



WINNING THE TALENT AND INNOVATION WAR

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QUICK POLL: YOUR MOST CRITICAL ISSUE?

Finding and
retaining the
best talent

Beating the
Competition; New
Revenue Ideas

The right
Mother's Day
Gift

ISSUE #1 - WAR FOR TALENT



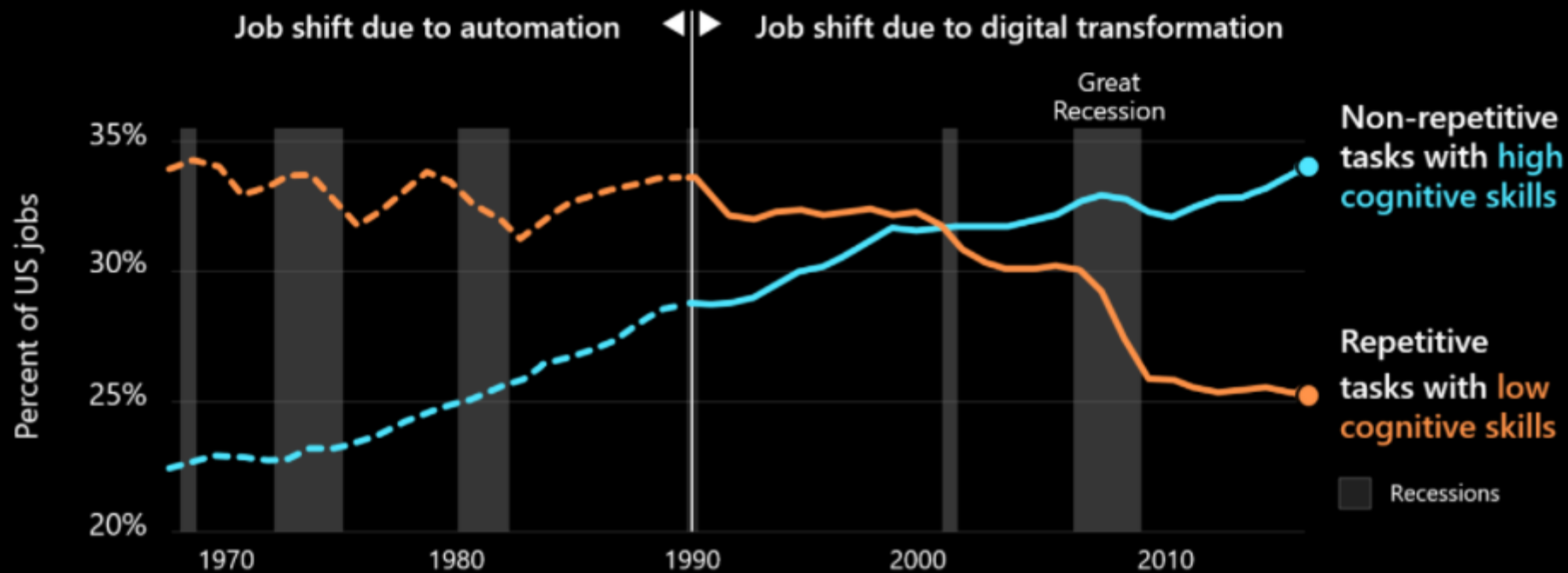
CURRENT UNEMPLOYMENT RATE IN VIRGINIA FOR TECH JOBS?

