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About Latinas in Tech
About Latinas in Tech

Latinas in Tech is a nonprofit organization with humble origins. What started as:

2 friends in need of career counseling

A global community of more than 20,000 Latinx women with a local footprint in 20 cities across 6 countries.

Our mission is to provide the resources, opportunities and community Latinas need to thrive, innovate and lead in tech so that eventually Latinas are well-represented throughout all levels of the global technology ecosystem.

For more information or to donate to our nonprofit, please visit www.latinasintech.org
About the Report

The Annual LiT Member Report launched in 2021 and now covers 20 markets in the Americas and Europe.

Through this report, we aim to amplify the diverse voices of Latinas in Tech, and clearly outline the barriers to entry they routinely encounter as they attempt to advance their careers in Tech. The study conceptualizes, measures and tracks the disconnect between Latina’s preparedness and their diminutive representation in leadership and decision-making positions.

A total of 1,232 Latinas across the organizational hierarchy, aged 22 - 40, employed or contracted to work at least 30 hours a week answered this survey, making it statistically significant with a margin of error of less than 5%.

This survey was conducted during Q1 2022, in Canada, the United States of America, Mexico, Brazil, England and Spain.
2021 Community Impact
Introduction

While the prolonged continuation of the COVID-19 crisis may have forced us to realize all 80 of our events virtually, this medium allowed us to increase our accessibility to reach more than 18,000 Latinas through workshops, panel discussions and mixers.

18,016 Lives Touched

Latinas in Tech also experienced a pronounced membership growth, increasing its member base by 80%

Meanwhile, even as our organization has grown, member endorsement has remained high with 90% of members indicating that they would be willing to recommend LiT as a great community for career support and professional development.

Latinas in Tech has given women a platform to share the obstacles, challenges and setbacks they have encountered along their professional careers so that other women can overcome them upon encounter.

Its annual summit in particular has been an amazing source of connections, friendships and inspiration. Its foreseeable impact has changed my world view, leading me to reflect on my own personal contribution to future generations of LiT.

Paola Rios Schaaf
Director of Product,
Ellevation Education
Chapter Leader Boston
Our impact in 2021

As a woman of color that is changing careers in a space that lacks people that look like me, Latinas in Tech is the big sister I never had, helping me navigate this new space. I’ve been able to make new friends, be interviewed by employers and found a safe space to find a mentor. It’s the tech sisterhood I would’ve never been able to succeed without. I am beyond thankful for Latinas in Tech.

Lidia De La Cruz
Consultant Graduate Developer
Thoughtwork

In 2021 we released our first Latinas Founders list, featuring over 200 Latinas Founders and Co-Founders who have raised over $1M in funding. This list was originally curated by Cecilia Corral, Co-Founder and VP of CareMessage.

104 Founders with $1M+ in Funding
116 VP+ Tech Jefas

Within the organization, we have over 116 Jefas, or women in VP positions and above, but our ambition is to augment this number through the support of our organization.
5th Annual Summit

By the numbers

For our first virtual Latinas in Tech Summit, we centered around the theme of “Innovating Equity” which attempted to dissect the role of institutions and leadership in dismantling the barriers to entry that women often encounter to the Tech industry.

- **1,423** Registered
- **65** Speakers
- **20** Sponsors
- **22** Countries represented

Startup Competition

In 2021, Latinas in Tech’s International Startup Competition catalyzed the growth of three tech startups with at least one Latina co-founder, and an ambition to grow into a billion dollar company. A total of 180 startup founders applied to pitch for three non-dilutive cash prizes.

- **Liberet**
  - **$10,000**
  - **2nd**
- **Code Inspector**
  - **$20,000**
  - **1st**
- **Social Cipher**
  - **$5,000**
  - **3rd**
Expansion

In 2021, Latinas in Tech expanded its international reach to include Sao Paulo, Brazil and Madrid, Spain.

In the United States, we expanded to Denver, Colorado.

With these additions, our member base network grew to 18,000 strong across 20 chapters in 6 different countries.

