



#COLLECTIVERESPONSIBILITY

Women In Cloud Impact Report 2024



A LETTER FROM OUR PRESIDENT

As we reflect on our journey, it's inspiring to see the strides we've made together and the path that lies ahead. Our collective efforts have empowered individuals and ignited a global movement toward inclusivity and innovation in the tech industry.

2023: Navigating a Turbulent Year

Emerging from the challenges of the COVID-19 pandemic, economic recession, AI skilling urgency and rollback of diversity and equity initiatives, we recognized the urgent need to support women and allies in technology. The rapid advancement of artificial intelligence highlighted a significant gap in AI readiness among women, underscoring the necessity for targeted training and resources. In response, we expanded our community and launched programs focused on enhancing leadership skills and cloud/AI readiness among women. By forging strategic corporate partnerships, we created avenues for women professionals to grow and founders to scale their businesses, laying a robust infrastructure for the significant improvements that followed.

2024: A Banner Year of Transformation

In 2024, Women in Cloud achieved a milestone year, unlocking \$500M in economic impact across a global community of over 120,000 individuals in more than 80 countries. We empowered over 5,000 women with AI and cybersecurity skills, enabling them to thrive in the digital economy. Our initiatives amplified visibility for thousands, reaching over 4 million people worldwide, while our work spanned the globe, touching countries such as the US, India, Brazil, Nigeria, the UK, Canada, and Australia. Additionally, ICONS achieved Oscar qualification, celebrated our cultural influence, and earned prestigious accolades, including a Guinness World Record and the Microsoft Prestige Award. 2024 truly showcased the power of collective action to drive global economic impact.

2025: Embracing Collective Courage

As we step into 2025, our theme of "Collective Courage" will propel us to new heights. We are committed to transforming careers, advocating for inclusive policies, and empowering every member to lead with technology as a force for economic access. Key initiatives include the 50 Cities ICONS Movie Tour, highlighting untold stories of women in tech, and Collective Authorship, fostering collaborative thought leadership. Through #WICxWellness, we aim to empower women with education, tools, resources, and support to achieve high executive functioning through wellness. We'll scale the #empowHERaccess Prestige Awards Platform, amplify women-led innovations, and celebrate the Microsoft 50th Anniversary, recognizing advancements in cloud and AI. By driving AI Skilling and Hackathons, we will equip women with future-ready skills, shaping the workforce of tomorrow.

Together, through collective courage and mutual investment, we will build the future of our industry and make an epic impact.



President & Co-Founder
Women in Cloud



STORIES CONTINUED...



So grateful for Women In Cloud, blazing trails and paving the way for Women in Technology. Ask me about scholarships or my experience with this inspiring group. 7/9 Certification completed!

Lydia Kinsella



It's been an inspiring journey! I'm proud to be surrounded by such powerful individuals who bring vibrant energy from diverse cultures.

Sandhya Prabhakar



Excited to partner and support the public screening of ICONS in Seattle & Oscar Screenings

Ben Andrews



It's exciting to finally launch the EY and Women in Cloud partnership. So much more excitement to come!!!

Pat Sullivan



Visibility is critical in establishing your brand, and WIC has been influential in helping my organization reach our goals.

Lisa Ann Edwards



I love this. I love being on the Advisory Board of Women in Cloud because we are focused and tactical in pursuit of what is good, true, and necessary.

Nancy Watt



WIC is an amazingly powerful network for Women and Allies who want to contribute towards UN Sustainable Goal 5 - Gender Equality (and much more).

Gareth Jones



Thank you for investing in me.

Marivell Gamlin



Being recognized as a Guinness World Record setter with Women in Cloud for vision boarding has been a significant milestone in my professional journey.

Sonali Jha



I'm so excited to be a part of this community watching our members transform their futures!!! The greatest group of change makers I know.

Tucker Stine

STORIES CONTINUED...




WIC provided me with crucial financial and educational support to pursue certifications, mentorship, and networking opportunities.

Samantha Green 



Such a powerful program. Thank you for including me! Looking forward to wild success in 2024 and beyond thanks to the WIC and Accenture mentors

Christine Mulcahy 



I applied for this scholarship because I am deeply interested in building a career in cybersecurity... I'm excited to learn from one of the most respected names in the tech industry and make a positive impact on the safety and security of digital environments.

Marcia Garner 



The energy that flows in this community is exactly the kind of energy I need to remind myself that I am worthy of my own attention.