2%

4%

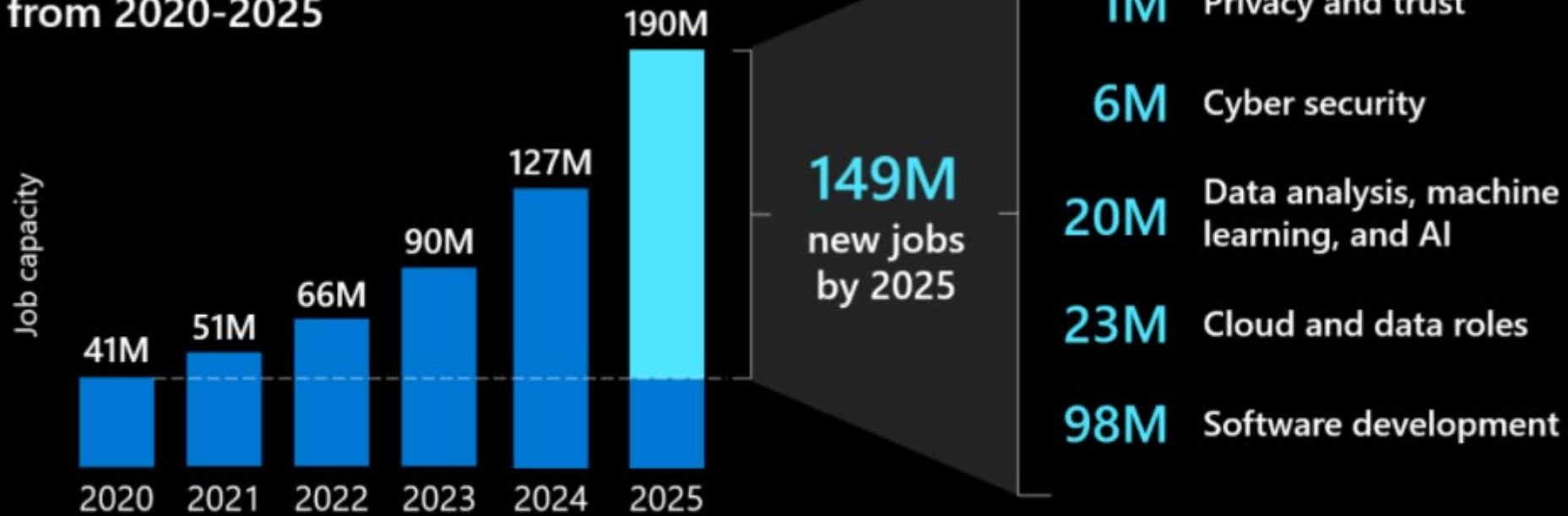
6%

Manual jobs are more at risk



The Great Lockdown will accelerate digitization

Digital job capacity
from 2020-2025



DIVERSITY

58 Diversity Index Score

% OCCUPATIONS

Black or African American

8% ● 12%

Hispanic or Latino

8% ● 16%

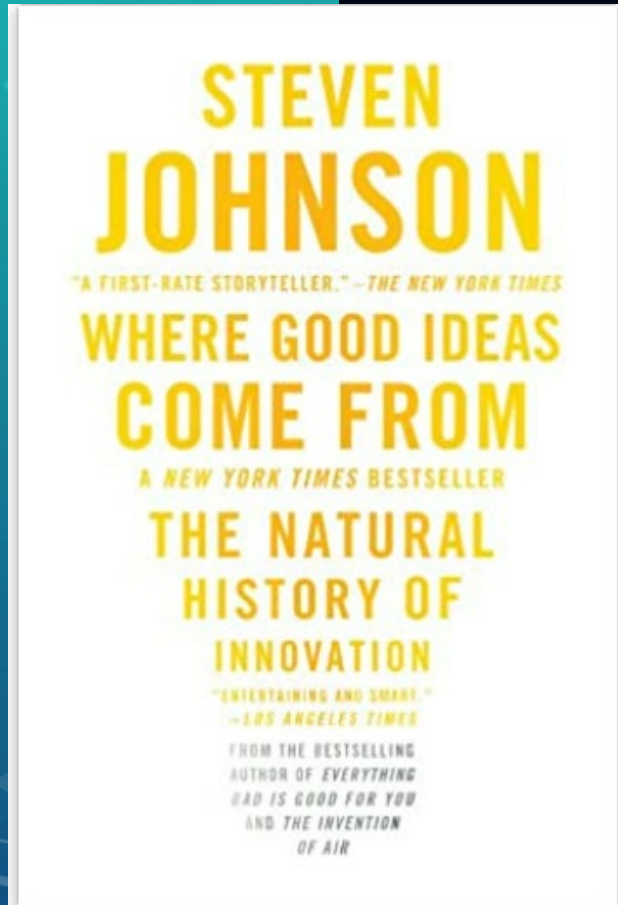
Women

26% ● 49%

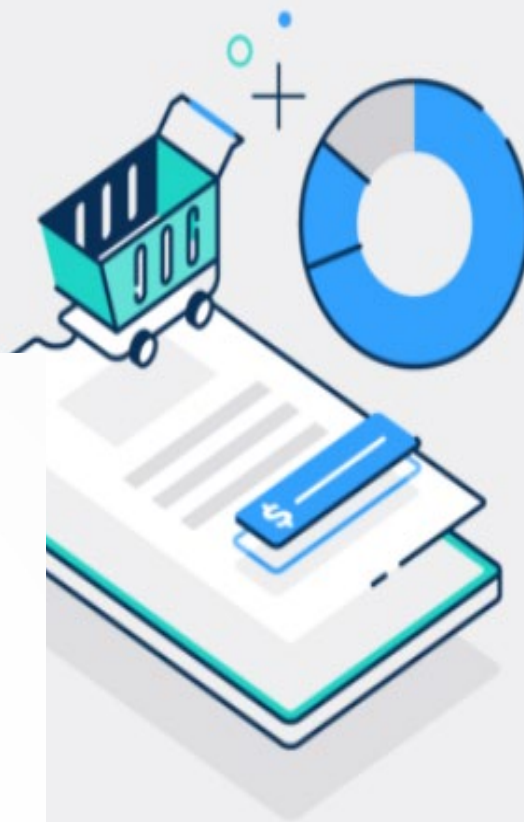
● Tech

● Overall

ISSUE #2 - HUNT FOR INNOVATION







Women make **85 percent** of all consumer purchases in the US¹ and drive **70-80%** of spending among consumers.²

