access to career-advancing opportunities that are often tied to pay raises. By acknowledging and addressing these disparities, companies can take meaningful steps toward creating a more inclusive and equitable workplace, where all employees, regardless of their background, have equal opportunities for advancement and fair compensation.

Promotions and Salary Progression



We asked our Latinas if they had requested a salary increase during 2022, this is what they said:

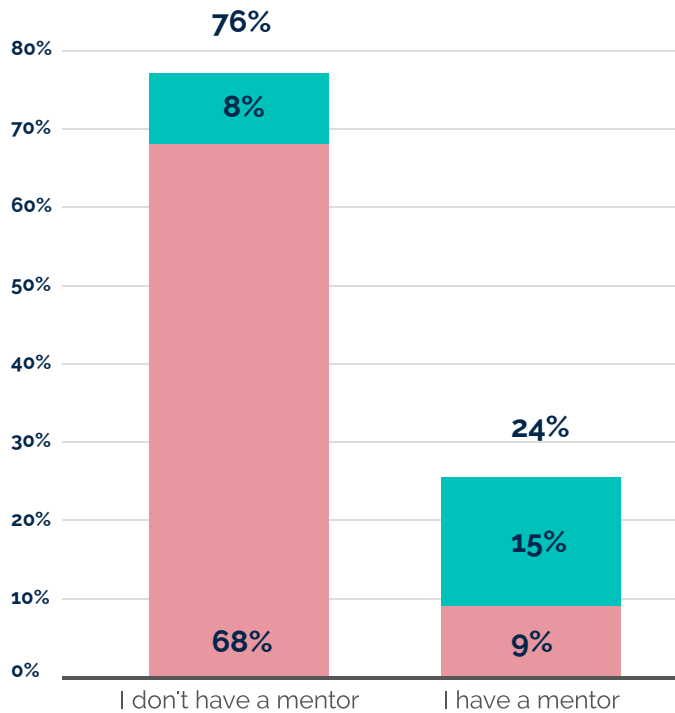


Tips for Latinas

When it comes to salary progression for the Latinas in our community, it really takes a village - we all need to do our part in 1) stepping into our power of negotiating with confidence and talking about our experiences - the more we share and socialize, the less fear exists; 2) surrounding ourselves with the helpful resources to support navigate through this process; 3) report your trajectory to institutions like Latinas in Tech who's monitoring every step of the way to equity!

Larissa Prairie, Chair of the Board at Latinas in Tech

Mentorship



- Have structured a mentorship program at work
- Don't have structured a mentorship program at work

Tips for companies

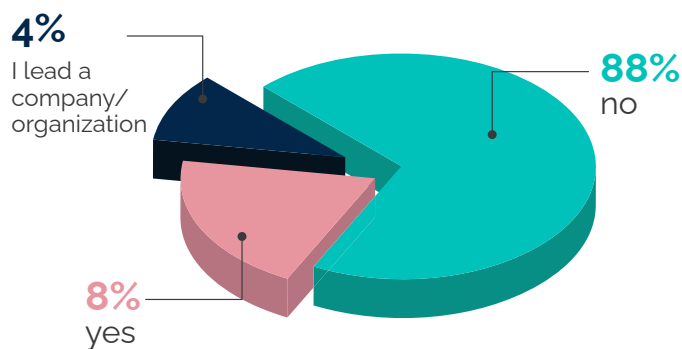


Internal structured mentorship programs are important because they provide a way for employees to learn from experienced colleagues and leaders within their organizations. Mentorship can help employees develop new skills, gain insight into different areas of the business, establish clear career goals and build relationships that can help them advance their careers.

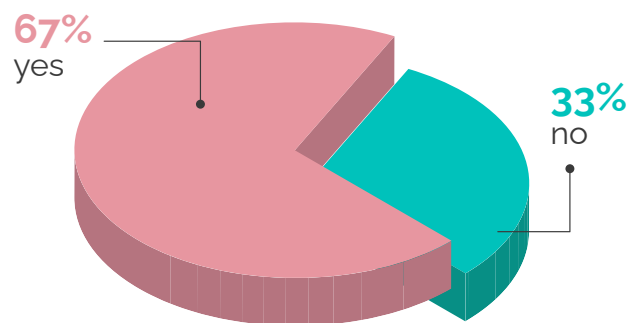
Having a mentor is one of the most important factors in the success and career development of Latinas. We have clear evidence that investing in mentorship relationships builds stronger and more effective employees.

Sponsorship

Do you have a sponsor at work?



