Latinas in / Tech

Annual Member Report

2023

Annual Member Report By: Latinas in/Tech

ABOUT LATINAS IN TECH.

01

COMMUNITY IMPACT.

02

DEMOGRAPHICS.

03

CAREER INSIGHTS.

04

ENTREPRENEURSHIP.

05

About the report

The 2023 iteration of the Latinas in Tech Annual Member Report, now in its sixth year, continues to provide an indispensable platform for amplifying the diverse perspectives and experiences of Latinas in the technology sector. With its overarching aim to raise awareness, inform corporate policy discourse, and catalyze positive transformation, the report remains pivotal in fostering heightened diversity, equity, and inclusion for Latinas within the tech domain.

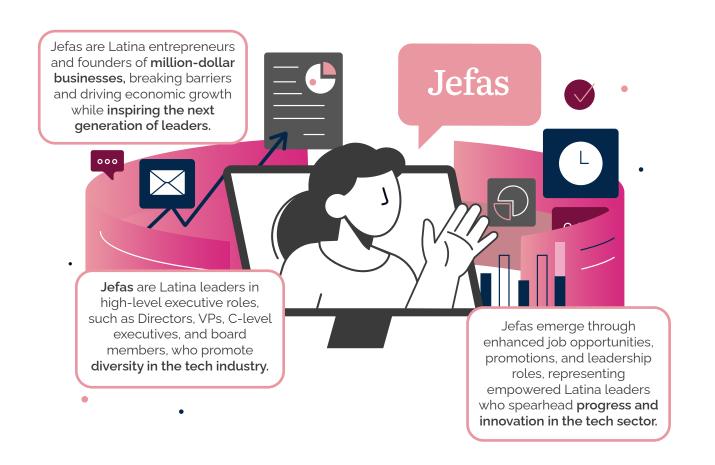
Serving as an **invaluable resource for stakeholders and organizations** deeply committed to advancing gender and racial parity in the tech landscape, this report underscores our unyielding dedication to propelling **Latinas into senior leadership positions** while advocating for an industry environment that is more encompassing and equitable.



A total of 1,303 Latinas and Allies across the community 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 2024 and included participants from the United States, Mexico, Canada, Brazil, England, Spain and other locations.

About Latinas in Tech

Latinas in Tech is a 501(c)(3) nonprofit organization that has evolved significantly over the past decade. From its inception, our focus has been on **empowering Latinas to become exemplary leaders within the tech industry**. In recent years, our efforts have gained remarkable momentum, transcending national borders and making a global impact.



Now, more than ever, we are committed to our mission of nurturing and celebrating Jefas across the globe. Through our programs, initiatives, and collaborative efforts, we continue to pave the way for Latinas to thrive as influential leaders in technology and beyond.

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



Q Recruiting



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 2023, our focus shifted to celebrating the power of making and Jefas (bosses) in the tech industry.

As we navigate through the ever-changing landscape of the tech world, our mission remains clear: to cultivate a community of Jefas. A Jefa is not just a leader; she embodies resilience, innovation, and leadership. She is someone who not only excels in her own endeavors but also uplifts and inspires those around her. By challenging conventions and forging her path, a Jefa takes ownership of her destiny and drives meaningful change in the industry.

Their leadership paves the way for a more inclusive and **dynamic tech ecosystem**, where diverse voices are not only heard but valued. By championing the rise of Jefas, we aim **to empower more Latinas** to take charge and drive positive change within their organizations and beyond.

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

JEFA (xe-fa) woman boss - A mindset to live by that shows resilience and leadership regardless of your job title. You are a leader!



OUR IMPACT



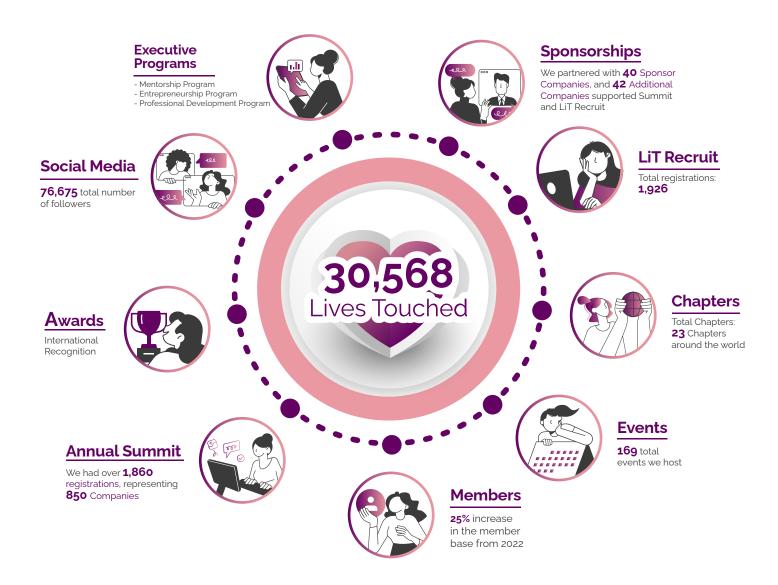




Our Impact

What a journey it has been since our last update! In 2023, Latinas in Tech experienced remarkable growth and transformation, surpassing even our own expectations.