<table>
<thead>
<tr>
<th>Chapter</th>
<th>% of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silicon Valley</td>
<td>21.67%</td>
</tr>
<tr>
<td>New York City</td>
<td>14.82%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>12.20%</td>
</tr>
<tr>
<td>Chicago</td>
<td>7.00%</td>
</tr>
<tr>
<td>Mexico</td>
<td>6.91%</td>
</tr>
<tr>
<td>Austin</td>
<td>5.91%</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>4.71%</td>
</tr>
<tr>
<td>Miami</td>
<td>4.52%</td>
</tr>
<tr>
<td>Seattle</td>
<td>3.32%</td>
</tr>
<tr>
<td>Dallas Fort-Worth</td>
<td>2.66%</td>
</tr>
<tr>
<td>Houston</td>
<td>2.64%</td>
</tr>
<tr>
<td>Boston</td>
<td>2.63%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>2.35%</td>
</tr>
<tr>
<td>Sacramento</td>
<td>2.17%</td>
</tr>
<tr>
<td>Canada</td>
<td>2.05%</td>
</tr>
<tr>
<td>Utah</td>
<td>1.60%</td>
</tr>
<tr>
<td>London</td>
<td>1.22%</td>
</tr>
<tr>
<td>Denver</td>
<td>1.11%</td>
</tr>
<tr>
<td>São Paulo</td>
<td>0.55%</td>
</tr>
<tr>
<td>Madrid</td>
<td>0.33%</td>
</tr>
</tbody>
</table>
Member Count

- Email Subscribers: 14,000
- Web Members: 8,873
- LinkedIn Followers: 20,000

Member Types

- Latinas in Tech: 95%
  A member who identifies as a Latinx woman.

- Ally: 5%
  A member who does not identify as a Latinx woman, but supports and participates in the community as an employer, recruiter and/or ally.

- Recruiter: 27%
  A member who engages in the search, attraction and hiring of Latinas for both technical and non-technical roles for technology companies.

- Sponsor: 13%
  Dual organization members acting on the behalf of active partnership agreements with Latinas in Tech that support the continued development of free programs to thousands of Latinas.
2021 Sponsorships

Latinas in Tech is enabling sponsor companies looking to diversify talent and connect with Latina professionals working in the tech industry.

Our partner companies gain additional exposure through our network, co-hosting weekly events, featuring listings on our Jobs Board, branding opportunities on our blog and more.

Google  
Lyft  
PayPal  
Smartsheet  
FactSet  
Zwift  
Elastic  
CrowdStrike  
Roku  
Salesforce  
Meta  
NetApp  
SoFi  
Charles Schwab  
Honeycomb  
LSEG  
Iterable  
Splunk  
Tribal  
LinkedIn  
Sephora  
Snap Inc.  
Alloy  
Microsoft  
PagerDuty  
Intuit  
Turbotax  
Quickbooks  
Net  
Credit Karma  
WarnerMedia

51  
Tech Partners  
88  
Donors  
1,805  
Jobs Posted  
178  
Recruiters

Through our partnership and investments to Latinas in Tech we were able to hire 6 amazing Latinas in the last year.

Lisa Vasquez  
Strategy, Product, and Program Development at PayPal
2021 Finances

66% of every dollar was reinvested into our programs

$1,509,000
Revenue

$787,000
Expenses

65% Summit Sponsorships
25% General Sponsorships
5% Subscriptions
3% Donations
2% Tickets

70% Programs
20% Product
10% Admin
LiT has been fundamental to my career advancement. It provided me with connections. I ended up landing a new job thanks to that!

Patricia Vidal
Director of Lifecycle Marketing at Prezi

Programs

In 2021 we curated a total of 80 free workshop events around the self-identified needs of members and allies.

In addition, our largest events of the year, the Latinas in Tech Summit and our career fair LiT Recruit placed Latinas in front of recruiters.

Our events welcomed all Latinas and then they decided to join our platform as members.
3 Demographics
Geographic Location

The virtualization of Latinas in Tech programs and events amid the COVID-19 pandemic allowed Latinas from around the world to benefit from our free resources including workshops, conferences and mixers. This created the accessibility that Latinas outside the US needed to feel more integrated with the organization, leading to augmented participation and eventual membership.

Participation by State

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>37%</td>
</tr>
<tr>
<td>Texas</td>
<td>13%</td>
</tr>
<tr>
<td>New York</td>
<td>10%</td>
</tr>
<tr>
<td>Illinois</td>
<td>7%</td>
</tr>
<tr>
<td>Washington</td>
<td>5%</td>
</tr>
<tr>
<td>Florida</td>
<td>4%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>3%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>2.8%</td>
</tr>
<tr>
<td>Colorado</td>
<td>2%</td>
</tr>
<tr>
<td>Virginia</td>
<td>2%</td>
</tr>
<tr>
<td>Maryland</td>
<td>1.6%</td>
</tr>
<tr>
<td>Georgia</td>
<td>1.3%</td>
</tr>
<tr>
<td>Washington DC</td>
<td>1.2%</td>
</tr>
<tr>
<td>Utah</td>
<td>1%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>1%</td>
</tr>
<tr>
<td>Indiana</td>
<td>0.9%</td>
</tr>
<tr>
<td>Arizona</td>
<td>0.9%</td>
</tr>
<tr>
<td>Michigan</td>
<td>0.9%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>0.8%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

