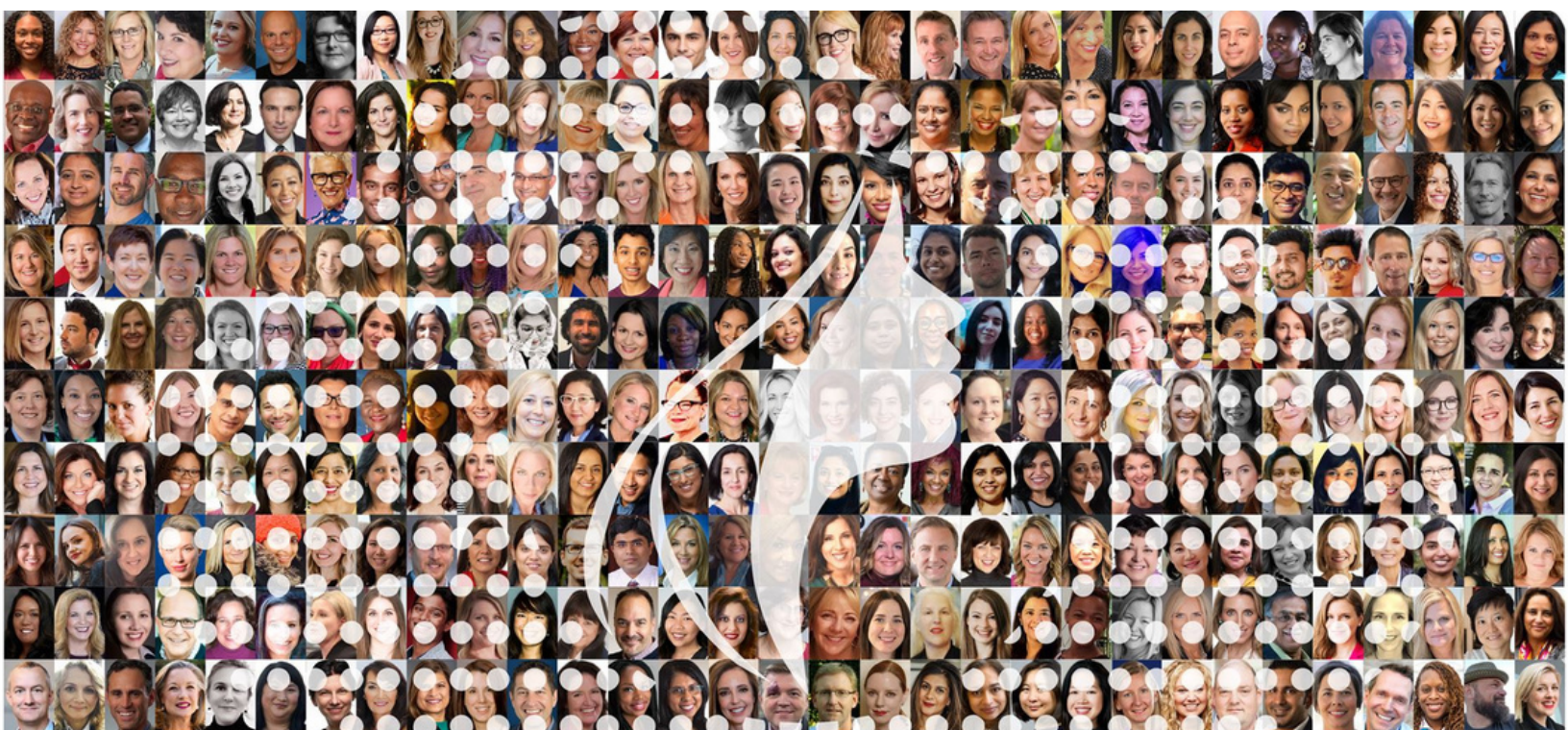




#COLLECTIVEINFLUENCE

#WICxESG

Impact Report 2022



Message From Our Leader

Welcome to 2023 & Happy New Year.

2022 was a year we all grew exponentially.

Today Women in Cloud serves 70,000 people across 65 countries. By developing leadership and cloud ready talent, accelerating women tech founders to build million dollar SaaS and Cloud services businesses, and advocating for better tech policies around data privacy and AI, we are building an inclusive and innovative workforce.

We are so grateful to have you in our network, and thankful for your support in actualizing our \$1B economic access mission to make the world a better place through cloud and AI computing.

As we embark on a fresh year, I want to remind you that you are part of a growing network of women and allies who inspire and empower each other—and that's just the beginning. We have a lot of work to do, but we can't do it alone.

Through our 2023 theme of "Collective Responsibility", we will invest our energy to inspire and empower YOU to lead and act in ways that utilize TECHNOLOGY as a catalyst for positivity.