With 23 chapters strong and 169 events hosted throughout the year, including a dynamic mix of in-person and virtual gatherings, we reached more members than ever before. The energy and enthusiasm radiating from our members continue to fuel our collective journey towards success and innovation. As we look ahead to the future, let's carry forward the momentum of 2023 and continue to elevate Latinas in Tech to even greater heights. Together, we are creating JEFAS.



LiT Programs

In 2023, we expanded our programs for Latinas in Tech. Thanks to a grant from GET Cities, we launched the Latinas in Tech Mentorship Program. Supported by community partners, we introduced the Entrepreneurship Program, while our Professional Development Program continued to thrive.



Mentorship Program 1,545 participants



Entrepreneurship Program 44 participants



Professional Development 2 corporate partners

Mentorship Program



993 Mentees

552 Mentors In 2023 we launched our Latinas in Tech Mentorship Program full time and we were able to mentor 993 Latinas in Tech Members.

Mentees were matched with seasoned industry mentors who generously shared their knowledge and expertise, offering invaluable guidance on navigating the nuances of the tech industry.

The top three backgrounds most commonly represented among



Mentees















"I am incredibly grateful for the opportunity to be a part of the Latinas in Tech mentorship program. Scott has been a perfect match, providing invaluable insight and unwavering support throughout my journey. His availability and guidance have not only enriched my professional growth but also inspired me to pay it forward and empower others in the tech industry. This experience has reaffirmed the importance of mentorship and the incredible impact it can have on one's career. I am proud to be a part of this vibrant community that fosters growth, diversity, and inclusivity in technology."

Estela D. - Participant in 2023 Mentorship Program

Entrepreneurship Program

In 2023 we launched our first-ever programming for Entrepreneurs.

The Entrepreneurship Program is an initiative of Latinas in Tech focused on providing resources, access to educational programming, and supporting Latina entrepreneurs.

We welcomed Latina Founders to two separate cohorts based on experience.

Spring Cohort

focused on founders at the beginning of their journeys, those who were at the beginning stages of launching their ideas to fruition

27 Founders
Beginner Program

Fall Cohort

focused on visionary Latina founders who had already successfully raised a minimum of \$50,000 in funding and are now poised to elevate their startups to even greater heights.

17 Founders
Intermediate Program



"As a sustainability measurement software company, we understand the important role of diversity and inclusion in driving innovation in the tech industry. The Latinas Tech Fellowship Program empowers Latina voices to foster meaningful change within the industry. I personally benefited tremendously from this supportive community and inclusive venue full of industry mentors. A significant component of the fellowship program involved raising funds from venture capital firms, showcasing the commitment to providing financial resources and support to Latina entrepreneurs in tech. The program allowed me to learn how to craft a compelling pitch deck, and how to think strategically about my fundraising journey. Latinas in Tech Fellowship Program is a catalyst for advancing Latina representation and success in the entrepreneurial tech ecosystem".

Estefania Palomino, Founder and CEO, Aleph Leadership Corp.

Professional Development Program



Within our Professional Development Program, we ensure each participant receives guidance to overcome **cultural barriers**, challenge assumptions, and debunk stereotypes. Through this program, we aspire to **cultivate inspiring "jefas"** who leave a lasting impact in their respective fields.

Events

In 2023, our community thrived as we resumed all chapter in-person activities, marking our **highest number of activations** ever recorded.



Latinas in/Tech SUMMIT 2023

Since 2017, Latinas in Tech has hosted **LiT Summit**, an annual conference to bring together influential Latinas working in technology.

Our goal is to **create a space where Latinas in Tech can connect, belong and celebrate their success.** The Latinas in Tech Summit is the largest Tech event for Latinas not only in the USA but in the world.

Latinas in Tech Summit 2023 was a two-day experience that took place in-person at the San Francisco Palace of Fine Arts on May 18th & virtually on May 19th.



Keynote Speakers



Ellen Ochoa
The First Latina in Space and
Former Director at NASA



Ileana Musa

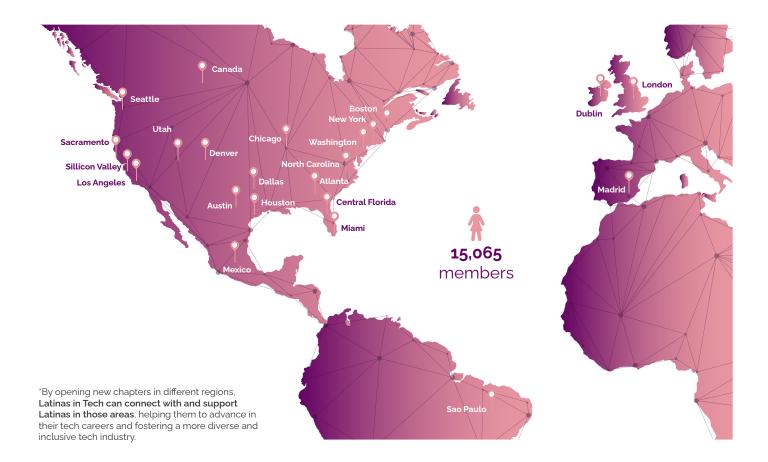
Managing Director, Head of
International Banking & Lending
at Morgan Stanley

Chapters











"Joining Latinas In Tech after 20 years solo in tech was life-changing; giving me a voice, confidence, and a community and it supported me during a layoff. Thanks to Rocio, the NC and NYC chapter, and our reputation and strength, I landed a new role. Celebrating this win at the summit with mi gente was unforgettable. This community's solidarity and empowerment is unmatched and I'm committed to pay it forward."

