

WOMEN OF
THE **CHANNEL**[™]
On The Road

THE **CHANNEL** CO.[®]

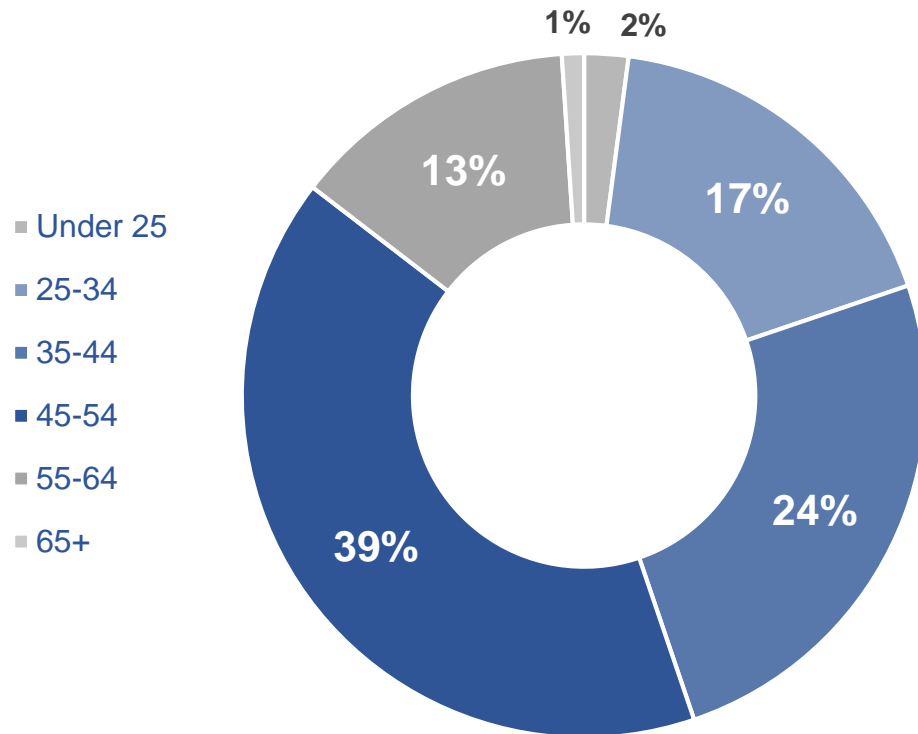
The State of Women In The Channel: Today's Biggest Trends