As an organization founded in Silicon Valley, California our pronounced international growth represents an important milestone for Latinas in Tech. As envisioned, we have successfully reduced the proportional representation of California from 60% to 37%, a figure we aim to continue shrinking with proportional international growth.
Heritage

Our members represent 24 countries in Latin America, Spain and the Caribbean, with an increased presence from Mexico (44%), Colombia (6%), Puerto Rico (5%) and Brazil (5%). Moreover, 19% of our members reported sharing a heritage from two or more countries.

Race

- Latinx/Hispanic: 72.4%
- Mixed Race: 24.7%
- White: 1.3%
- African-American or Black: 0.4%
- Asian: 0.1%
- Indigenous: 0.2%
- Two or more races: 0.9%
- White: 1.3%
Age
LiT Members aged 30+ constituted the greatest segment of our membership base, growing 8% year-over-year to stand at 66%. Coming in second were members aged 25 - 35 who compromise 38% of our membership base.

Languages
90% of Latinas speak two or more languages.

Veteran Status
Veterans continue to be a notable minority both within our community and in the tech sector; with 2% of our members stating that they have served in the military forces.

Generation
About a third of our US LiT members identify as 1st generation immigrants while the remaining third identify as 2nd generation immigrants.

Of our first generation members, 45% arrived to the US as children, 24% as students and 30% as adults.
Intersectionality

Intersectionality provides a lens through which Latinas in Tech can examine the types of structures, practices and processes that increase the risk of Latinas experiencing added disadvantage or discrimination based on their intersecting identities. The information collected allows us to think about how social identities work on multiple levels and identify how to better serve our community.

Sexual Orientation

15% Of our members identify as LGBTQ+ community members.

Disabilities

Among the 16% of our members with a stated disability,

96% classified their status as invisible
1% as visible
3% as having both an invisible and visible disability.

Over the past year, the participation of LiT members with disabilities increased by 3%. A shift we believe may be correlated with the protraction of the COVID-19 pandemic; which has triggered the prevalence of anxiety and depression, according to the World Health Organization.

Tips for companies

Mental health is a state of well-being that includes our emotional, psychological and social well-being. It is no secret that work-related stress, isolation and the death of family members and or friends to COVID-19 continue to be significant stressors that have contributed to a loss of focus, reduced productivity and burnout among talent. Employers need to work on opening lines of communication, encouraging teams to practice self-care and seek professional help when needed. Furthermore, they should consider the adoption of flexible work schedules and adjusting wellness initiatives around digital work models. Their retention and long-term business goals depend on it.
Parenthood

While most LiT members do not have children, we feel that 27% of members who are parents and legal guardians, should be supported in the workplace. Many of them have experienced additional pressures generated by the COVID-19 pandemic including homeschooling, family care and home-making responsibilities. This is particularly important for the single parents, who in some cases have seen themselves obligated to cut hours, or worse, leave the labor market altogether.

Tips for companies

Companies that invest in employees and their families experience higher levels of innovation, retention and productivity. There are numerous ways to support parents in the workplace starting with the development of family-friendly policies including: paid parental leave, paid sick leave, flexible work arrangements and access to affordable, quality childcare. Creating a great work experience for parents can boost a company’s diversity, advance inclusion efforts and help close a growing gender wage gap.
Career Insights
Field of Work

54% Business roles

40% Technical Roles

6% Other

Business Roles

Marketing and Communications 9.6%
Human Resources / People Ops 7.1%
Sales and Customer Success 7.5%
Design 5.3%
Operations 4.1%
Customer Support 3.7%
Executive role with multiple focus areas 3.6%
Administrative Role 3.4%
Partnerships / Business Strategy / Development 2.8%
Finance, Accounting and Investing 2.5%
Legal 2.3%
DEI 1.0%
Event Management 0.8%
Public Relations 0.4%

Tech Roles

Software Engineering 9.8%
Project or Program Management 8.1%
IT & Cybersecurity 6.8%
Data & Analytics 5.5%
Product Management 5.4%
Research 4.0%

The Latinas in Tech community is a microcosm of the entire technology ecosystem. As such, we count with the membership of both technical and non-technical roles, spanning from software engineers and cybersecurity experts to investors and DEI officers.
Our findings indicate that **12% of Latinas in the technology industry are contingent workers**, an employment relationship with limited job security, payment on a by-piece work basis, typically part-time and considered nonpermanent.

