



ASPEN TECH
POLICY HUB

PROJECT



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Hopper Tech Media Lab: Tech Policy Is a Women's Issue

Resources to achieve gender parity in the tech workplace

EXECUTIVE SUMMARY

Despite the technology sector's immense growth in recent decades and dedicated resources to attract top talent, the industry still faces a glaring gender gap. Women hold only 5% of tech leadership roles and the median woman in Silicon Valley earns 61% less than the median male. This gender inequity results in less diverse products serving a narrow range of society.

From increased profits to valuable user design perspectives, studies show that companies with gender parity fare better monetarily than their counterparts without. This project recommends an approach to measure and assess gender diversity data, helping companies understand the impact of their progress and develop strategies to achieve gender parity, including resources to empower women to develop tailored career strategies.



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THE PROBLEM

The tech industry has trouble attracting and retaining women. Women fill just 20 percent of tech jobs, and in Silicon Valley, women make up only 11 percent of executive leadership roles. Not only is tech struggling to hire women, it's also hemorrhaging them; 56 percent quit mid-career. From potential to boost annual returns to providing much needed user design perspectives, the benefits of hiring and retaining women in tech are numerous. Yet many companies aren't even measuring data on gender parity, let alone implementing strategies to remedy the inequity.

” *From increased profits and valuable user design perspectives, studies show that companies with gender parity fare better than non-diverse counterparts.*

THE SOLUTION

This project combats workplace gender inequity through the Hopper Tech Media Lab (HTML), a tech policy and career website by women, for women. The purpose of this resource is to support mid-career level women tech by providing career growth resources for them and for the companies that employ them. The site includes a Women at Work (W@W) section with strategies and templates to help tech companies retain and promote high performing women already in the tech industry and materials to support employees in building their own professional development communities. The Hopper Tech Media Lab also contains a policy blog, written to mirror a lifestyle blog, that unpacks the importance of tech policy, provides personal perspectives, and more.



[HTTPS://HOPPERTECHMEDIALAB.ORG](https://hoppertechmedialab.org)

ABOUT THE HUB

The Aspen Tech Policy Hub is a Bay Area policy incubator, training a new generation of tech policy entrepreneurs. We take tech experts, teach them the policy process, and support them in creating outside-the-box solutions to society's problems.

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