Rebecca Mayville 



I gained cybersecurity knowledge and skills that helped me in my PhD research, vulnerability management and cyber threat intelligence, and [WIC's scholarship] helped me find my first job related to Cybersecurity.

Rimma Shilkina 



The future thrives on collaboration through community driven leaderships. It has been inspirational and empowering to be associated with WIC.

Khushbu Soni 



Women in Cloud's scholarship program helped me gain new job opportunities, gain more knowledge, and continue project work.

Nabanita Das 



I've officially earned my Microsoft Cybersecurity Analyst Associate certification! A huge thank you to [Women in Cloud] for this invaluable initiative and for providing opportunities for more women in tech.

Shivani Shetty 



WOMEN IN CLOUD

A Community of 100K+ Women & Allies Generating \$1B in Access

Community | Stages | Coaching | Accelerators | Scholarships | Awards | Films | Fund

WOMEN IN CLOUD IS ON A MISSION TO UNLOCK \$1B IN ECONOMIC ACCESS FOR WOMEN & ALLIES IN THE AI POWERED ECONOMY.

Women In Cloud is a Seattle-based organization dedicated to democratizing economic access for women and allies in the AI-powered economy through impactful initiatives. Over the past five years, through activities such as Cloud, Cyber & AI Certifications, B2B Accelerators, industry awards, investment funds, tech innovations, and partner activations, Women In Cloud has unlocked \$500M in economic access. With a bold vision to **democratize \$1B in economic access**, these efforts have already benefited a growing WIC community of over 120,000 members across 80 countries.

AS SEEN IN:

FORTUNE

CIO VIEWS

TechCrunch

Forbes

MarketScale

TED

Femtech
World

Microsoft

Techopedia

PUGET SOUND
BUSINESS JOURNAL

BSE

Medium

THE ECONOMIC TIMES

K5

CYBERCRIME
MAGAZINE

she owns it.

THE HINDU

The European
Business Review

WIC IMPACT AT A GLANCE

MISSION: \$1B ECONOMIC ACCESS MOVEMENT

YEARS

5



Women In Cloud has been working to democratize economic access for our community.

COMMUNITY

120K



80+ countries represented with the highest percentage from the US, India, Brazil, Nigeria, Canada, and the UK.

REACH

4M



Total reach of WIC initiatives and campaigns.

WORLD RECORD

503



Total for the Guinness world record for the greatest number of vision boards created.

SCHOLARSHIPS

5600



Total number of free scholarships WIC has provided over last 5 years.

RECOGNITION

2578



Total community members receiving industry platform recognitions.

EVENTS

49K



Total participants in virtual and in-person events.

PARTNERSHIPS

32



Total number of strategic partnerships to drive access and impact.

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2024: A YEAR OF IMPACT

In 2024, Women in Cloud unlocked over \$500M in economic impact, empowering a global community over 120,000 individuals in over 80 countries. Over 5,000 women gained AI and cybersecurity skills, thriving in the digital economy, while our initiatives reached 4M people worldwide. With ICONS earning Oscar qualification, accolades like a Guinness World Record, and Microsoft Prestige Award, our influence spanned across the globe. We turbocharged ESG-focused initiatives through partnerships with EY, Insight, Microsoft, Kyndryl, The Mainstream, and NTEGRAL, driving co-branded solutions and accelerating DevSecOps Ready talent development. Together, we showcased the power of collective action, setting the stage for an even more innovative and impactful 2025.



Cloud, AI, Cyber Certifications & Credentials

Women in Cloud (WIC) drove AI & Cyber focused workforce development for women Certifications and Credential scholarships, AMA Sessions and AI Hackathons. In partnership with Microsoft Learning, WIC has delivered over 5,000 scholarships and connected hundreds of women with top tech employers via the #WICxCloudJobs initiative. The #WICxSkillsReady Challenge further enables participants to earn verifiable credentials, enhancing trust with hiring managers and advancing careers in an AI-driven economy.

WICxInsiderCircle - Thought Leadership Program

Through our flagship thought leadership program, #WICxInsiderCircle, we have built 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 speaking, network expansion, leadership development and speaker readiness tools that will accelerate subscribers' executive presence and leadership presence in the ecosystem.



