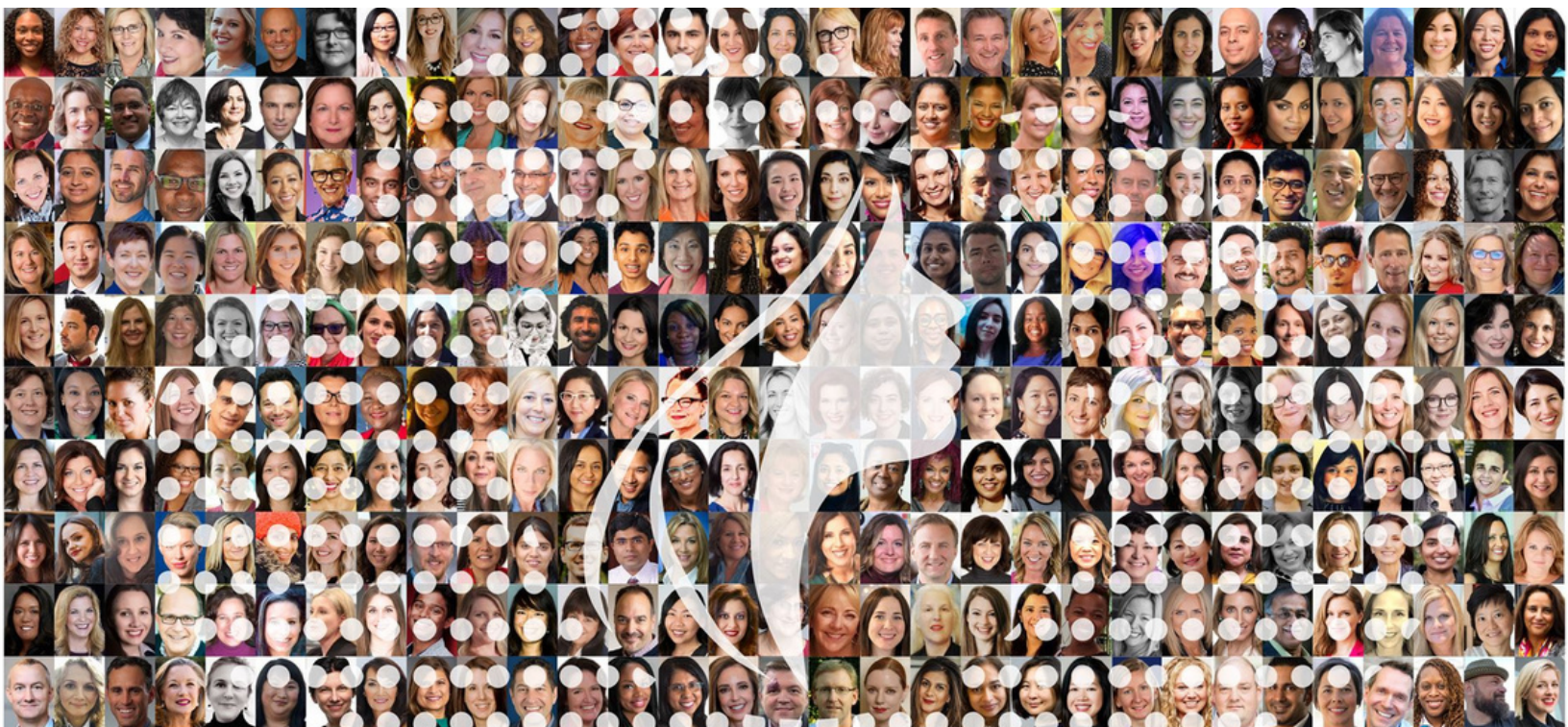


#COLLECTIVEINFLUENCE

#WICxESG

Impact Report 2023



Message From Our Leader

Welcome to 2024 & Happy New Year.

2023 was a year we all grew exponentially.

Today Women in Cloud serves 100,000 people across 67 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 100K 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 have invested our energy to inspire and empower YOU to lead and act in ways that utilize technology as a catalyst for positivity.

As we step into the exciting new year, we're inviting each one of you in our wonderful WIC community to embark on a journey of professional growth and leadership. This is your chance to broaden your perspectives and explore the myriad opportunities waiting for you. Let's connect, build stronger networks, and actively participate in our vibrant communities. Focus on enhancing your leadership abilities and shaping a powerful personal brand. It's time to elevate your workplace contributions by refining your skills. Together, let's make this year a remarkable one for personal and professional development!"