Allison Cohen
Event Director
The Channel Company

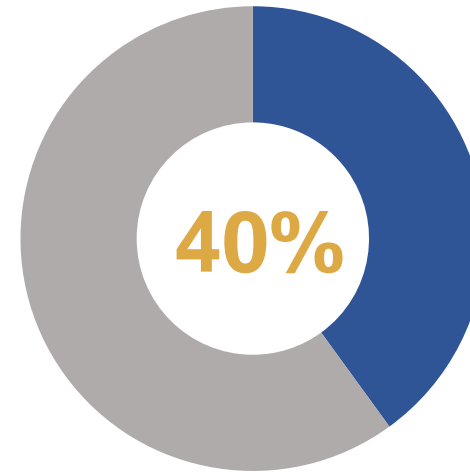


Demographics

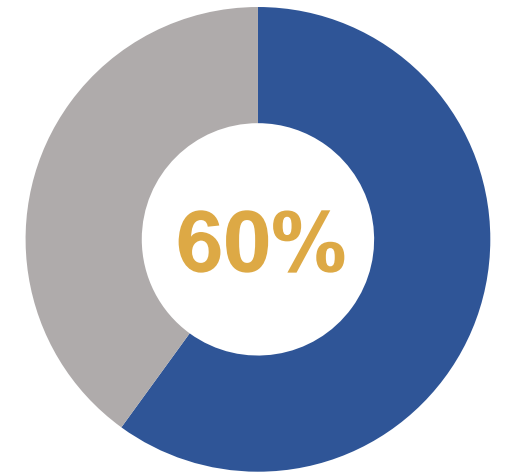
Age



Managers vs. Non-Managers



Non-Managers



Managers

Four Key Trends Shaping Women in Tech Channels

1

The Gender Gap

2

Skills Necessary
for Success

3

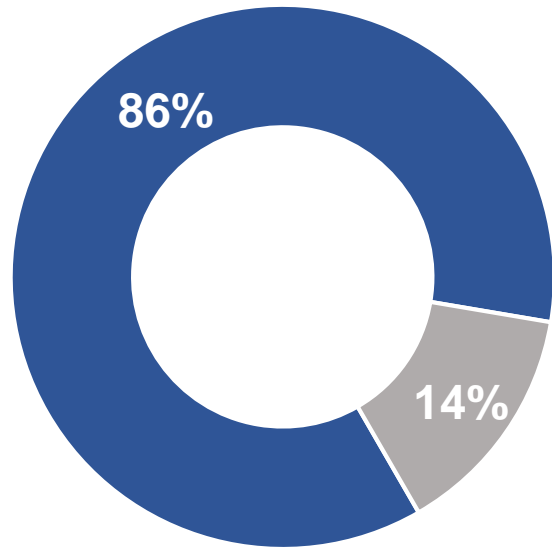
We Are Holding
Ourselves Back

4

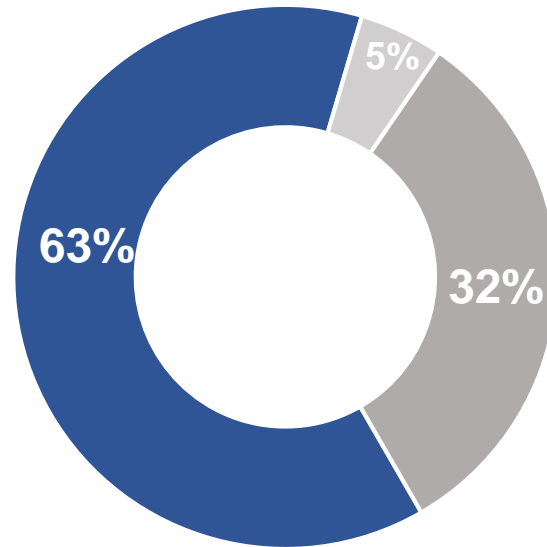
Mentoring &
Sponsorship Matter
More Than Ever

The Gender Gap – Where Do We Stand Today?

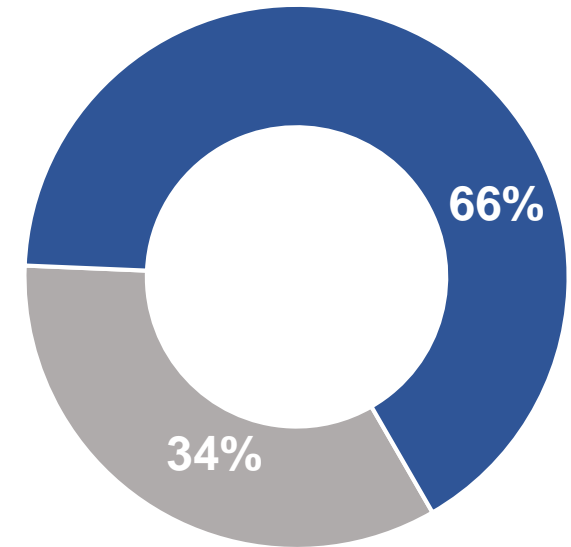
86% Believe There is a Gender Gap



63% Believe There is Non-Equal Pay in IT



66% Don't Believe They Were Passed Over Due to Gender



Necessary Skills to Move Up the Ladder

75%

Communication

58%

Negotiation

54%

Emerging
Technologies

49%

Financial
(P&L)

24%

Channel
Programs

What Is Holding Managers Back From Breakthrough Job Performance?



34%

Work-Life Balance



24%

Imposter Syndrome



23%

Lack of Senior Management Support



22%

Lack of Alignment with Senior Leadership/ Company Direction



21%

Other – Unreliable Co-Workers, Time, Technology ...