History Making Guinness World Record

We kicked off 2024 with a history-making experience as we successfully completed a GUINNESS WORLD RECORDS™ title attempt for the most users in a vision board video hangout. The record-setting event took place on January 19, 2024, led by Patti Dobrowolski, visual thinker and change activator, and Founder of Up Your Creative Genius. The record-breaking event attracted 632 users worldwide who joined the video hangout, contributing a total of 503 approved vision boards. The campaign garnered 2.8 Million Impressions for the campaign, 233,100 social media impressions on day of experience, with 7,000 chat interactions and a perfect satisfaction score of 10 out of 10.



WICxINSPIRE2024
DIGITAL EVENT | JULY 16th 2024 | 9:00 AM PST

SPEAKERS

- BARBARA CLARKE, The World's Best Entrepreneur
- DANA HOWARD, Director of Global Operations, Microsoft
- ELENA KENNEDY, VP of Global Operations, Microsoft
- JEN LEE, Chief of Global Strategy, Microsoft
- PAT BULFARIN, Chief of Global Operations, Microsoft
- JOHN SANA, Chief of Global Operations, Microsoft
- DEXTER HARDY, VP of Global Operations, Microsoft
- KEENA JOHNSON, VP of Global Operations, Microsoft
- FAITH SCHWARTZ, VP of Global Operations, Microsoft
- CHITRA VEDULAPALLI, VP of Global Operations, Microsoft
- NETI CUPPA, VP of Global Operations, Microsoft
- LISA ANN EDWARDS, VP of Global Operations, Microsoft
- KAREN FASSID, VP of Global Operations, Microsoft
- KUSUMGA SHANNA, VP of Global Operations, Microsoft

PRESENTED BY EY Microsoft

#WICxInspire2024, The AI-Fueled Go-To-Market Summit was a transformative experience for tech founders and leaders, offering advanced GTM strategies, acceleration with cloud hyperscalers, and opportunities to forge impactful partnerships. With 243 registrations, 15 expert speakers, and participation from 104 companies, the event generated 350+ comments and earned a 5-star satisfaction rating. Delivering 518,100 brand impressions, it provided a powerful platform for connection, learning, and innovation.

#WICxESG2024 AI & Sustainability Leadership Preparedness Summit, now in its fourth year, is the industry's most prestigious event focused on AI and sustainability. Sponsored by EY, this summit is a clarion call for pioneers ready to tackle today's challenges with AI-powered solutions. The summit generated 466 registrations, 927,913 brand impressions, representation from 154 companies, and 13 expert speakers. Over 1,000 comments were shared during the session, reflecting strong audience involvement and culminating in a 5-star satisfaction rating.

#WICx ESG 2024
AI & SUSTAINABILITY LEADERSHIP PREPAREDNESS SUMMIT
OCT 24, 2024 | 9:00 AM PST | VIRTUAL

SPEAKERS

- MICHELLE PRUITT
- DEXTER HARDY
- KOVILJA CHOHAN
- JULIA ARMSTRONG
- LISA BORGOTTI
- SHEN JINHA
- KRISTINA COOK
- ERICH ARCHER
- ANNA TWOMEY
- DEE DEE WALSH
- SENITA BELAY
- CHITRA VEDULAPALLI
- EMILY WILL

#WICx CLOUDCXOSERIES

REINVENTING ENTERPRISES: INTEGRATING GENAI FOR COMPETITIVE ADVANTAGE

Friday, November 15th, 2024
10:00 - 11:30 AM PST

accenture

- SHIVANI VORA, VP of Global Operations, Microsoft
- CHRISTINE DISCO, Chief of Global Operations, Microsoft
- DEEPA SONI, VP of Global Operations, Microsoft
- JULIA CHEN, VP of Global Operations, Microsoft
- SERENE DAVIS, VP of Global Operations, Microsoft
- LAINIE HIERA, VP of Global Operations, Microsoft
- GINA FRATARCANGELI, VP of Global Operations, Microsoft

CXO Series - Insight, Boeing, Accenture, and Microsoft all led strategic conversations with customers, employees and their partners. For example: The Accenture CXO event was a remarkable gathering of thought leaders and industry professionals, showcasing the power of collaboration. This event had 191 registrations and 103 attendees. 9 speakers participated, among them, Accenture members and Accenture partners. 180+ comments were shared and represented 108 companies.