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 2023, 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 on strategic GTM initiatives.

We expanded our partnerships to include Kyndryl, KPMG, NTEGRAL 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 2024.



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 Learning to deliver over 3000 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, #WICxInsiderCircle, we are building an exclusive Cloud and AI thought leadership community for collaboration and professional growth. The year-round subscription program provides access to an exclusive community with opportunities for network expansion, personal development and speaker readiness tools that will accelerate subscribers’ executive presence and leadership skills development.



**JOIN THE TECH POLICY
ADVOCACY ACADEMY
TODAY**

Throughout 2023 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 and data privacy to ensure they are accessible and inclusive of women in tech. Our 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 2024 with a history-making experience as we embark on our second GUINNESS WORLD RECORDS™ title attempt for the most users in a vision board video hangout. The record-setting event will take place on January 19, 2024 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.



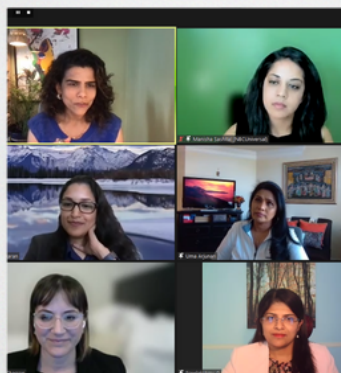
2023 also took WIC on the road, as we embarked on our #WICxIndia Tour which brought us to 3 cities, connecting 1200+ participants and 42 influential speakers. The tour had participants representing 5 countries and 45 companies, and recognized 50+ role models from the WICxIndia community. This year, we are headed out on our again, with the #WICxAnnualTour 2024, a one of a kind hybrid experience taking place between January and March 2024. The tour will encompass the Guinness World Records™ title attempt, WIC Proclamation at Olympia, Cloud Career Readiness Ask Me Anything (AMA) Session, WIC@SXSW ICONS Screening and Executive Leadership Immersion session, virtually, alongside a multicity #WICxICONS experience bringing together leaders and allies across the US and Canada for exclusive leadership networking opportunities.

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



2023 In Action



SCHOLARSHIP CASE STUDY

Fernanda Rios

Finding confidence in the tech industry



AT A GLANCE

Fernanda Rios

Located in Canada

Works in Financial Services

What makes WIC amazing?

- Empowering
- Structured exams
- Certifications
- Focus on DE&I

Certification

AI-900 Coursera Certification

<https://www.coursera.org/account/accomplishments/specialization/JHWYM5SA75DY>

SKILLING CHALLENGES FACED

Facing job loss during the global pandemic, Fernanda decided to transition to IT and has been looking for a method to advance her skills and grow her career in this new field.

WIC SCHOLARSHIP LEVERAGED

The WIC scholarship allowed Fernanda to pursue new skills in cloud tech and earn a certification in Microsoft Azure AI Fundamentals. Fernanda has continued to study and is hoping to earn a Cybersecurity and Azure Administrator certification.

SCHOLARSHIP IMPACT

I am deeply grateful for the invaluable experience of being a part of the Women in Cloud Scholarship program. This opportunity has provided me with an incredible platform to delve into the realms of Azure Cloud Computing and Artificial Intelligence (AI). As a woman aspiring to make her mark in the world of technology, the scholarship not only recognized my potential but also empowered me with the knowledge and resources to excel in these cutting-edge fields.

The structured curriculum and exam opportunities offered by the Women in Cloud Scholarship have been instrumental in expanding my understanding of Azure Cloud and AI. Moreover, the scholarship's emphasis on diversity and inclusion has shown me the power of a community that supports and uplifts each other.

Through this program, I have not only acquired technical skills but also gained the confidence to pursue a career in a traditionally male-dominated field. The encouragement has instilled in me a strong belief in my capabilities.

My participation in the Women in Cloud Scholarship has been an enriching and empowering experience. The knowledge gained made during this journey will undoubtedly shape my future endeavors in Azure Cloud Computing and AI. I am truly thankful for this opportunity and look forward to contributing meaningfully to the tech industry while inspiring others to follow their passions.

"As a woman aspiring to make her mark in the world of technology, the scholarship not only recognized my potential but also empowered me with the knowledge and resources to excel in these cutting-edge fields."



Microsoft

ACCELERATING DANIOLA CORP WITH WIC

ENTREPRENEUR CASE STUDY

Sinmi Adeoye-Esene - President & CEO, Daniola Corporation
WIC Accelerator Cohort 5.0



AT A GLANCE

Company

Daniola is the mining industry's digital exchange platform providing secure, traceable end-to-end solutions for traders of minerals, metals and gemstones globally.