Has your mentor or sponsor had a tangible impact on your career?



A Mentor shares their unique knowledge, expertise and wisdom with a less experienced individual (the mentee), while simultaneously honing their leadership and mentoring skills

A Sponsor will actively advocate for your career success and development within your organization. This could involve an executive who puts your name up for promotion, pushes for you to take the lead on a big project, or throws public speaking opportunities your way. A sponsor actively helps open doors for you.

Latina Board Members

Are you currently serving in a board of directors?

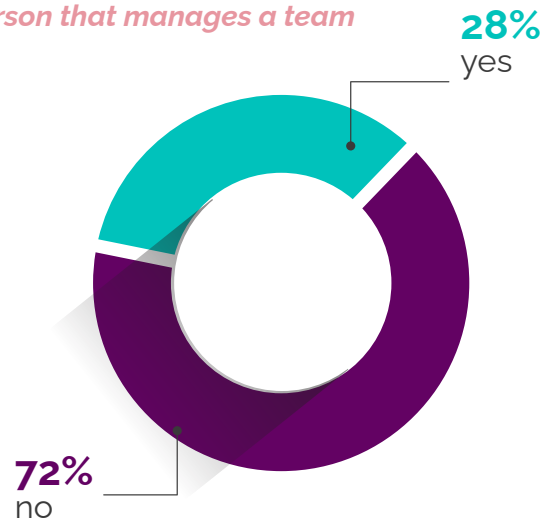


1% of our surveyed latinas are currently serving board of directors

Role Models

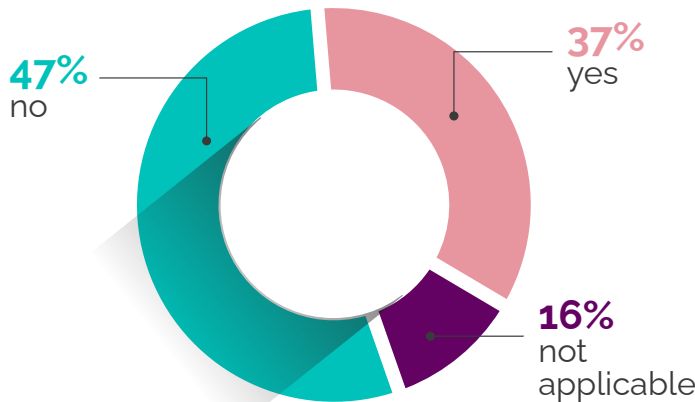
Are you a Jefa*?

*person that manages a team



Employee Resource Groups ERG

Do you belong to one or more Employee / Business Resource Group?



An Employee Resource Group (ERG) is a network of employees within a company who meet up (in person or remotely) based on shared characteristics, experiences, or goals. These groups offer a chance to network, empower one another, work on professional development and raise awareness around issues of shared interest. Latinas in Tech aims to partner with ERG leaders to provide them with external leadership opportunities, mentorship and speaking opportunities Latinas need to excel in their organization.



Tips for Companies



Employee Resources Groups (ERGs) are essential for fostering an inclusive and supportive company culture. They enable employees to connect with colleagues who share their experiences and identities, leading to a more engaged and motivated workforce. ERGs also provide valuable insights into employee needs and perspectives, helping organizations better understand and address diversity and inclusion challenges.