Stacy Ledesma Whitenight North Carolina Chapter President

Recruiting

Recruiting is here to empower, support and guide the LIT members to find more leadership roles and life changing career opportunities and will collaborate with the internal team to create the best experience for our sponsors and community.



1,926 LiT Recruit registrations



785 number of jobs posted



734 Community Cafecito registratons

LIT RECRUIT EVENT (Latinas in /Tech



With 1:1 online speed-recruiting, our talented members are able to interact virtually with Recruiting Teams from Top Tech companies. Recruiters meet with technical and non-technical Latina job seekers and attendees leave with priceless networking opportunities.

1,926 LiT Recruit registrations

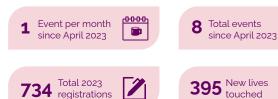


LiT Recruit grew from an annual event. however because of the community's need and our growth strategy, Latinas in Tech shifted to host the LiT Recruit Virtual Career Fair quarterly starting with our September 2023 LiT Recruit Event.

Community Recruiting Office Hours



The purpose of Office Hours with a Recruiter is to have a safe space to discuss how the community is feeling in their job search and to work as a community to help our Latina Members level up and find roles.



734 registrations

"I was lucky to find LiT through Instagram and instantly felt connected to a great community. I am very grateful for the opportunity they created with the LiT Recruit event that was able to help me connect with not only Taco Bell, but other great Latinas as well. I am looking forward to starting my new position and continuing to grow within Latinas in Tech."

Giselle Nuria, QA Engenieer hired by Tacobell

Followers Count









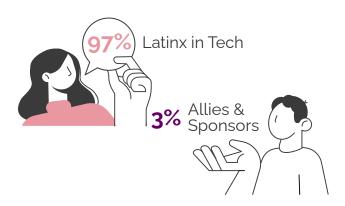


*Latinas in Tech joined TikTok at the end of 2023.



Jefa Mode Live, a Latinas in Tech podcast celebrates the extraordinary voices of Latinas in the Tech industry. Launched on December 2023 and hosted by Rocio van Nierop, CEO and Co-Founder of Latinas in Tech, this show dives deep into the core of tech and entrepreneurship, exploring the remarkable stories of JEFAS who have shattered ceilings, defied expectations, and created their own paths. Together, we will bridge the gap, break the barriers, and celebrate the incredible women who are changing the face of tech.

Member Types



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.

Sponsorships





Additional Companies supported our Summit and LiT Recruit.

Awards

LiT HQ Awards:



Category: Community Initiative of the Year (Non-Corporate)

Rocio CEO Awards:



50 Most Powerful Latinas



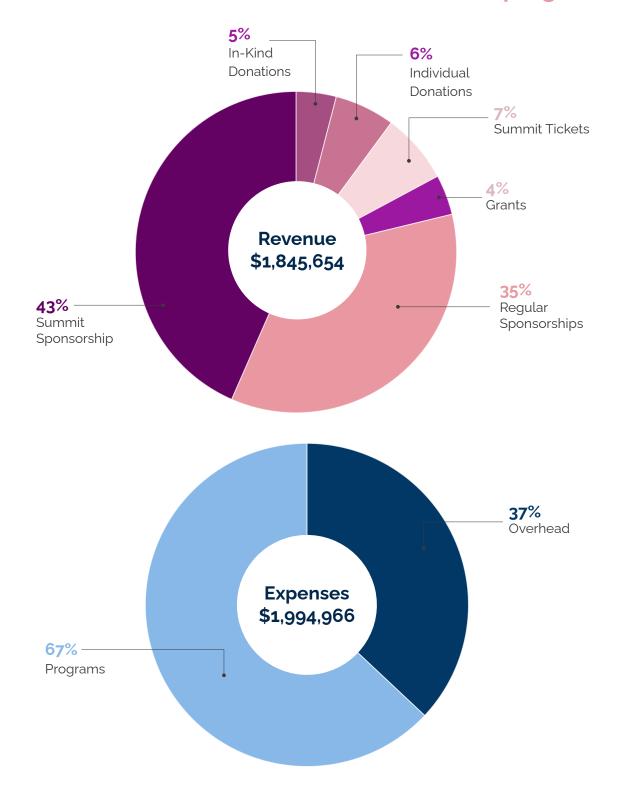
The Hispanic Star Award for "Changemakers Shaping The U.S."



2023 Social Innovation Honoree

2023 Financial Report

108% of the funds received were reinvested into our programs





DEMOGRAPHICS

03









Geographic Location

87% Latinas in the Tech community surveyed are situated in the United States, with smaller percentages in Canada (4%) and Mexico (3%). Among US states, California leads with a participation rate of 29%, though this represents a 2% decline from 2022. The decrease could be linked to an ongoing pattern of tech professionals moving to new regions or shifting towards remote work.