Correspondingly, around 1,300 of Latinas surveyed indicated that as contingent workers they **did not have access to the same benefits** as their full-time counterparts. More concerning were the 8% of survey respondents who indicated they do not receive any benefits whatsoever.

**Tips for companies**

Audit and reduce the percentage of contingent workers within your company. Anything over 20% deserves scrutiny as it probably means you are not offering the job security, professional development and access to benefits which are key career differentiators that Latinas in Tech need to excel and grow in the technology industry.
A Glass Ceiling to Break

At Latinas in Tech, our mission is to help build a tech industry where Latinas are well-represented throughout all levels of the ecosystem by empowering them to be innovators and leaders. Central to this realization are our efforts to help Latinas advance to higher roles and into decision-making positions.

Women at Latinas in Tech are highly prepared; as confirmed by 90% of members with a bachelor’s degree or above and 65% of members with more than 5 years of experience. Despite being a competitive asset, more than 50% of Latinas work in the lowest-tech positions. Furthermore, our data shows that Latina women are not equitably advancing in their roles within the technology industry.

**Years of Experience**

<table>
<thead>
<tr>
<th>Years</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>15+ years</td>
<td>20%</td>
</tr>
<tr>
<td>10-14 years</td>
<td>19%</td>
</tr>
<tr>
<td>6-9 years</td>
<td>25%</td>
</tr>
<tr>
<td>3-5 years</td>
<td>21%</td>
</tr>
<tr>
<td>&lt;2 years</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Career Progression**

- Entry Level: 56%
- Manager Level: 33%
- Director Level: 8%
- Executive Level: 3%
In 2021, of the 30% of LiT members who asked for a raise, 20% were able to secure their desired amount. Meanwhile, of the 70% of LiT members who did not ask for a raise, only 26% received a raise anyway.

Ultimately, as outlined by the data, **Latina women who ask for a raise are more likely to receive one.** As such Latinas need to grow beyond their comfort zones and ask for what they deserve without fear of being perceived as over-ambitious.

**Tips for companies**

In line with the proliferation of diversity, equity and inclusion initiatives, companies should begin with an introspective analysis of employee’s performance and existing pay gaps that disproportionately affect women of color. This involves equitable access to career advancing opportunities which are often tied to pay raises.
Promotions

In 2021, about **24%** of Latinas in Tech were promoted, of which roughly **3%** were promoted *without* a salary increase.

![Promotions Chart](Image)

Tips for companies

Latina women are taught from a young age that if they work hard, do a great job and exceed their goals, someone will notice and they will be rewarded. It’s no different in the workplace, Latinas tend to wait to be noticed by their superiors and wait to be offered promotions.

Additionally, promoting an individual without a change in compensation is simply not ethical. We call for companies to avoid that practice and to seriously review the pay inequities that their female employees suffer because of this engrained teaching.
Mentorship
Looking up to someone that looks like you, had similar challenges and opportunities as you did, truly makes you frame the possibilities of you succeeding as them. It also opens up a possibility of a very successful mentorship relationship, but establishing such relationships can be difficult when 73% of Latinas lack a mentor at work.

Do you have a mentor at work?  
- 27% Yes
- 73% No

Sponsorship
Sponsorship, a powerful and effective marketing tool, may be something Latinas are overlooking as reflected in the 84% of LiT members without them in comparison to only 12% who do.

Do you have a sponsor at work?  
- 84% No
- 12% Yes
- 4% N/A

A Mentor shares their unique knowledge, expertise and wisdom with a less experienced individual (the mentee), while simultaneously honing their leadership and mentoring skills.

A Sponsor will actively advocate for your career success and development within your organization. This could mean an executive who puts your name up for promotion, pushes for you to take the lead on a big project, or throws public speaking opportunities your way. A sponsor actively helps open doors for you.

Tips for companies
It is important for organizations to create internal mentorship and sponsorship opportunities. By incorporating mentoring programs, organizations actively demonstrate to their employees that their skills development is being considered and valued.
Role Models

Having a role model is essential for career development, specifically having someone who looks like you in a powerful position creates a sense of belonging. Not to be confused with a mentor, but access to someone who has experienced similar challenges and opportunities enhances self-belief, a reassurance of success that is within reach.