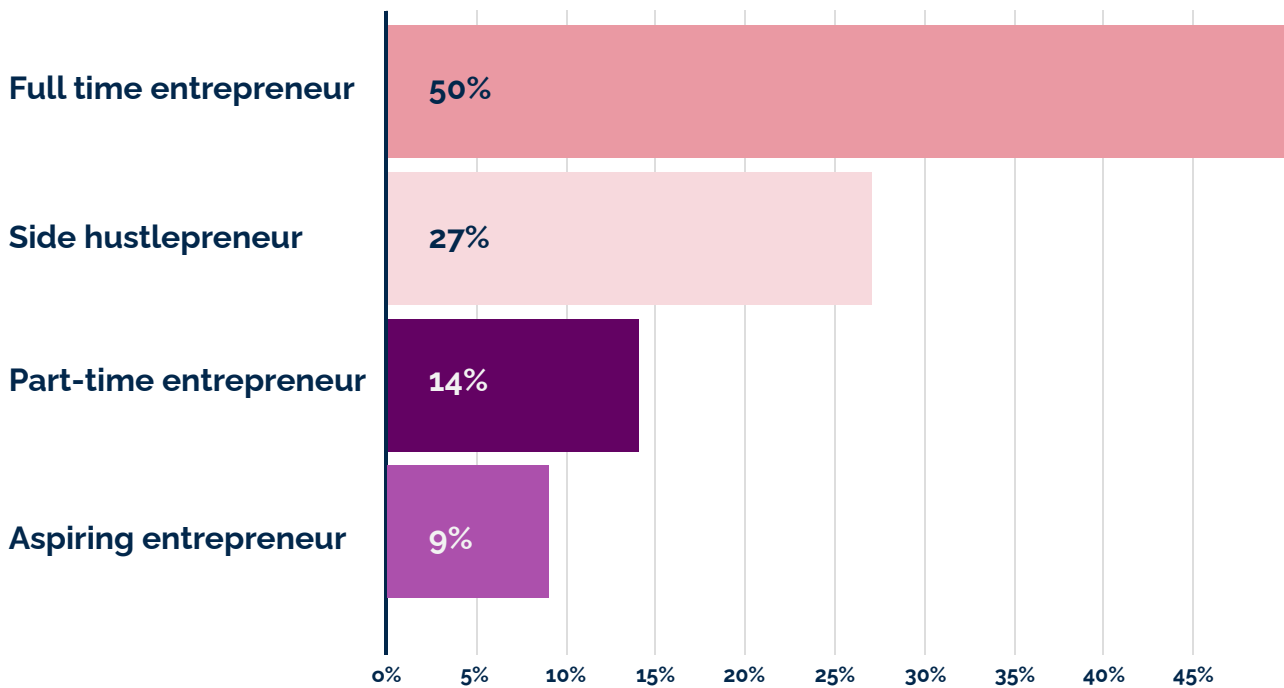
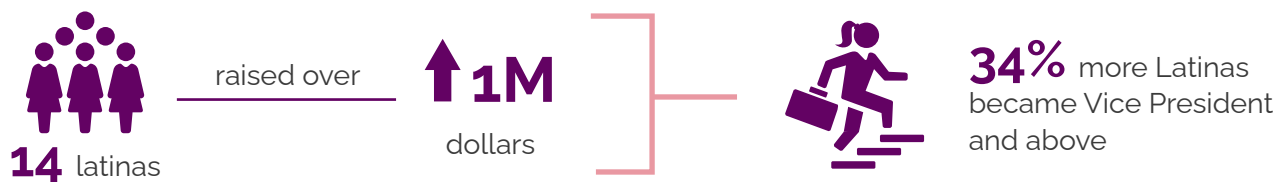
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Entrepreneurship

Entrepreneurship in our community

Latinas in Tech continue recognizing and supporting Latina entrepreneurs through the **Latinas Founders list**, serves as a source of **inspiration and motivation for aspiring Latina entrepreneurs** and provides a platform for these trailblazers to share their stories and experiences.

This list was started by **Cecilia Corral, CoFounder and VP of CareMessage**, and it highlights the remarkable achievements of Latina entrepreneurs in the tech industry.