Participation by State		
California	29%	
Texas	12%	
New York	10%	
Illinois	8%	
Florida	7%	
Washington	4%	
Colorado	3%	
Georgia	3%	
New Jersey	3%	
North Carolina	2%	
Massachusetts	2%	
Maryland	2%	
Virginia	2%	
Utah	1%	
Arizona	1%	
Connecticut	1%	
Wisconsin	1%	
Pennsylvania	1%	
Oregon	1%	
Washington DC	1%	
South Carolina	1%	
Nevada	1%	

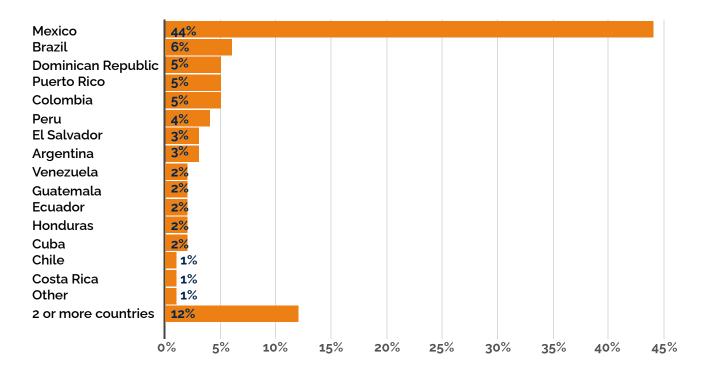


" I believe the LiT community mission to connect and advance Latinas in tech ecosystems motivates me on a daily basis to keep reaching both personal and career goals. I admire Latinas who are just starting, as well as those in leadership positions, where I see myself transitioning."

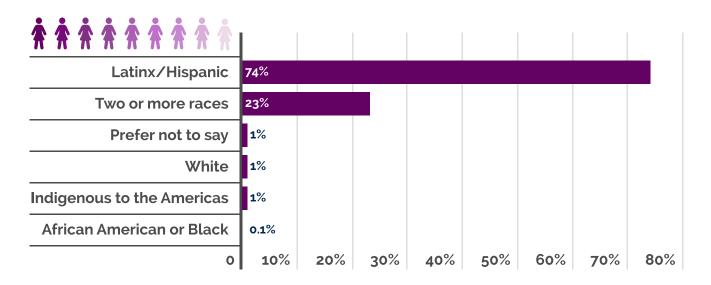
Maria Carolina Suarez, Survey participant

Heritage

We have expanded our membership to include a diverse array of heritages from 25 different countries. Mexico leads with 44%, followed by Brazil at 6% and the Dominican Republic at 5%. Additionally, 13% of respondents identify with multiple countries in their heritage, reflecting a trend similar to what was observed in 2022.

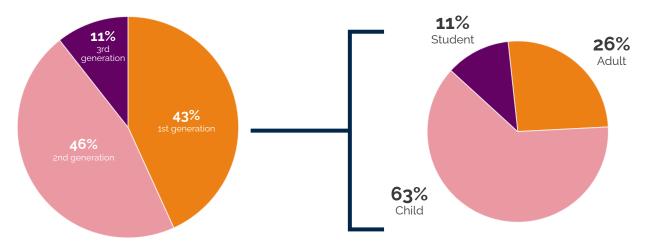


Race



Generation

Among our US Membership, 43% are immigrants, while 57% were born in the US and identify as Latinas. Of those who are first-generation members, 63% arrived in the US as children, 11% as students, and 26% 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."

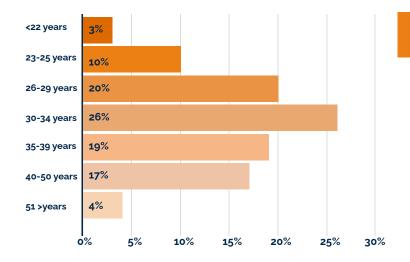
Third Generation and Beyond: This refers to individuals who were born in the new country and have both parents who were also born in the new country. They are also referred to as "native-born" or "non-immigrant" generation.

Age

Proficiency







Native Languages

of Latinas in Tech are native
Spanish speakers

43%

6%

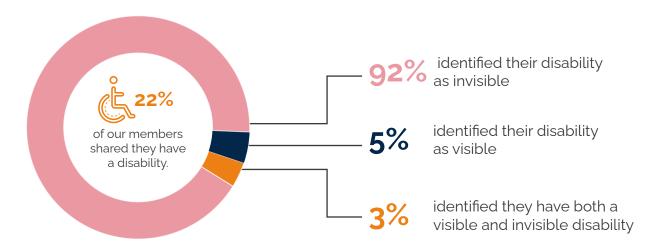
1%

of Latinas in Tech are native English speakers

of Latinas in Tech are native Portuguese speakers

of Latinas in Tech are native in 2 languages (including english, spanish, german and italian)

Disabilities



Veteran Status

Veterans remain a noteworthy minority in both our community and the tech sector, with **2% of our members** indicating they have served in the military.

Intersectionality



of our members identify as LGBTQ+ community members.

Latinas in Tech actively acknowledges intersectionality of identities, including those of LGBTQ+ individuals, within the tech industry. We partner with organizations like *Out in Tech* and *Startout* to highlight our dedication to inclusivity, and to ensure all of our members and allies feel valued and supported in their journeys. This dedication not only strengthens our community bonds but also paves the way for collaborative empowerment, enriching the tech industry with diverse perspectives and equitable opportunities.