Cloud Solution

The Daniola platform provides a secure, end-to-end solution that allows buyers and sellers to verify the origin of the metals they have acquired, ensuring that the provenance is ethical.

MARKET CHALLENGES FACED

Prior to the WIC Accelerator, Daniola didn't have a fully-functional MVP and lacked access to investors, partners and employees. They also struggled with pitching their product to stakeholders and winning enterprise-ready contracts.

WIC SOLUTIONS LEVERAGED

The WIC Accelerator supported Daniola in creating an enterprise ready version of their Cloud solution built on Azure, and provided the support and resources to establish their branding and marketing, and co-selling partnerships, including establishing the brand as a Microsoft partner. WIC also provided Daniola with the 1:1 and community support to continue scaling their business beyond the Accelerator.

BENEFITS REALIZED VIA WIC CLOUD ACCELERATOR

- Immersive learning resources and templates to easily define your Cloud business model, GTM plan & co-selling strategy
- Access to accountability and support network of women tech founders and advisors

WHY ENROLL IN WIC CLOUD ACCELERATOR ?

- Guidance and framework for branding, pitching and marketing
- Access to large support network of peers and advisors
- Exclusive opportunities for co-selling with Hyperscalers

RESOURCES

Learn More or Request a Demo:

<https://solutions.womenincloud.com/daniola-1>

"WIC's mission to build successful women tech entrepreneurs is a testament of bringing together the global community. Focused on commitment, high impact result and continued revenue growth. Being part of a movement to create \$1B in economic access by 2030 is a responsibility I wear with pride through my company Daniola Corporation."

Sinmi Adeoye-Esene

President & CEO, Daniola Corporation

WICxINDIA 2023

CASE STUDY

WOMENINCLOUD.COM/WICXINDIA-2023



veeam

ET
Edge



1200+

MULTICITY IN
PERSON
ATTENDEES



5

COUNTRIES
REPRESENTED



45

COMPANIES
REPRESENTED



800,000

BRAND IMPRESSIONS



42

SPEAKERS AND 13 SESSIONS
DELIVERED AMONG 3 CITIES



51

ROLE MODELS
RECOGNIZED

"Congratulations to Veeam Software and Women in Cloud for an amazing multi-city event!"
Michelle Pruitt.

"It was wonderful to meet such talented and amazing leaders at the #WICxINDIA Bangalore event and this is the start of many more amazing experiences." Monika Mital Gupta.

"Great event and exciting conversations. Glad to be associated with WIC and Congratulations to all the winners."
Sandeep Bhambure.

Boeing Partnership Case Study

January #WICxAnnualSummit 2023

Boeing showcased its leadership and expertise at the Women in Cloud Annual Digital Leadership Summit, with 3 speaking opportunities across three event activations. The company made a significant impact, engaging with 35 participants during the Digital Summit, and 40 participants during the Guinness World Record event. Boeing's active involvement demonstrated its commitment to driving innovation and empowering women in the tech industry.

April #WICxIcons Chicago

Four Boeing members attended the #WICxIcons Chicago Networking dinner. Hitachi and Cloud9 hosted this collaborative event. This exclusive gathering united 35 executive leaders at the renowned Rosebud Italian Restaurant. The evening included a special Founders Brunch and a memorable American Underdog Hollywood Movie Shoot Experience, offering a captivating and enriching networking platform for distinguished figures in the industry.

June #Cloud CXO Series: Aerospace

On June 23rd, 2023, "Flying into the Future: How Cloud Computing is Revolutionizing Aerospace" brought together industry leaders and innovators for an enlightening exploration of how cloud technology is transforming the aerospace industry. With 7 exceptional speaker opportunities, 192 Registrations, 16 Countries represented, 65 companies represented, and 200+ comments shared during the session this 5-star experience ignited thought-provoking conversations and paved the way for leveraging cloud computing to improve operations and gain a competitive edge.

July #WICxInspire and #WICxIcons Seattle

Boeing participated at the #WICxInspire Digital Summit, an event with an impressive reach of 850,000 on LinkedIn, 344+ attendees from 20 countries, and 200 companies represented. The event featured 38 esteemed Speakers/Advisors. 30 Tickets were allocated for the Boeing ecosystem with a total of 24 tickets redeemed. As well, Boeing shined with one Award Presenter at the prestigious WICxIcons Ceremony, for which 5 tickets were allocated and 3 tickets were redeemed. Boeing's active engagement reinforces its commitment to empowering women in tech and driving innovation in the industry.