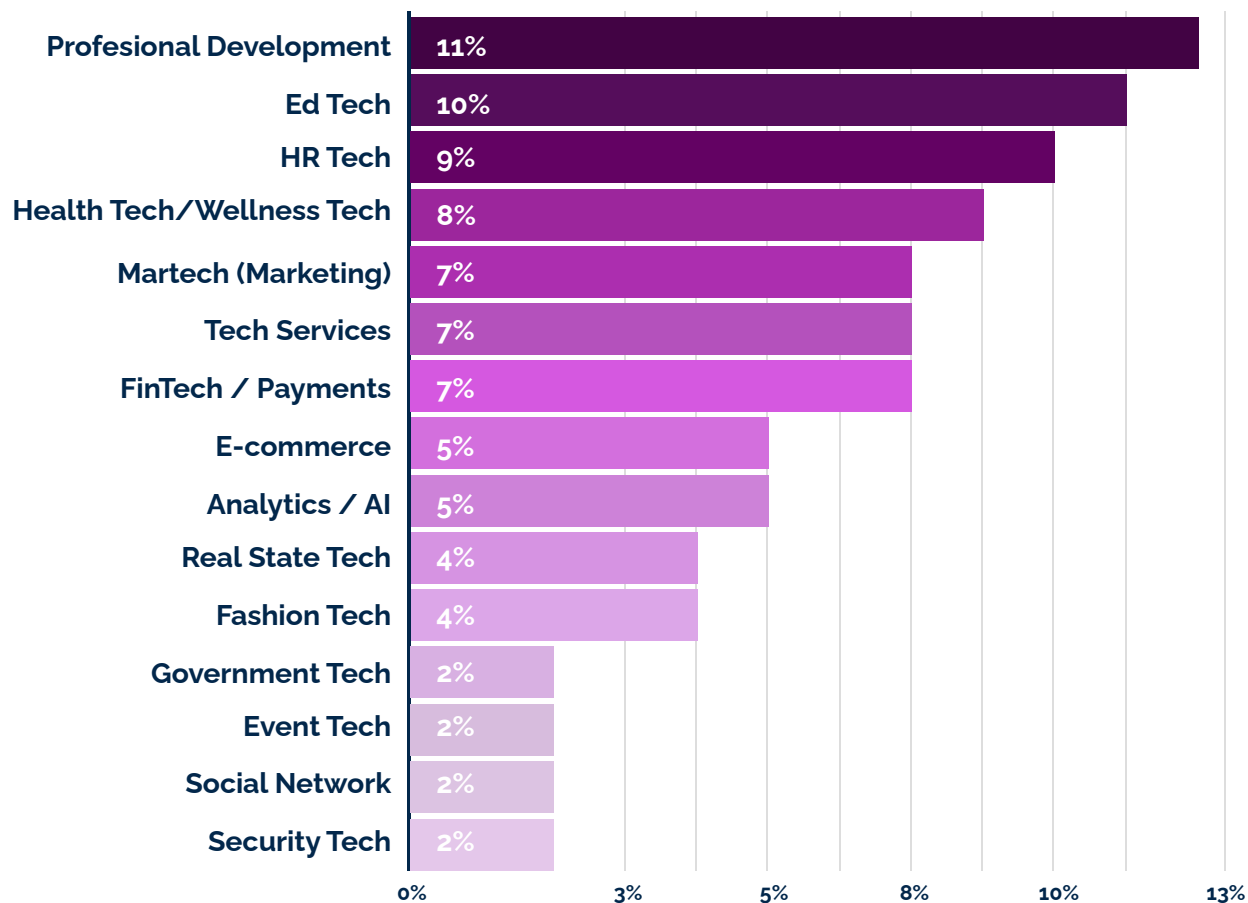
Tips for Latinas



Stay informed and be adaptable. Keep up with the latest news and trends related to your industry and be willing to pivot your business strategy if necessary. Focus on building a strong financial foundation by managing your cash flow, reducing expenses where possible, and exploring new revenue streams. Take care of yourself and your team. Prioritize your physical and mental health, communicate openly with your employees, and foster a supportive and positive work environment.

Entrepreneur focus area

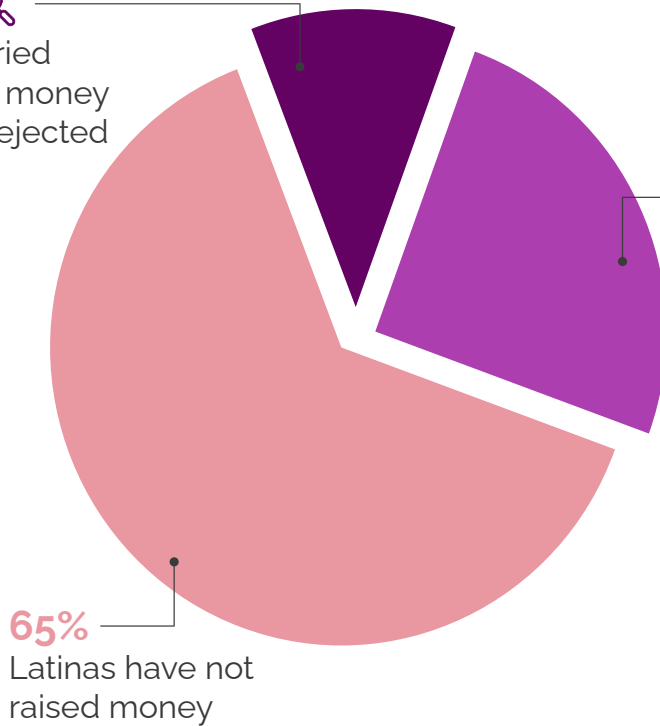
Professional Development is the main focus area within our Entrepreneur members, followed by EDTech and HR Tech two areas that have been representative in our community founders during the **past two years**.