Tips for companies



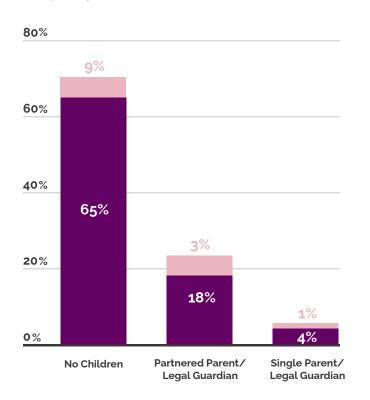
Companies can support intersectionality by implementing inclusive policies and practices that acknowledge and respect the diverse identities and experiences of their employees. This includes promoting diversity in recruitment, providing diversity and inclusion training, creating affinity groups or employee resource groups, offering flexible work arrangements, and ensuring equitable access to opportunities for career advancement and development. Considering the intersectionality of employees is essential for organizations as it acknowledges the diverse identities and experiences individuals bring to the workplaceality.



Parenthood

Among our community members, 26% are parents or legal guardians, while an additional 13% of Latinas also care for someone besides their children. This data underscores the diverse caregiving roles within the community, which may affect job search endeavors and availability for employment. Recognizing these dynamics can facilitate the customization of support services, such as flexible work arrangements or resources aimed at balancing work and

caregiving responsibilities



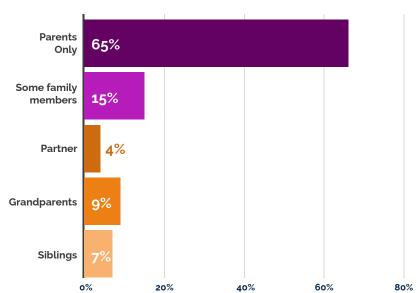
I do provide regular care for someone besides mine

I don't provide regular care for someone besides mine



The fact that **65**% of caregivers are primarily responsible for their parents highlights a significant cultural and possibly economic element in the community.

Additionally, with 15% caring for various family members and others caring for grandparents and siblings, it shows a broad spectrum of family obligations. This diversity in caregiving reflects the need for a flexible and understanding approach in workplace policies, which could include leave policies that consider the variety of family structures and care needs.



CAREER INSIGHTS

04





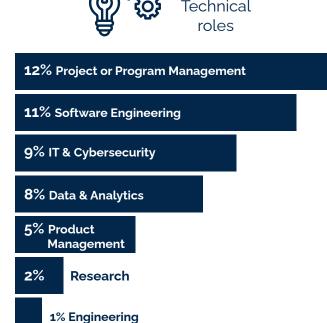


Field of work



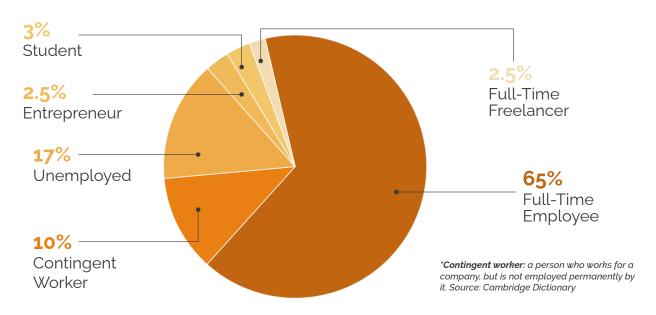




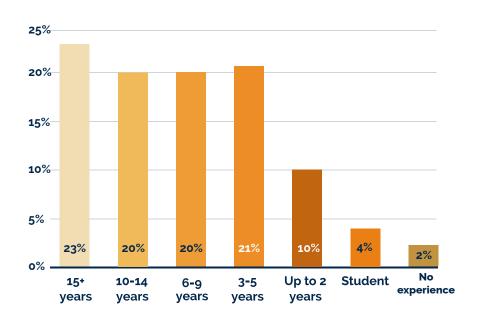


Employment Status

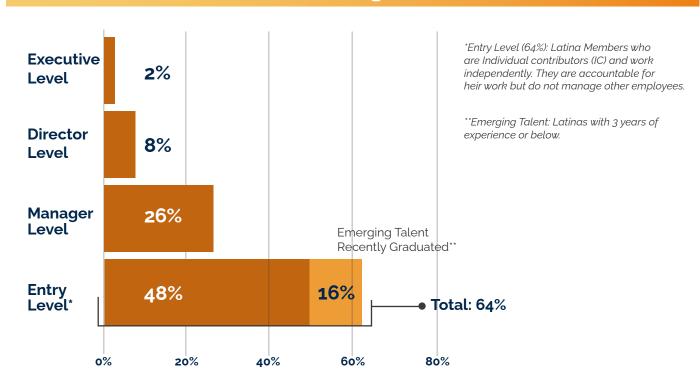
2023 was a difficult year for our community, **17**% of our Latinas are unemployed, this can be partially explained by this year's Layoffs. Additionally, we observe **10**% contingent workers* in our community.



Years of Experience



Career Progression



Latinas with extensive professional experience are concentrated in entry-level jobs. From that portion (entry level) notably, **17**% have been in such roles for 10-14 years, and **9**% for over 15 years. This indicates not just a difficulty in breaking into higher roles but a concerning trend of career stagnation despite substantial experience.