Women In Cloud Partners with Grace Hopper India 2024 to Celebrate Grit, Heart, and Courage

Women In Cloud proudly partnered with Grace Hopper India 2024, uniting over 10,000 women and nonbinary technologists to celebrate grit, heart, and courage. Represented by WIC Brand Ambassadors Sandhya Prabhakar and Christina Pinheiro, this partnership highlighted WIC's mission to empower women in tech through inclusivity and innovation. Together, we showcased the transformative power of collaboration in the tech industry: [Women In Cloud and Grace Hopper India 2024 Join Forces to Unlock \\$1.5 Million in AI & Cyber Scholarships for Women and Nonbinary Professionals](#)





Women In Cloud Partners with VeeamON India Tour

Women In Cloud partnered with the VeeamON India Tour, a three-city event in Delhi, Bangalore, and Mumbai, driving professional growth in tech. Led by Kushagra Sharma and eight bold WIC ambassadors, including Microsoft partnership, the tour featured certifications, skill-building workshops, and networking opportunities through the #WICxSkillReady Challenge, empowering professionals to advance DevSecOps and AI/cybersecurity skills for career success and secure tech innovation: [Veeam India and Women In Cloud Launch #WICxSkillsReady Challenge at VeeamON Tour](#)

Women In Cloud at the Oscars: Celebrating AI in Cinema

Women In Cloud partnered with ShortsTV to host the WIC@Oscars event, spotlighting the intersection of AI and cinema. Industry leaders Christina Lee Storm, Mary Matheson, Joanna Popper, Michelle Pruitt, and Gaviella Schuster engaged in a visionary discussion moderated by Rasha Goel, celebrating Oscar Shorts nominees. Showcasing ICONS, The Collaborator, and American Warrior, the event also announced a movie fund and \$30M in Cybersecurity Scholarships, connecting innovation and entertainment to shape the future of storytelling. [Learn more.](#)



Women In Cloud proudly partnered with the Stella Foundation and Impact Seat Foundation to support the **Women's Venture Summit**, a landmark event in the women's economy often referred to as the "Super Bowl" for women entrepreneurs. With a standing-room-only crowd of 500+ attendees, the summit celebrated innovation, leadership, and economic empowerment. [Stella Foundation and Women In Cloud Partner to Accelerate GTM Success in the Enterprise Customer Ecosystem.](#)

Women In Cloud (WIC) and **TIFF** announced their groundbreaking collaboration to unite the worlds of technology and film. This first-of-its-kind alliance focused on education and entertainment, specifically targeting talent development within the AI economy. The initiative aimed to foster innovation and inclusivity, with a special emphasis on advancing gender representation in the entertainment ecosystem.

tiff | **WOMEN IN CLOUD**

MICRO PANEL
THE FUTURE OF MEDIA & ENTERTAINMENT
AI-POWERED BUSINESS MODELS AND GENDER-INCLUSIVE INVESTMENTS
 7-SEP-2024 | 9:15 AM EST | GLENN GOULD CONFERENCE CENTER, ROOM B | TORONTO

CHAITRA VEDULLAPALLI
 PRESIDENT
 WOMEN IN CLOUD

MICHELLE PRUITT
 DIRECTOR OF ENGINEERING STRATEGY & PLANNING
 MICROSOFT

NANCY WATT
 PRESIDENT
 NANCY WATT COMMUNICATIONS

MONIKA MITAL GUPTA
 GENERAL MANAGER
 ENGINEERING
 MICROSOFT



Accenture B2B Coaching Program

Women in Cloud (WIC) and Accenture partnered for the third time to deliver a transformative B2B coaching program specifically designed for women tech founders. This world-class program aimed to help 10 female entrepreneurs to collaborate with 25 Accenture executives over 12 weeks to break into enterprise opportunities and accelerate their go-to-market strategies in the industry and be open to investing in cosell-led GTM activities to capture market share with Accenture and other partners.

Women In Cloud Named Finalist in CRN's 2024 Women of the Year Awards

Women In Cloud is proud to share that CRN, a brand of The Channel Company, has named WIC as a finalist in the Community Impact Award category of the 2024 CRN Women of the Year Awards. This prestigious award honors Women In Cloud's commitment to fostering an equitable workplace and supporting excellence across the IT channel by generating over \$500M in access for women and allies in the tech ecosystem.