We are excited to share some of the ways WIC plans to continue growing and innovating in the cloud and AI computing space.

In the next year we urge every individual in the WIC community to invest in themselves! Expand your horizons and see what opportunities are available to you. Build your network and be actively engaged in your communities. Invest in honing your leadership skills and strengthening your personal brand. Continue building on your workplace value by mastering your skills.

By investing in yourself, you invest in your future and the future of your industry. We hope to provide opportunities to support this journey for each of you through the year, navigating the twists and turns and adjusting to better serve you and the community. Together, through collective responsibility, we will make an EPIC impact!



President & Co-Founder,
Women in Cloud

Introduction

A growing tidal wave hitting businesses can be summarized in three letters – ESG. The environmental, social and governance investing movement may not have fully grabbed the public’s attention – yet – but it is rapidly growing on national and international business radars. In fact, ESG assets are expected to exceed \$50 trillion globally by 2025.

In 2022, Women in Cloud has been committed to turbo charging ESG focused brand integration with corporate initiatives to ignite economic access through co-branding, co-developing women leaders, co-recruiting diverse talent and co-marketing. We expanded our partnerships to include Kyndryl and KPMG this past year. Women in Cloud will continue to put forth brand integration activities with Fortune 1000 companies and serve as a strategic GTM Community Partner to achieve innovative and strategic business outcomes to accelerate 2023.



Women in Cloud has continued to advance workforce development of women in tech through up-skilling and re-skilling opportunities, scholarships, events, content, programming and skills development opportunities. Notably, Women in Cloud has partnered with Microsoft Azure to deliver over 2400+ scholarships to WIC members, connected thousands of women with employers and recruiters from some of the world’s largest tech companies through our #CloudJobs initiative, and established hundreds of warm introductions within our network.

Through our flagship program, WICxLEAD, we are helping CEOs and their board of directors develop an Digital ESG business case and operating model, all while accelerating brand, moon short idea, and brand integration with communities. The year-round program supports 25 purpose-driven scholars in finding and defining their leadership purpose and creating impactful ESG strategies, operating models and reporting mechanisms that support inclusive economic growth by partnering with communities.



“WIC Cloud Accelerator has been transformational. Inspiring leadership, guidance from experienced mentors, and being part of such a strong team of female tech founders leads to rapid growth and powerful relationships that build companies and communities,” says Andrea Sorensen, Founder of Liingo.



Our mandate to support women expanded beyond corporate executives and entrepreneurs this year as we launched WICxYoungGirls, a crowdfunding campaign to support young girls to access tech opportunities in 2023. The campaign directly supports 100 girls aged 15-21 in accessing tech scholarships, adult mentors, internship projects, community events, education and more to develop them as young leaders.

Throughout 2022 we placed a keen focus on inclusive policy development and advocacy training. Using regular policy roundtable discussions with women executives and allies, entrepreneurs and policy makers we identified critical and necessary considerations around AI bias, data privacy and certification policies to ensure they are accessible and inclusive of women in tech. Our new Policy Advocacy Academy provides women and allies with on-demand digital training to become civic-minded policy leaders within their own organization or ecosystem.



We are kicking off 2023 with a history-making event, we're planning GUINNESS WORLD RECORDS™ title attempt for the most users in a vision board video hangout. The record-setting event will take place on February 1, 2023 and will be led by Patti Dobrowolski, visual thinker and change activator, and Founder of Up Your Creative Genius. During the three-hour session, Patti will lead participants through the process of defining their "Future You" identity, supporting those in transitional periods of their personal and professional lives in identifying who they want to become.

"I have had the pleasure of doing previous vision boarding sessions with Patti and believe in the power they hold for reflecting on your growth and achievements", said Sharan Hildebrand, Vice President of Hitachi Group Companies. "I look forward to participating in the #WICxWorldRecord event and highly recommend the experience to anyone else in a time of transition or growth."

We will also continue this momentum with our expanded mission to build and inspire communities that deliver ROI using ESG as a global strategy through our new EPIC model, focused on economics, philanthropy, intellectual growth and civic-minded policy. While the media and news stories continue to paint a challenging climate in the coming months, Women in Cloud is dedicated to creating a positive and collaborative community that will support your personal and professional development.