Promotions and Salary Progression

We inquired with our Latina Colleagues whether they had asked for a salary increase in 2023; here are their responses:

No, I didn't ask for an increase and didn't receive one either No, I didn't ask for an increase but I received one anyways

Yes, but I didn't receive the increase

Yes, and I received the increase

61%

39%

44%

56%

The majority of Latinas (78%), reported not receiving any promotion, indicating a prevalent issue with career advancement.

78%

17%

5%

No promotion

Promotion with raise

Promotion without raise

5%, indicated receiving a promotion without an accompanying salary increase. This

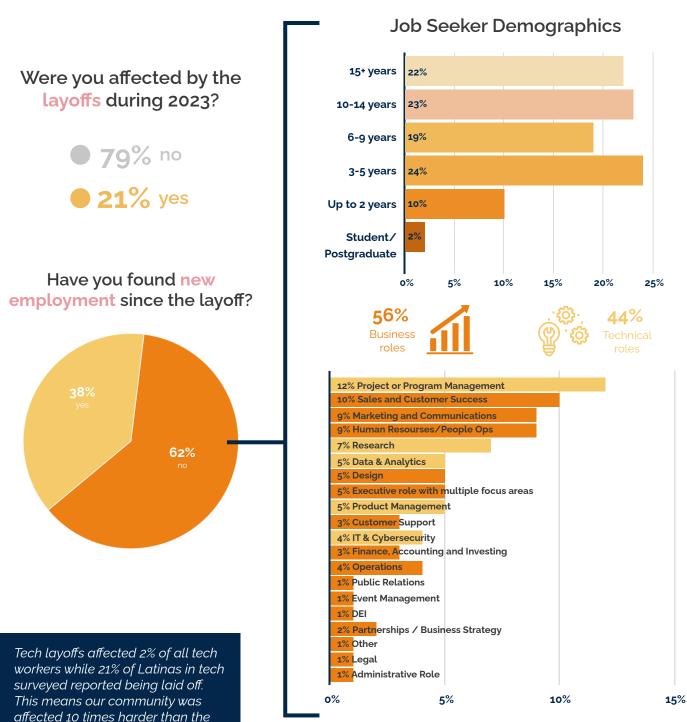
an accompanying salary increase. This scenario might point to promotions where responsibilities increase without corresponding compensation.

Tips for Latinas 🐺

Open Up the Conversation! Encourage Latina employees to speak up about their career goals and aspirations, including salary expectations. Sometimes, they might not ask for a raise because they're unsure how to initiate the conversation or feel uncomfortable doing so due to cultural nuances. Providing guidance and support can empower them to advocate for themselves.

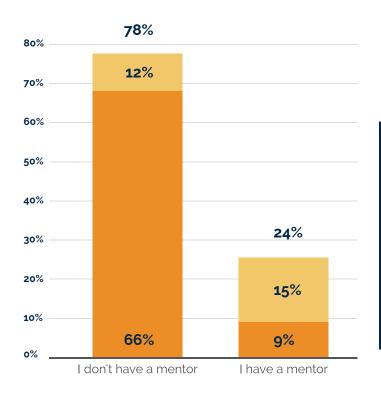
Layoffs Impact

21% of respondents were affected by layoffs in 2023. Additionally, the journey to reemployment appears challenging for the majority of those affected. With only 38% of the laid-off respondents finding new employment, there is a stark indication that 62% are still seeking work



overall number.

Mentorship



Have a structured a mentorship program at work

Don't have a structured a mentorship program at work

Tips for companies



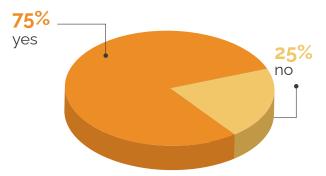
"Companies should implement mentorship programs to foster employee development, retention, and organizational success. These programs provide guidance, support, and feedback to employees, accelerating their skills and career growth. By investing in mentorship, companies cultivate a culture of learning and engagement, leading to higher morale and loyalty among employees. Additionally, mentorship programs help identify future leaders, succession plans, and transfer critical knowledge, contributing to long-term organizational resilience and competitiveness."

Sponsorship

Do you have a sponsor at work?

I lead a company/ organization 89% no

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



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.

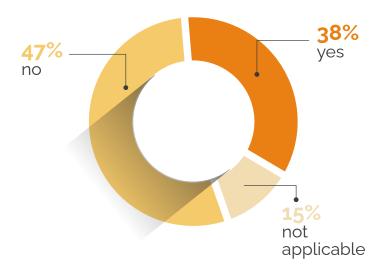
Employee Resourse Groups ERG

At Latinas in Tech, we understand the power of community in driving meaningful change. That's why we actively collaborate with **Employee Resource Groups** (ERGs) to foster a sense of belonging and support for individuals across the tech industry. Through our partnerships with ERGs, we work to create a vibrant and inclusive community where individuals are uplifted and empowered to thrive.

While our core focus remains on championing Latinas as Jefas in Tech, we recognize that true progress requires collaboration and allyship from all corners. ERGs play a vital role in this journey, serving as catalysts for change and advocates for diversity, equity, and inclusion.