Microsoft 12 Week GTM Momentum Accelerator

42 Women In Cloud Founders participated in a 12-week Co-Sell & Marketplace Readiness Accelerator, tailored for Microsoft Partner-led Association members to enhance co-sell readiness. Supported by Microsoft's GTM Momentum initiative, the program fostered strategic alignment and equipped breadth partners with GTM and sales resources to unlock co-sell opportunities. Two founders successfully co-launched their offers, achieving a remarkable 10X return on their efforts, exemplifying the program's impact.

Women In Cloud Recognized by Washington State Senate in Bill SR 8630 for Bridging Gender Representation & Access Gap in Tech

Women in Cloud (WIC) was recognized for its notable strides in bridging the gender gap in the tech industry with the adoption of Bill SR 8630 by the Washington State Senate. Led by Senator Patty Kuderer of the 48th Legislative District, the Bill acknowledges Women in Cloud's outstanding achievements and international growth within the last year. This is the fourth proclamation honoring and recognizing 'Women in Cloud Day', which was previously celebrated on January 26th by proclamations SR 8602 and SR 8697.





THINKSPRINT'24 – A milestone moment as we proudly launched the RVCE Women in Cloud Insider Circle's first ever technical event!

Our participants stole the spotlight with their innovative ideas, dynamic brainstorming, and a spirit of collaboration that truly embodies the essence of this ideation event. 🌟

[Read more](#)

WIC partnership with RV College of Engineering

Women In Cloud participated in CSITSS 2024 at RVCE, joining 1,000+ global leaders and researchers at the 8th IEEE International Conference on Computational Systems and Information Technology for Sustainable Solutions. Over three days, with 800+ research papers, the event showcased innovative solutions and fostered collaboration to drive a sustainable, AI-powered future.



Women In Cloud Partners with BrightTALK to Amplify Impact

Women In Cloud partnered with BrightTALK at Digital Summits, delivering 9 talks and reaching over 5,000 professionals with leading-edge content by women thought leaders. Featuring insights from industry experts and visionary innovators, this collaboration provided a preferred virtual learning experience, empowering professionals with knowledge and inspiration.

WICxCloudJobs Series was a dedicated Ask Me Anything series of webinars with Microsoft about skilling, certifications, credentials, job readiness and recruiter preparedness. The focus was on the AI Economy and how micro-credentials can help people gain valuable skills and open up job opportunities. The event series had over 5000+ registrations from over 80 countries over the last 2 years. Speakers included representatives from Microsoft: Nandita Sampath, Ivor Berry, Priyanka Agrawal, and Debbie Uttecht.



WICxIndia Executive Edition 2024: Empowering Communities, Breaking Boundaries

In its third year, the #WICxIndia Tour 2024 brought Women In Cloud back on the road, connecting 1,200+ participants, 42 influential speakers, and representatives from 5 countries and 45 companies. This impactful tour celebrated 50+ role models from the #WICxIndia community, fostering leadership and collaboration. The Executive Leadership Workshop provided leaders and allies with exclusive opportunities to connect, innovate, and drive global impact.

Women In Cloud's debut documentary short **'ICONS'** is an **Oscar-Qualified film** that screened at HollyShorts and SIFF and had a presence at TIFF and SxSW. ICONS became more than a film; it became a movement where women united to share their experiences and champion each other towards greater heights. Through 'ICONS' and films funded by MxW, Women In Cloud was able to establish a presence at festivals such as: HollyShorts, SIFF, SxSW, TIFF, and SDIFF to help unite the film and tech industries. Providing free access to AI skilling scholarships for the film community and interactive panel discussion with industry experts on AI.



#empowHERaccess is an annual prestige awards platform by Women in Cloud to recognize outstanding technological industry contributions.

For 4 years, our prestigious awards have celebrated and recognized over 2,500 women, allies, and organizations across the globe who have made a significant impact on the technology industry. Returning for the fifth annual celebration in 2025, the #empowHERaccess campaign will honor Microsoft's 50th anniversary with a spotlight series of Microsoft's women leaders, past and present.