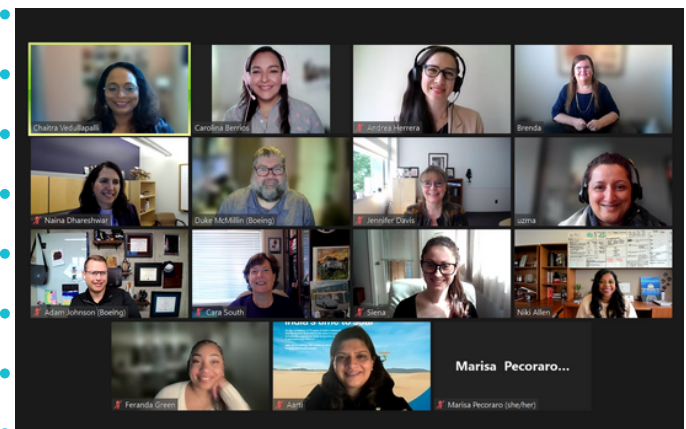
September #WICxIndia 2023

This event had a reach of over 400K and 1000+ connections in person. The event featured 45 esteemed Speakers and Advisors and recognized over 50 women leaders. 60 Tickets were allocated for the Boeing ecosystem with 100% ticket redemption. Moreover, Boeing served as the Presenting Partner for the Executive Leadership Immersion on September 9th, in Bangalore, which had 57 In-Person attendees that were enlightened by six participating speakers. As well, Boeing Leaders shined at the #WICxIcons Ceremony with two awardees being recognized. Boeing India's active engagement reinforces its commitment to growing leadership and talent in the cloud ecosystem.

October #WICxESG Digital Summit 2023 Spotlight

#WICxESG Digital Summit 2023 saw registrations from 28 countries and 200 companies, reaching over 500,000 professionals on LinkedIn. Boeing's strategic partnership played a pivotal role in the success of WIC events overall, notably contributing to the seamless execution and data-driven insights that enhanced overall event management.

Boeing In Action



PRODUCER
Joanna Turner

EXECUTIVE PRODUCERS
Chaitra Vedullapalli
Michelle Pruitt

DIRECTOR
Dillon Leavitt



ICONS

**TRAILBLAZERS BY CHOICE, ICONS BY DESTINY
WITNESS THEIR TRANSFORMATION**

[Join Us](#)

WICX INSIDERCIRCLE

WHERE LEADERSHIP IS CULTIVATED AND CELEBRATED



SPEAKER
DEVELOPMENT



EXCLUSIVE
ACCESS



SPEAKER &
SPOTLIGHT
OPPORTUNITIES



MEMBER TO
MEMBER
NETWORKING



LEADERSHIP
ROUNDTABLES



WARM
INTRODUCTIONS



#WICXInsiderCircle is an annual subscription program, which empowers subscribers to become industry thought leaders within the Cloud and AI ecosystem.

This subscription program provides access to an exclusive community with opportunities for network expansion, personal development, and speaker readiness tools that will accelerate subscribers' executive presence and leadership skills development.

In a time of uncertainty and constant change, this is your inner circle to stay connected and represented while growing in your industry.

[**LEARN MORE**](#)

WIC ESG IMPACT REPORT 2023

Measuring Collective Action Impact



100,200

Members reached across 67 countries



3,000

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



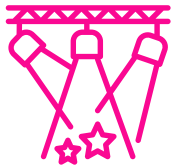
1,800+

Leaders Inspired Tech Ecosystem via WIC Stages



4,000+

Business Introductions & Coaching ~7000 hrs contributed to
workforce development



2,500+

Leaders and allies recognized through digital spotlights



3 Million

Impressions through annual #empowHERaccess campaign



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



TC TechCrunch

Medium

Brands We Collaborated With:

 **Microsoft**

 **ntegral**

Insight 

 **BOEING**

kyndryl

RSPA

LATINAMEDIACO

udreamr

 **EY**

BR
BrickRed
Systems

Google

veeAM

accenture

 **meylah**
.com

teradata.