Source: ¹Forbes & ²Entrepreneur

Likelihood of financial outperformance,¹ %

By gender diversity

Why diversity matters²

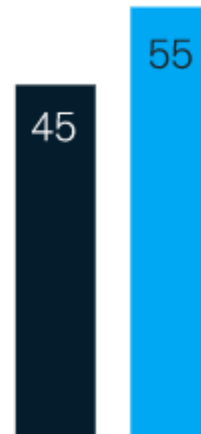
+15%



2014

Delivering through diversity³

+21%



2017

Diversity wins⁴

+25%



2019

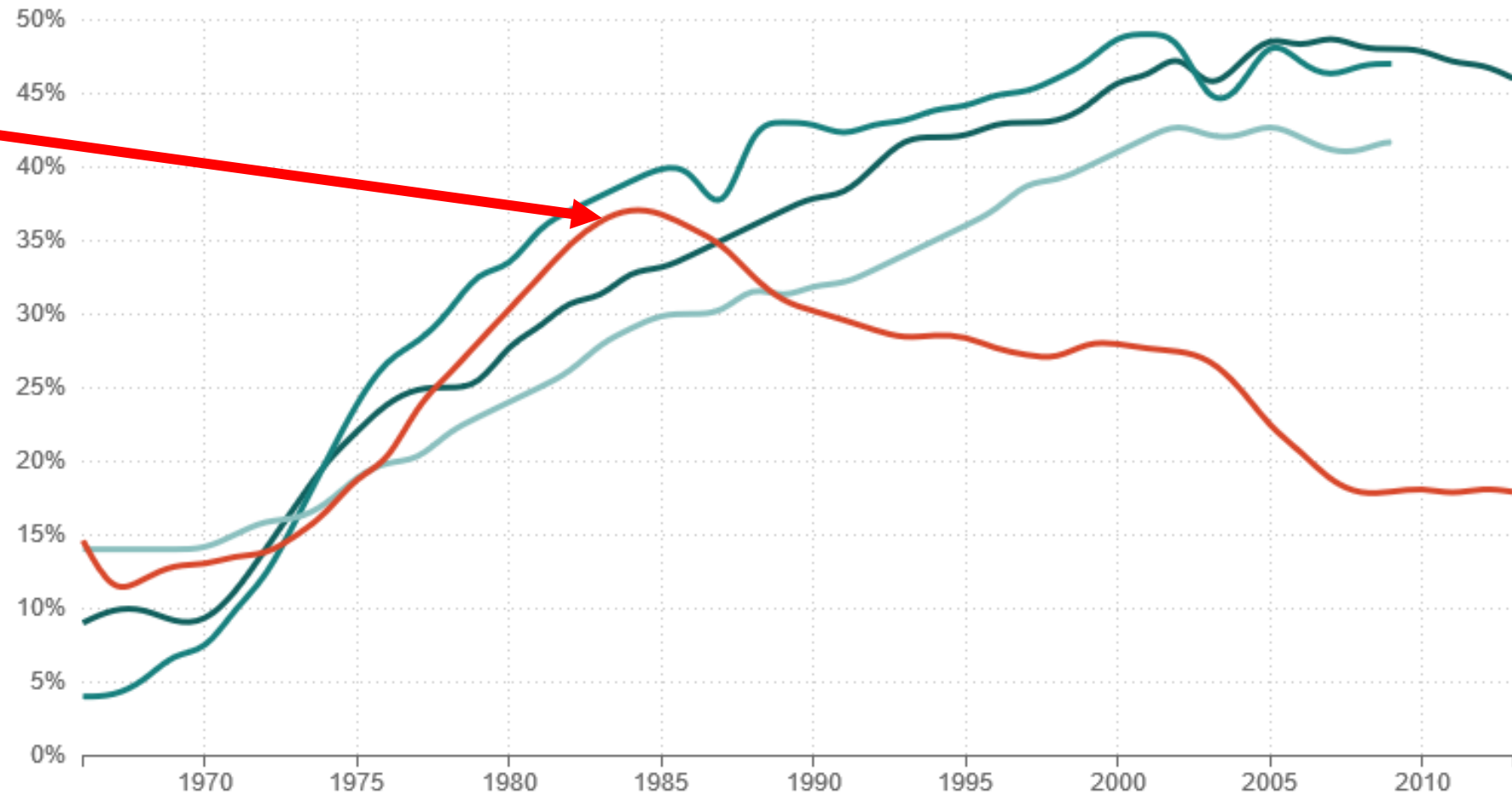
SOLUTION: WOMEN IN TECH



What Happened To Women In Computer Science?

% Of Women Majors, By Field

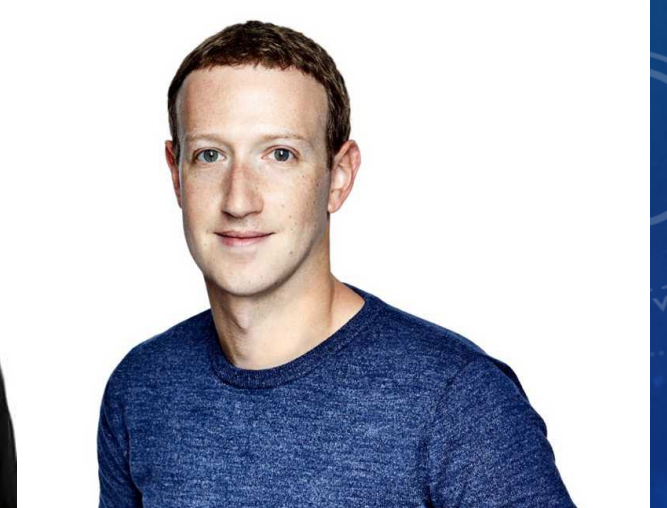
Medical School Law School Physical Sciences Computer science



Source: National Science Foundation, American Bar Association, American Association of Medical Colleges

Credit: Quoc Trung Bui/NPR

POP QUIZ





WHAT CAN WE DO?



ACTION #1

INTRODUCE OR
ENCOURAGE A WOMEN
INTO TECH





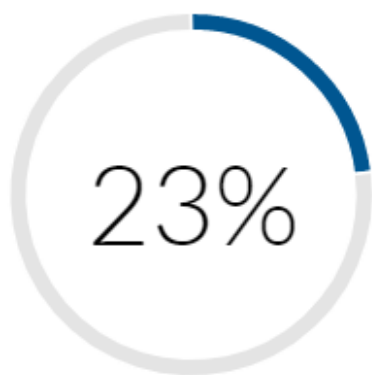
	Female		Male	
<i>Title</i>	Public	Private	Public	Private
Architect	\$153,000	\$118,875	\$155,000	\$133,250
Data Scientist	\$127,000	\$110,625	\$135,000	\$111,000
Developer	\$112,000	\$95,125	\$114,000	\$95,375
IT Manager	\$128,000	\$97,875	\$126,000	\$97,125
Junior Developer	\$83,000	\$74,625	\$83,000	\$73,375
Lead Engineer	\$129,000	\$119,250	\$145,000	\$126,000
Marketing Manager	\$97,000	\$75,750	\$111,000	\$81,125
Operations Manager	\$110,000	\$76,125	\$116,000	\$82,000
Product Manager	\$120,000	\$101,125	\$128,000	\$107,000
Project Manager	\$112,000	\$94,500	\$113,000	\$97,750
Sales Manager	\$115,000	\$80,500	\$151,000	\$105,500
Sales Rep	\$116,000	\$86,625	\$136,000	\$98,750
Senior Developer	\$137,000	\$122,750	\$144,000	\$123,875
Senior Product Manager	\$153,000	\$131,750	\$163,000	\$137,875
UI/UX Designer	\$102,000	\$64,750	\$105,000	\$88,000