We also continued 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

MEDIA COVERAGE & PARTNERSHIPS

- [Women in Cloud & Cyber Security Alliance Unite: \\$1.5M Scholarships to Empower Women in Cybersecurity Leadership & Skills Development](#)
- [Women In Cloud and Grace Hopper India 2024 Join Forces to Unlock \\$1.5 Million in AI & Cyber Scholarships for Women and Nonbinary Professionals](#)
- [Students Shine in Tech: Women in Cloud, RV College Launch Insider Circle, Host Pitch Event, Activate DevSecOps Micro credentialing](#)
- [FoundersLive: Showcase Your Startup at the Prime Time Pitch Challenge: Win \\$10K and Gain Global Visibility!](#)
- [Women In Cloud Named Finalist in CRN's 2024 Women of the Year Awards](#)
- [Stella Foundation and Women In Cloud Partner to Accelerate GTM Success in the Enterprise Customer Ecosystem](#)
- [Women In Cloud Unveils \\$1B AI Talent Development Initiative at TIFF 2024](#)
- [Women in Cloud and Accenture Join Forces: Launching Third -Year B2B Coaching Program to Propel Female Tech Founders into Billion-Dollar Markets](#)
- [San Diego International Film Festival and Women In Cloud Unite to Champion Representation with AI Film Scholarships and 2.25M in Funding](#)
- [Veeam India and Women In Cloud Launch #WICxSkillsReady Challenge at VeeamON Tour](#)
- [Women in Cloud & Insight announce 2024 #empowHERaccess Prestige Award Winners](#)
- [Introducing #WICxSkillsReadyChallenge to Unlock Career-Defining Opportunities in the AI Economy](#)
- [Celebrating Excellence: Women in Cloud Awarded Showstopper Title at Microsoft Supplier Prestige Awards 2024!](#)
- [Big News! Launching 5100+ Microsoft Cybersecurity Certification Scholarships To Spur \\$1 Billion In Economic Access and Propel Career Opportunities](#)
- [Women In Cloud and ShortsTV Brings 2024 Oscar Nominated Shorts to Theaters That Could Ignite Economic Access For All](#)
- [Women In Cloud Sets New Guinness World Record for Most Users in a Vision Board Video Hangout](#)

MEASURING COLLECTIVE ACTION



120,200

Members reached across 80 countries and counting



5,600

Cloud, AI and Cyber Security Certification Scholarships Distributed, ~\$45M in value, 10% securing jobs



2,500+

Leaders Inspired Tech Ecosystem via WIC Stages



4,000+

Business Introductions & Coaching ~7000 hrs. contributed to workforce development



2,570+

Leaders and allies recognized through digital spotlights



4.5 Million

Impressions through annual #empowHERaccess campaign



Tech Policy Advocacy

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



ESG Acceleration

Dedicated Accelerators, 15+ media articles viewed over 120K, 6 ESG focused events activations reached over 50000+

AMPLIFYING NETWORK

Press Mentions: [Read More](#)

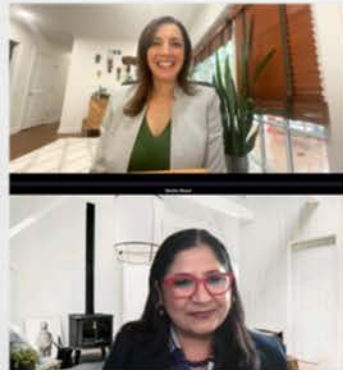
AS SEEN IN:



Brands We Collaborated With:



2024 IN ACTION



© The BenbowHE Records Awards Ceremonies, 2024. Photo credit: Women

#WICxWORLDRECORD

EXPERIENCE SUMMARY

GUINNESS WORLD RECORDS™ TITLE ATTEMPT FOR THE MOST USERS IN A VISION BOARD VIDEO HANGOUT



941
REGISTRATIONS



632
ATTENDEES



2.98 Million
TOTAL REACH



503
VISION BOARDS APPROVED



233,100
IN-EVENT SOCIAL
IMPRESSIONS (3HRS)



10/10, 7000 CHATS
SAT SCORE & CHATS

Thank you all for your amazing energy, inspiration and wisdom, And thank you @Chaitra Vedullapalli @gavriella schuster @Patti Dobrowolski @Karen Fassio and all of WIC for organizing this incredible event. I didn't realize how much I needed this" - Shana Cordon
"Great behind the scenes work and wonderful facilitation and guests. Wonderful!" - Courtney Barrett

"The team was truly amazing I mean this was logistically seamless!" - Shirelle Francis

Amazing watching dreams come true! It was fantastic to be part of such an orchestrated effort. Thank you Women in Cloud team! - Christine

Loved vision boarding today. Learning with Women in Cloud , Patti Dobrowolski , and Chaitra Vedullapalli is always an absolute pleasure! - Brittany