Fundraising

Funding Status

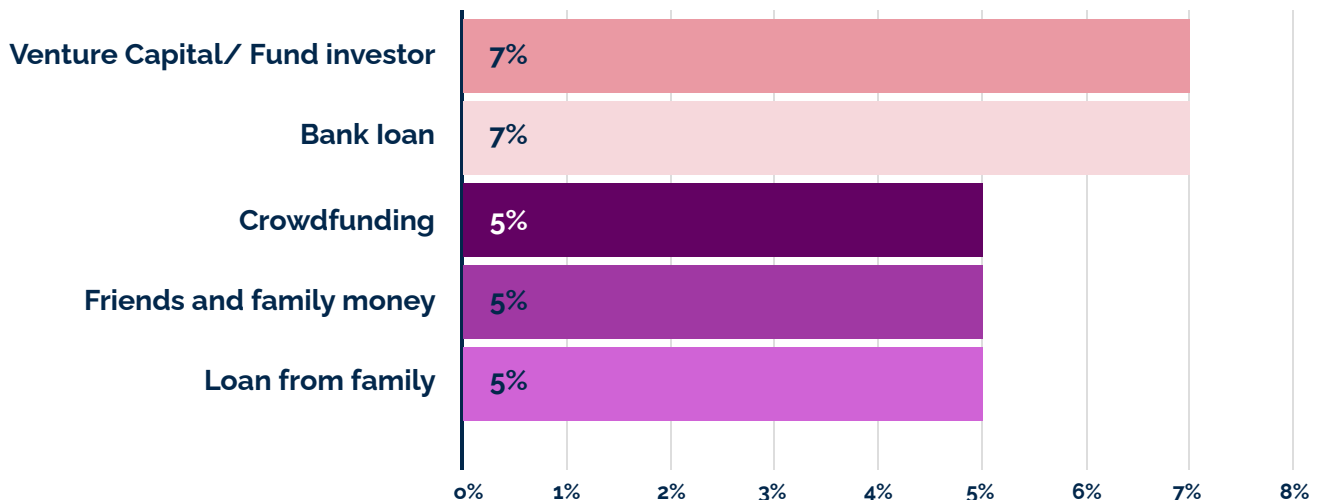
7% 
Latinas tried to raise money but got rejected



28% 
Latinas founders that secured some kind of funding

Over the years the biggest source of funding are venture capital and banks but those two sources aggregate represent the same proportion of funds coming from crowdfunding, family and friends. Finally 65% have manifested not having raised money.

Funding Sources



Acknowledgements

Thank you to all the Latinxs and Allies who answered our annual survey. Thank you to the Latinas in Tech team and the Prezi team who collaborated on this report. Finally, thank you to the Tech community that is seeking to make a more equitable and inclusive place for all.

Latinas in Tech team

Rocio Medina van Nierop | CEO & Co-Founder
Latinas in Tech
Ana Bretschneider | Director of Sponsorship &
Program Operations
Cecilia Fischer-Benitez | Program Manager
Jennifer Madera | Marketing Manager
Manuel Torres | Chapter Manager
Natalie DePhillips | Sponsorships Manager
Juana Estrada | Event Manager
Andrea Aragon | Business Intelligence & CSS
Laura Varona | Executive Assistant
Nancy Magallan | Project Management
Associate
Luis Angel Hernandez | Product Manager
Irene Antón Canalis | Brand Manager
Sandra Jaramillo | Visual & Graphic Designer
Yarely Chino | Lead Web Developer
Cecilia Gonzalez | Web Developer
Mayra Sofia Montaña | Accountant
Christopher Esposito | Human Resources
Cynthia Alaniz Salazar | Copywriter

Special Acknowledgements

Barbara Gomez-Aguinaga | Associate
Director | Stanford Latino
Entrepreneurship Initiative
Larissa Prairie | Chair of the Board
Rose Hartwig | Managing Partner,
Marketing Fluency, former Marketing SVP,
Peloton

Board of Directors 2022

Larissa Prairie | Chair of the Board
Rachel ten Brink | Board Director
Mayra Sofia Montaña | Board Treasurer
Rose Hartwig | Board Secretary

Board of Advisors

Lorena Hernandez | Social Impact Leader
Digital Equity Expert | Diversity, Equity,
Inclusion & Belonging

Marisa Moret | Global Affairs & Strategic
Partnerships Director - Airbnb

Verónica Fernández | Head of Business
Solutions - Visa

Pilar Manchón | Senior Director of Research
Strategy @GoogleAI - Google

Julia Figueiredo | Director, LATAM
Partners for Growth

Cynthia Guerrero | Partner - CalStrat