Learn more on our website: www.womenincloud.com

Measuring Impact



70,000

Members reached across 65 countries



2500+

Azure Certification Scholarships Distributed,
~\$2M in value, 10% securing jobs



1900+

Leaders Inspired Tech Ecosystem via WIC Stages



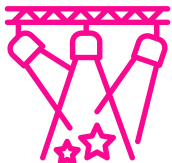
4000+

Business Introductions & Coaching ~7000 hrs contributed to
workforce development



Female Founders Graduated

80 Cosell-ready companies, \$500M total valuation, 3 exits



#empowHERaccess Reach

2M Impressions, 200+ leadership spotlights



Tech Policy Advocacy

90+ members trained, Data Privacy Roundtables
and Content creation with Forbes



ESG Acceleration

Dedicated Accelerators, 6 Forbes articles viewed over 11K,
6 ESG focused events activations reached over 1000+

Amplifying Impact

Press Mentions: [Read More](#)

FORTUNE

Forbes

**The European
Business Review**
empowering communication globally

BSE
EXPERIENCE THE NEW

Brands We Collaborated With:

 **avanade**

accenture

 **BOEING**

 **Insight**

teradata.

Canada

Google

 **Hitachi Solutions**

 **meylah**
.com

IBM

 **Microsoft**

**JPMORGAN
CHASE & CO.**

kyndryl

KPMG

Moving Into 2023

Women in Cloud is keenly in-tune with the current economic and social landscape, understanding that our network is facing challenges around economic uncertainty, budget constraints, reorganization, workplace challenges and ROI delivery.

To support our network in these turbulent times, Women in Cloud has expanded its mission for this year to build and inspire communities that deliver ROI using ESG as a global strategy. Focused on creating access, accelerating representation and unlocking connections, Women in Cloud will continue nurturing and empowering women professionals, founders and allies with opportunities to become EPIC leaders with our new model for driving community ROI.

- E** **Economics** that yield 2-5x return on programs
- P** **Philanthropy** that supports employees through ERGs, speaking opportunities and giveback initiatives
- I** **Intellectual Growth** with executive presence and a voice that's seen and heard
- C** **Civic-Minded** policy and advocacy, where no one is left behind

Our 5-point strategy for 2023 will support those in the Women in Cloud network to:

1. Increase your customer demand and business profitability
2. Invest within and empower women founders, leaders and allies
3. Integrate DEI & ESG narratives into every business practice
4. Design communities focused GTM programs that deliver EPIC results
5. Expand your reach through global brand integration partnership with communities that share your vision

2023 Priority Initiatives

In 2023 and beyond, Women in Cloud's ESG initiatives will focus primarily on workforce and leadership development, economic development with women tech founders, and civic-minded policy development and advocacy.

- **Invest in Big Ideas:** Starting 2023, we will embark on setting a new Guinness World Record, partnering with NASDAQ and Private Equity Ecosystem, Influencing Hollywood movie narratives and more so that we as a community can lead and influence narratives that matter everyday.
- **Robust B2B SaaS Founder Programs:** Our programming will continue to support women tech founders in easily building their million dollar SAAS and Cloud Services business. We will continue enabling strong Cloud Cosell GTM programs that focus on brand building, demand generation, hyperscaler partnerships and access to investments and advisors.
- **Investment In Digital ESG Leadership:** We will continue our investment in building leadership opportunities for women to spearhead digital ESG initiatives. New programming will focus on unlocking access to tech scholarships, creating effective programs, developing digital moonshot ideas, and mastering executive presence.
- **Accelerate Corporate Brand Integration:** Women in Cloud will continue to put forth brand integration activities with Fortune 1000 companies and serve as a strategic GTM Community Partner to turbo-charge ESG programs to co-brand, co-develop, co-recruit and co-market, to achieve joint business outcomes.
- **Build an Influential Cloud Leadership Network:** Our unwavering commitment to the WIC community will lead our efforts to establish the world's most influential Cloud Leadership Network. This platform serves as a conduit for creating new opportunities, connecting communities and corporations, and unlocking access.
- **Inclusive Policy Development:** Through regular policy roundtable discussions and our Policy Advocacy Academy, Women in Cloud is committed to providing women and allies with the information and resources they need to become civic-minded policy leaders within their organization or community.
- **Cloud Workforce Development:** We will continue to advance workforce development of women in tech through up-skilling and re-skilling opportunities, scholarships, mentoring and more. These programs and initiatives included our partnership with Microsoft Azure and Google to deliver scholarships to WIC members; #CloudJobs Hive, a digital destination to find, post, and apply to Cloud Jobs; and WICxYoungGirls, providing girls aged 15-21 with access to opportunities and resources to develop them as young leaders in the tech industry.

About Women in Cloud

Women in Cloud (WIC) is a community-led economic development organization taking collective action to generate \$1B in new net economic access for women entrepreneurs and professionals by 2030 through global partnerships with corporations, community leaders, and policy makers. All of which are united by the ESG and UN Sustainable Development Goals that are driven by job creation, diversity and inclusion, technology innovation and sustainability, giving women a powerful platform to accelerate as industry leaders.

WIC Resources:

[Website](#)

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[Media](#)

[Fortune100 Initiative](#)

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**We thank you for your continued support in
our efforts to accelerate global ESG goals.**

Contact

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