Moving Into 2024

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 2024 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

2024 Priority Initiatives

In 2024 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 2024, we will embark on our second attempt at setting Guinness World Record, partnering with EY, Private Foundations, NASDAQ and Private Equity Ecosystem, release ICONS documentary at SXSW and more so that we as a community can lead and influence narratives that matter everyday. And Raise \$5M dollars to establish our Film Fund and distribution engine.
- **Robust B2B SaaS Founder Programs:** Our #WICxEnterprise Innovators Network 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 AI, Cyber and Data Focused scholarships to WIC members; #CloudJobs Hive, a digital destination to find, post, and apply to Cloud Jobs; and WICxCloudScholarship fund, led by Board of Advisors to create access to opportunities and resources.

2024 Annual Partnership Opportunities

BRAND BUILDING

OFFERINGS: WICxROLEMODELS
CLOUDCXO SUMMITS
CLOUD LEADER CIRCLE
WICxTOURS
WICxICONS DINNERS
WORLD RECORD SETTING

OPPORTUNITIES:

- BRANDING
- NAMING RIGHTS
- SPEAKING
- ADVISOR
- MODERATOR
- PRESS QUOTES
- CONTENT BUILDING

DIVERSE TALENT RETENTION: ERG INTEGRATION

OFFERINGS: EXECUTIVE READY WORKSHOPS
SPEAKER ROSTER DEVELOPMENT
SIGNATURE & DINNER EVENTS
WIC B2B MENTORSHIPS
ICONS MOVIE SCREENING
INSIDER CIRCLE PROGRAM

OPPORTUNITIES:

- NAMING RIGHTS
- SPEAKING
- VOLUNTEERING
- JUDGING
- ADVISING
- MENTORING

DIVERSE RECRUITING

OFFERINGS: CLOUD JOB HIVE (RESUME BOOK
ACCESS, JOB POST PUBLISHING)
CLOUD, CYBER & AI SCHOLARSHIP
DISTRIBUTION
CLOUDSKILLING MONTHLY SERIES
UNIVERSITY INTEGRATION

OPPORTUNITIES:

- NAMING RIGHTS
- SPEAKING
- PRESS RELEASE
- CENTER OF EXCELLENCE
- JUDGING
- ADVISING
- MENTORING

CUSTOMER DEMAND GENERATION

OFFERINGS: CLOUDCXO EVENTS
WICxICONS DINNERS
WARM INTRODUCTIONS
MONTHLY GTM SERIES

OPPORTUNITIES: NAMING RIGHTS
SPEAKING
ADVISORY
PRESS RELEASE
ADVERTISING TO 100K
MEMBERS
CONTENT BUILDING

ESG CORPORATE SUSTAINABILITY

OFFERINGS: ANNUAL PARTNERSHIP REPORT
EMPLOYEE DONATION INTEGRATION
BOARD OF ADVISOR OPPORTUNITIES
FOUNDERS COACHING PROGRAM

OPPORTUNITIES: BRANDING RIGHTS
ASSET DEVELOPMENT
ESG REPORTS
CONTENT BUILDING

About Women in Cloud

Women In Cloud is a global network of 100,000 Women Tech Founders, Executives, Tech Professionals, and Allies in 67 countries who are committed to inspiring the tech ecosystem to be an inclusive force for change and take collective action by providing a powerful platform to collaborate, build community engagement and unlock \$1B in new net economic access by 2030. Through events and initiatives, Women In Cloud also promotes conversations around its focus areas of Cloud Workforce Development, Civic Engagement via Policy Advocacy, Entrepreneurship and Cloud/AI Innovation and 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. We are fiscally sponsored by SDG Digital Foundation 501(c)(3) organization.

WIC Resources:

[Website](#)

[About Us](#)

[Media](#)

[Connect with us on LinkedIn](#)

WIC AT A GLANCE

MISSION : \$1B ECONOMIC ACCESS MOVEMENT



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A UNIQUE FOCUS ON IMPACT

- ✓ **WORKFORCE DEVELOPMENT** initiatives include distributing over 3000 cloud certifications scholarships, delivering 50+ executive leadership sessions, and recognizing over 2578 women and allies in tech as role models.
- ✓ **ECONOMIC DEVELOPMENT** efforts have resulted in over 80 companies becoming Cosell ready, securing over 20M in funding and creating 1000+ jobs in 5 years. Additionally, 3500 companies benefited from influenced DEI attestations and discovery within Microsoft Marketplaces
- ✓ **POLICY ACHIEVEMENTS** include 4 proclamations in 2 states (WA & NY) and training 140 women on policy Advocacy
- ✓ **PARTNERSHIPS:** 7 Corporations, 20 SMB companies and 26 communities Engaged Worldwide

Contact

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or partnership
inquiries:

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