14%

Lack of Confidence

Pursuing the C-Level



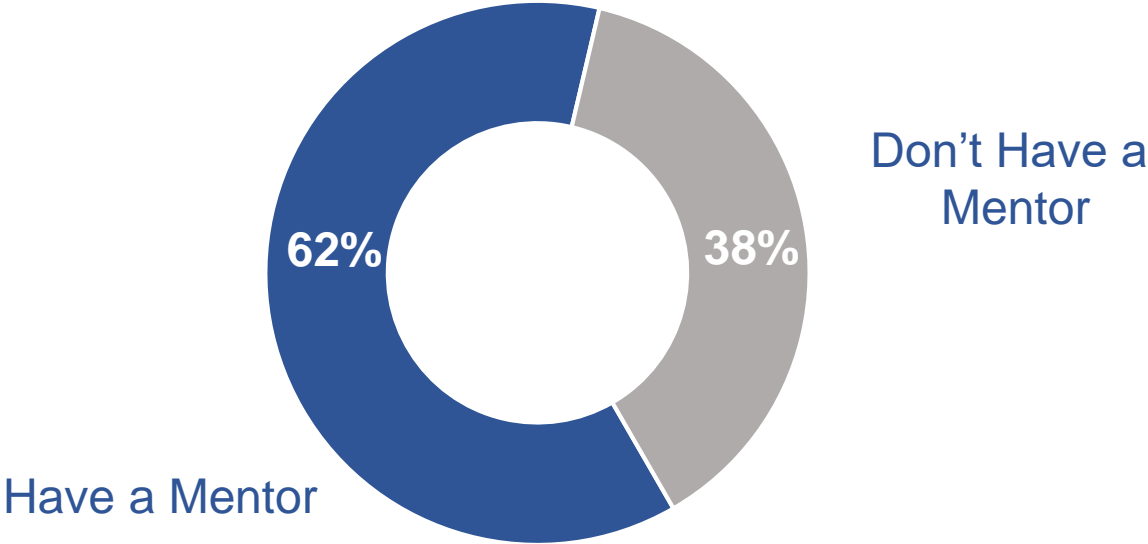
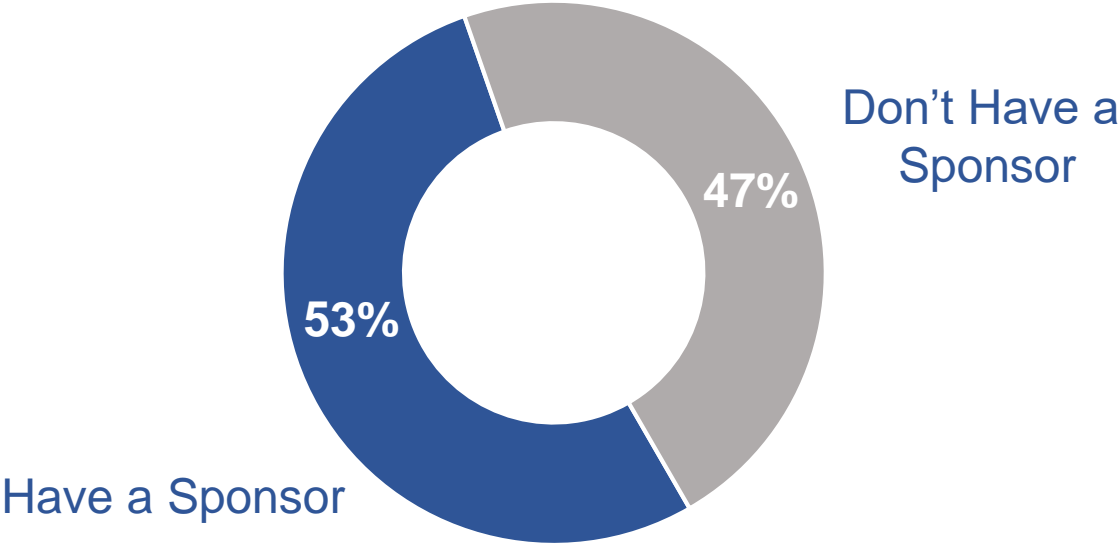
ONLY
43%

Want to Pursue
C-Level Positions

Sponsors vs. Mentors

99% Said **SPONSOR** Had Positive Impact on Career

96% Said **MENTOR** Had Positive Impact on Career



How to Get Women Involved in Tech

#1

More Visibility Into Role Models for Young Girls Including Mentorships

- 2 More Programs Within Schools to Make STEM a More Attractive Field for Girls to Pursue
- 3 Better Incentives Targeted at College-Bound High School Students
- 4 Government-Mandated STEM Education Options in K-12
- 5 Tech Career Day
- 6 Different Education Methods for Girls vs. Boys in K-12