Source: TechCrunch

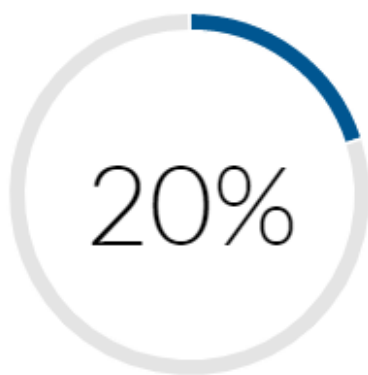
ACTION #2

MENTOR A WOMAN AT
WORK / CREATE AN
INTERNSHIP

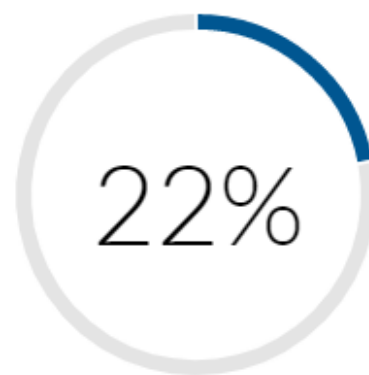
Most Common Reasons Why Women Leave Their Tech Jobs



Weak Management
Support



Lack of Opportunities

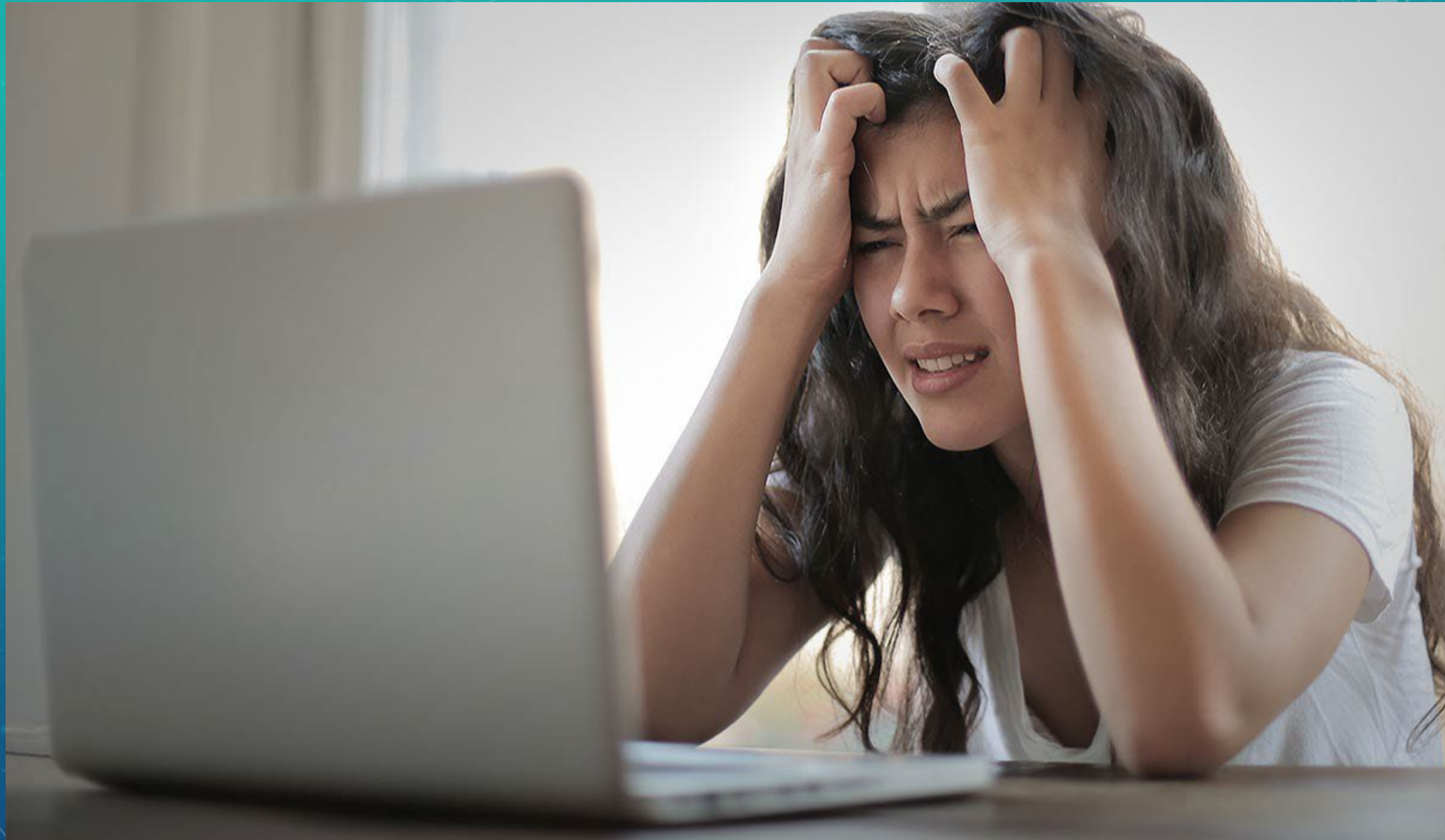


Lack of Work-Life
Balance

Source: Capital One, 2019

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ACTION #3

HELP SHAPE YOUR FIRMS
CULTURE

CHANI

THE APP

HOROSCOPES

MY BOOK

YOUR CHART

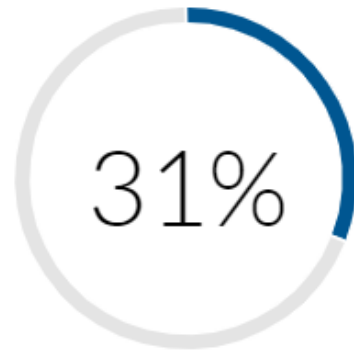
SHOP

We also offer great benefits and perks for employees:

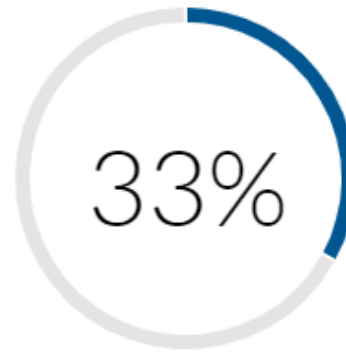
- No one is paid less than \$80k before benefits #LivingWagesForAll;
- Fully covered health, dental and vision insurance;
- 401k with a 5% match;
- 4 months paid parental leave;
- Unlimited vacation plus a vacation stipend;
- Gender-based violence paid and protected leave;
- Unlimited menstrual leave for people with uteruses;
- An annual tech stipend;
- A personal and professional growth stipend; and
- A stipend to help you build wealth.

Folks who are queer, trans, non-binary, Black, Indigenous, people of color, disabled, parents, are/have been system-impacted, are immigrants, and anyone who has experienced systemic oppression and/or gender-based violence are encouraged to apply.

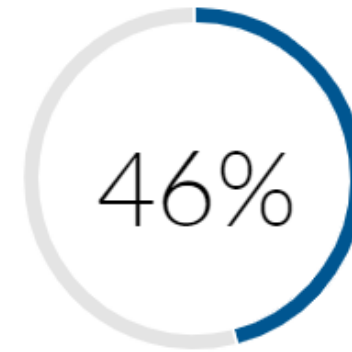
Positive Outcomes for Women in Tech During COVID-19



Became More Efficient
When Working
Remotely



Working Remotely has
Given Them More
Autonomy



Remote Work has
Improved Gender
Equality

Source: Kaspersky, 2021

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THREE ACTIONS

Encourage a
Woman or Young
Girl into Tech

Mentor/Sponsor
someone at work,
create an internship

Be Culture Aware





THANK YOU