WORLD RECORD HOLDERS



2025: COURAGE IN ACTION

As we step into 2025, our theme of "Collective Courage" will propel us to new heights. We are committed to transforming careers, advocating for inclusive policies, and empowering every member to lead with technology as a force for economic access. Key initiatives include the 50 Cities ICONS Movie Tour, highlighting untold stories of women in tech, and Collective Authorship, fostering collaborative thought leadership. Through #WICxWellness, we aim to empower women with education, tools, resources, and support to achieve high executive functioning through wellness. We'll scale the #empowHERaccess Prestige Awards Platform, amplify women-led innovations, and celebrate the Microsoft 50th Anniversary, recognizing advancements in cloud and AI. By driving AI Skilling and Hackathons, we will equip women with future-ready skills, shaping the workforce of tomorrow. Together, through collective courage and mutual investment, we will build the future of our industry and make an epic impact.

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 2025** will support those in the Women in Cloud network to:

1. **Increase your customer demand and business profitability**
2. **Invest in women founders, leaders, filmmakers and allies**
3. **Integrate ROI focused narratives into programs**
4. **Design & implement community-focused GTM programs**
5. **Expand through corporate brand collaborations that share collective vision**

2025 PRIORITY INITIATIVES

In 2025 and beyond, Women in Cloud will prioritize workforce and leadership development to prepare leaders, founders, filmmakers, and policy advocates in democratizing \$1B in economic access within the AI powered economy. Key initiatives will focus on wellness, executive leadership, technical skilling & certifications, and GTM programming, enabling the community to lead and shape influential narratives.

- **Wellness Focus:** In 2024, Women in Cloud made history by setting a Guinness World Record for the Most Users in a Vision Board Video Hangout, with 600+ vision board submissions. Through this transformative experience, we discovered one of the most prevalent aspirations among our community: improving mental and physical wellness. This insight has shaped our 2025 initiative—WICxWellness, a final frontier which aims to empower women with education, tools, resources, recipes and support to achieve high executive functioning through wellness.
- **Cloud, Cyber and AI 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 WICxAIScholarship fund, led by Board of Advisors to create access to opportunities and resources.
- **Scaling Recognition Programs:** Leverage partnership to scale our recognition platform such as #empowHERaccess and ICONS to recognize women and allies for their contribution to democratize access.
- **ICONS 50 City Tour:** ICONS, an Oscar-qualified documentary from Women In Cloud, shares the stories of 19 women leaders in tech, exploring the gender gap and opportunities in the Cloud and AI-driven economy. Featured at top festivals like TIFF and SIFF, it's more than a film—it's a movement inspiring equitable change. With a 2025 goal of 50 global screenings, ICONS continues to unite and empower communities worldwide.
- **Robust B2B Founder Programs:** Our B2B GTM 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 Fund Development:** We will continue our investment in building and creating an investment fund that supports Tech founders and Film Makers to create Intellectual property leveraging AI technologies.
- **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 Influencer Network:** Our unwavering commitment to the WIC community will lead our efforts to establish the world's largest influencer network of community leaders, podcasters and media partners. This platform serves as a conduct for creating new opportunities, connecting communities and corporations, and unlocking access.

2025 CORPORATE PARTNERSHIP OPPORTUNITIES

BRAND BUILDING

OFFERINGS: 50 CITIES ICONS MOVIE TOURS
EMPOWHERACCESS AWARDS
MICROSOFT 50TH CELEBRATIONS
COLLECTIVE AUTHORSHIP
CXO FOCUSED SUMMITS or
SESSIONS

OPPORTUNITIES:

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

TALENT RETENTION: ERG INTEGRATION

OFFERINGS: EXECUTIVE READY WORKSHOPS
SPEAKER ROSTER DEVELOPMENT
SIGNATURE & DINNER EVENTS
ICONS MOVIE SCREENING, PANEL
INSIDER CIRCLE PROGRAM
WICxWELLNESS SUMMIT

OPPORTUNITIES:

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

DIVERSE RECRUITING

OFFERINGS: CLOUD JOB HIVE (RESUME BOOK
ACCESS, JOB OF THE WEEK)
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
EMPOWHERACCESS DINNERS
WIC ANNUAL SUMMITS
INDUSTRY EVENT INTEGRATIONS