Together, with our allies and ERG partners, we are committed to **promoting** equal opportunities and creating a more inclusive workspace where everyone's contributions are valued and celebrated.

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





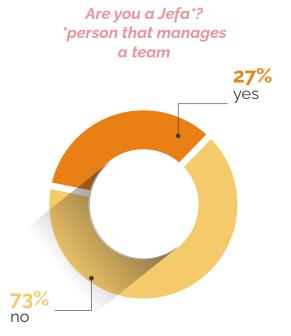
"As a chapter leader for Latinas in Tech in North Carolina, I prioritize allyship, empowerment, and collaboration. I have learned how to best show up to focus on ownership, visibility, exposure, and continuous learning to drive results for our chapter and the businesses we work with. By partnering with ERGs and fostering a supportive community, we create opportunities for growth and mutual support. Our dedication to empowering Latinas in the tech industry is reflected in our commitment to fostering a culture of inclusion and continuous improvement."

Rafael Fulton, Chapter Leader North Carolina

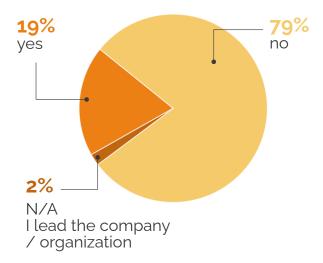
Role Models

We inquired if our Latinas are interested in pursuing future leadership roles within their industry or organization, and **79**% responded affirmatively! The remainder are either undecided or not interested.

It's inspiring to see that Latinas from all levels of experience are interested in leadership roles. This broad enthusiasm underscores a strong ambition across the community and can enrich mentoring programs and peer exchanges with diverse perspectives and experiences.



Is there an executive level Latina you can look up to at your workplace?



Latina Board Members

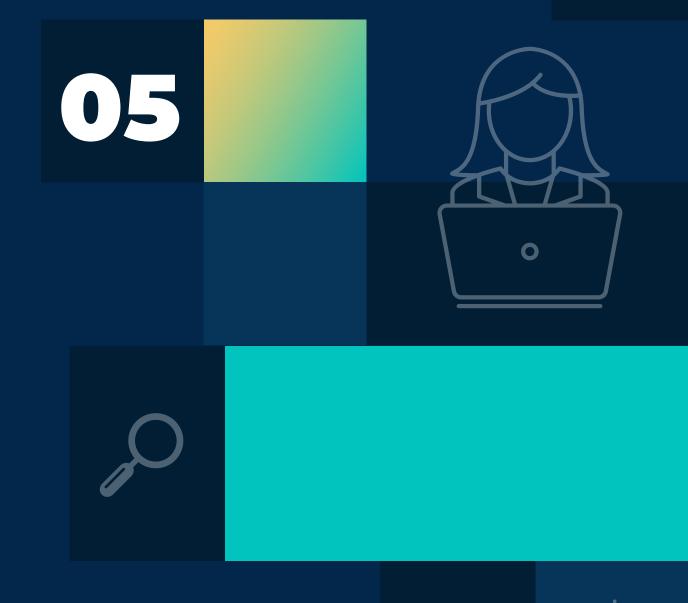
Are you currently serving in a board of directors?



1.6 % of our surveyed latinas are currently serving board of directors



ENTREPRENEURSHIP



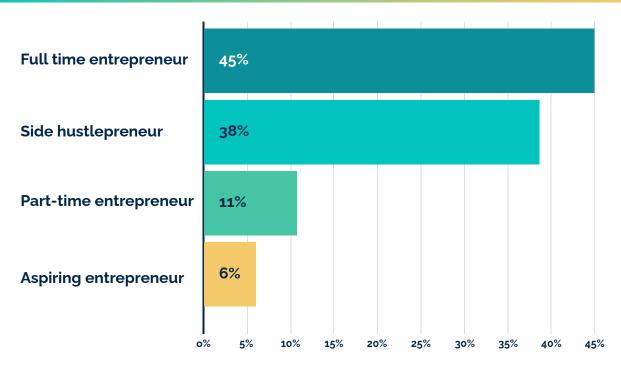
Entrepreneurship in our community

Latinas in Tech is committed to actively tracking all Latina founders who successfully raise at least 1 million in capital. Our goal is to spotlight every Latina entrepreneur through the Latinas Founders list, with the aim of inspiring the next generation of founders. This carefully curated roster not only celebrates the remarkable achievements of these trailblazers but also provides a platform for them to share their unique stories and insights.

This list was initially spearheaded by Cecilia Corral, Co-Founder and VP of CareMessage. The Latinas Founders list serves as a beacon, shining a light on the extraordinary achievements of Latina entrepreneurs in the tech industry.

Learn more at latinasintech.org/latina-founders

Types of Entrepreneurs in the LiT Community*



*The information in this section is based solely on the entrepreneurs surveyed.