In 2021, 77% of Latinas in Tech members did not have access to someone who served as a role model.

77% 18% 3%
No Yes N/A: I am a Company Leader

Tips for Allies

It is essential for Latinas to have mentors, sponsors, and role models. This is where the support of allies comes in very handy. Consider reaching out to Latinas and offer them a helping hand, advocate for their work and allow them to shine. Help level the playing field so they can thrive, and grow. Your support goes a very long way.
Employee Resource Groups

About 41% of surveyed Latinas belong to an Employee Resource Group.

An Employee Resource Group (ERG) is a network of employees within a company who meet up (in person or remotely) based on shared characteristics, experiences, or goals. These groups offer a chance to network, empower one another, work on professional development and raise awareness around issues of shared interest.

Latinas in Tech aims to partner with ERG leaders to provide them with external leadership opportunities, mentorship and speaking opportunities Latinas need to excel in their organization.

Do you belong to one or more ERG groups at work?

- Yes: 41%
- No: 44%
- N/A: 15%

Tips for companies

Establishing Employee Resource Groups for your Latinx employees allows companies to leverage what is observed and discussed to understand gaps and develop initiatives that meet their needs. For organizations with established ERGs, help increase awareness, empower groups by listening to their needs and enabling an executive sponsor. Additionally, remunerating your ERG leaders for their commitment and performance is an important step toward creating a more diverse, inclusive and equitable workplace.
Pandemic Impact

In 2021, 48% of Latinas in Tech reported that their job was affected negatively by the COVID-19 pandemic; which for some resulted in job loss, reduced hours or leaving their workplace for family caregiving.

As a professional organization serving predominantly Latina women, it is important for Latinas in Tech to highlight the disparities Latina women continue to face during the pandemic.

According to a report by the UCLA Latino Policy and Politics Initiative, supported by the U.S Department of Labor, Latinas left the workforce at higher rates than any other demographic during the COVID-19 pandemic.

Latina participation in the labor market fell from 71% in May 2020 to just below 67% in May 2021, which translates to 465,000 fewer Latinas working or seeking work.

Before the pandemic, Latinas were projected to transform the U.S. labor force and grow in number by nearly 26% from 2019 to 2029. A rate higher than any other group, the report underlined.

We have a responsibility to create an inclusive workforce that does not leave any demographic behind.

Tips for companies

Employers may be tempted to lift their pandemic-related safety requirements as federal and state authorities ease masking and other COVID-19 rules. However, employers should note that they have ongoing obligations to protect the health and safety of their teams.
5

Entrepreneurship
Entrepreneurship

The total number of entrepreneurs within our Latinas in Tech community is 6%, it is smaller than we hoped for, but growing. Below is the chart of each focus area of these founders.

These findings are reflective of an overall venture capital market that only allocated 2.1% of all funding to Latinx founders, according to multiple published studies cited by Crunchbase.

This is in spite of an equal propensity between Latino and White business owners to establish technology companies, according to the State of Latino Entrepreneurship report by the Stanford Latino Entrepreneurship Initiative published in 2021.
Fundraising

30%  Our Latina founders secured funding from banks, family, friends and crowdfunding agencies

19%  Are at the Angel Investment level

5%   Reported that looked for money did not get funding.

30%  Have not raised or does not apply.

16%  Have raised money from Venture Capital investors.

Venture capital (VC) is a form of private equity and a type of financing that investors provide to startup founders that are believed to have long-term growth potential.

VC generally comes from investors, investment banks and other financial institutions. Venture funding is an essential driver of entrepreneurship, particularly in the technology industry.
Acknowledgements

Thank you to all the Latinxs and allies who answered our annual survey. Thank you to the Latinas in Tech team and the Prezi team who collaborated on this report. Finally, thank you to the overall Tech community that is seeking to make a more equitable and inclusive place for all.

Latinas in Tech Team

CEO, Rocío van Nierop
Director of Sponsorship & Program Operations, Ana Bretschneider
Program Manager, Cecilia Fischer-Benítez
Chapter Manager, Manuel Torres
Event Manager, Juana Estrada
Business Intelligence & CSS, Andrea Aragon
Executive Assistant, Laura Varona
Product Manager, Luis Ángel Hernández
Graphic Designer, Irene Antón Canalís
Lead Web Developer, Yarely Chino
Accountant, Mayra Sofía Montaño
Human Resources, Christopher Esposito
Copywriter, Cintyía Alaniz Salazar

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