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

CORPORATE SUSTAINABILITY

OFFERINGS: ANNUAL PARTNERSHIP REPORT
EMPLOYEE DONATION INTEGRATION
BOARD OF ADVISOR OPPORTUNITIES
B2B COACHING PROGRAM

OPPORTUNITIES: BRANDING RIGHTS
ASSET DEVELOPMENT
ESG REPORTS
CONTENT BUILDING

WIC INSIDERCIRCLE

WHERE LEADERSHIP IS CULTIVATED AND CELEBRATED



**SPEAKER
DEVELOPMENT**



**EXCLUSIVE
ACCESS**



**SPOTLIGHT & SPEAKER
OPPORTUNITIES**



**MEMBER TO
MEMBER
COLLABS**



**AMBASSADOR
OPPORTUNITIES**



**FRIENDSHIPS &
INTRODUCTIONS**

WIC has given all of us a “newer version” of ourselves - Vidya Prabhu



#WICXInsiderCircle is an annual subscription program empowering subscribers to become industry thought leaders within the Cloud and AI ecosystems.

This subscription program provides access to an exclusive community with opportunities for network expansion, thought leadership development, and industry speaker readiness tools that 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**](#)



ABOUT WOMEN IN CLOUD



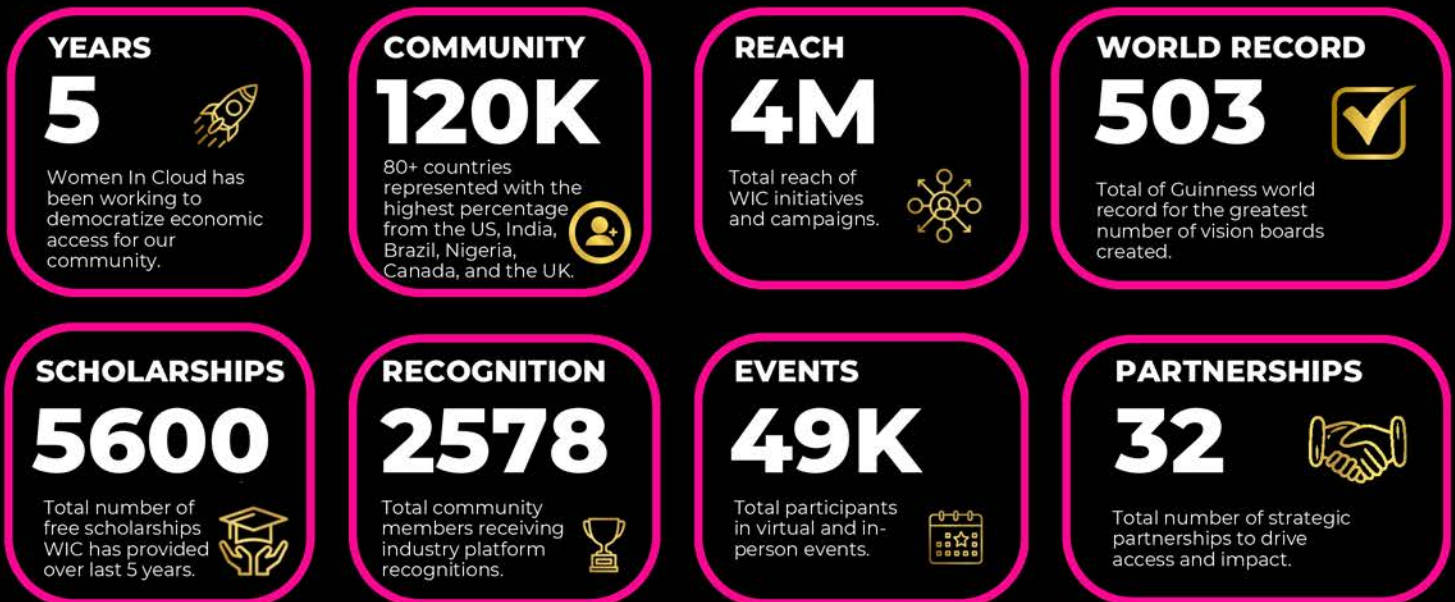
Women In Cloud is a global network of 120,000 Women Tech Founders, Executives, Tech Professionals, and Allies in over 80 countries who are committed to inspiring the tech ecosystem to be an inclusive force for change and take collective action by providing a powerful platform to collaborate, build community 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(3c) organization.

WIC Resources:

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WIC IMPACT AT A GLANCE

MISSION: \$1B ECONOMIC ACCESS MOVEMENT



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