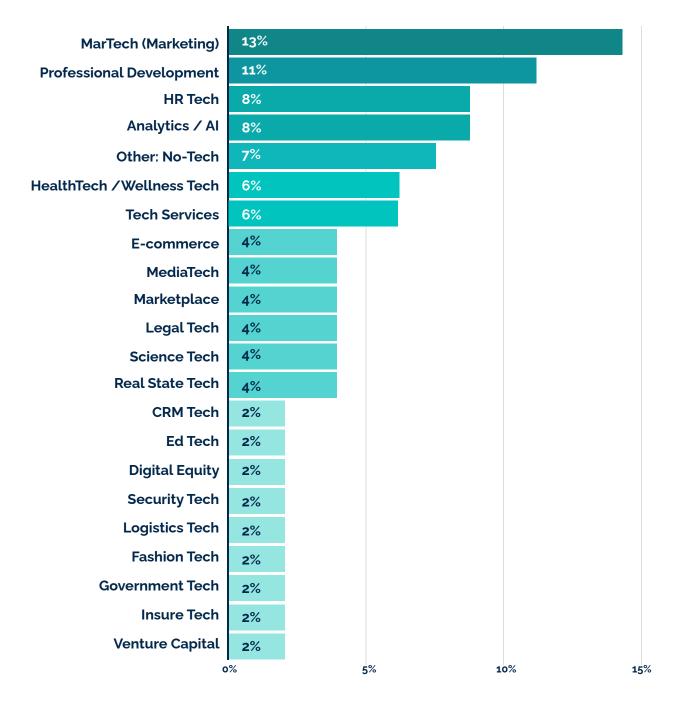
Fun fact! 🎬

Latinas stand as the fastest-growing segment of entrepreneurs in the United States, driving growth and innovation across industries. Despite challenges, they demonstrate resilience and creativity in building successful businesses. Support networks and initiatives are emerging to further empower Latina entrepreneurs, contributing to their continued success and impact on the economy.

Entrepreneurship focus area*

MarTech (13%) is the top focus area this year, followed by Professional Development (11%) and HRTech (8%), which has also been a leader sector in previous years.

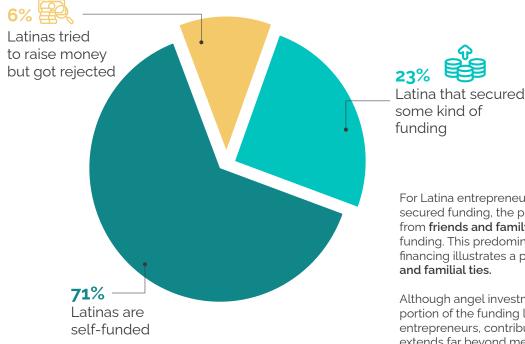
Entrepreneurs within our community are widely distributed across various echnology-driven sectors, from HRTech and Analytics/AI to niche markets like LegalTech and RealEstateTech.



*The information in this section is based solely on the entrepreneurs surveyed.

Fundraising

Funding Status*

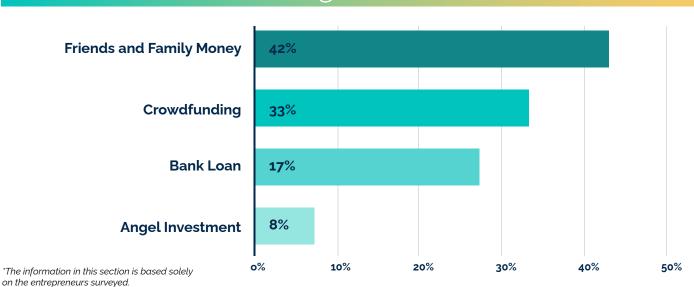


*The information in this section is based solely on the entrepreneurs surveyed.

For Latina entrepreneurs who have successfully secured funding, the primary financial support comes from **friends and family**, which accounts for **42**% of all funding. This predominance of personal network financing illustrates a profound reliance on **community and familial ties**.

Although angel investments represent a smaller portion of the funding landscape for Latina entrepreneurs, contributing only 8%, their impact extends far beyond mere financial support including: mentorship, industry connections, and business acumen.

Funding Sources'



Acknowledgements

Thank you to every member of the Latinx community and our allies wh participated in this year's survey. Your insights are invaluable in guiding our path forward. A special appreciation goes to our dedicated Latinas in Tech team and our partners, whose collaboration has been pivotal in assembling this report. Lastly, I extend my gratitude to the broader tech community for its ongoing efforts to create a more equitable and inclusive environment for all. Together, we continue to drive meaningful change, ensuring our voices are not only heard but are also instrumental in shaping the future of technology.

Latinas in Tech Team

Board of Directors 2023

Rocio Medina van Nierop | CEO & Co-Founder Latinas in Tech Larissa Prairie | Chief of Staff & Interim Product Director. Lalo Medina | Director of Strategy Ana Bretschneider | Director of Development Natalie DePhillips | Sr Development Manager Laura Varona | Sr. Operations Manager Christopher Esposito | Human Resources Teresa Glantz | Accountant Cecilia Fischer-Benitez | Program Manager Juana Estrada | Sr. Event Manager Manuel Torres | Chapter Manager Jennifer Madera | Marketing Manager Sandra Jaramillo | Visual & Graphic Designer Andrea Aragon | Business Relations Manager Alex Clausell | Internal Recruiter Nancy Magallan | Project Manager Luis Angel Hernandez | Dev Manager Cecilia Gonzalez | Web Developer Yarely Chino | Lead Web Developer Felipe Bravo | Web Developer

Rachel ten Brink | Board Director Mayra Sofia Montaño | Board Treasurer Rose Hartwig | Board Secretary