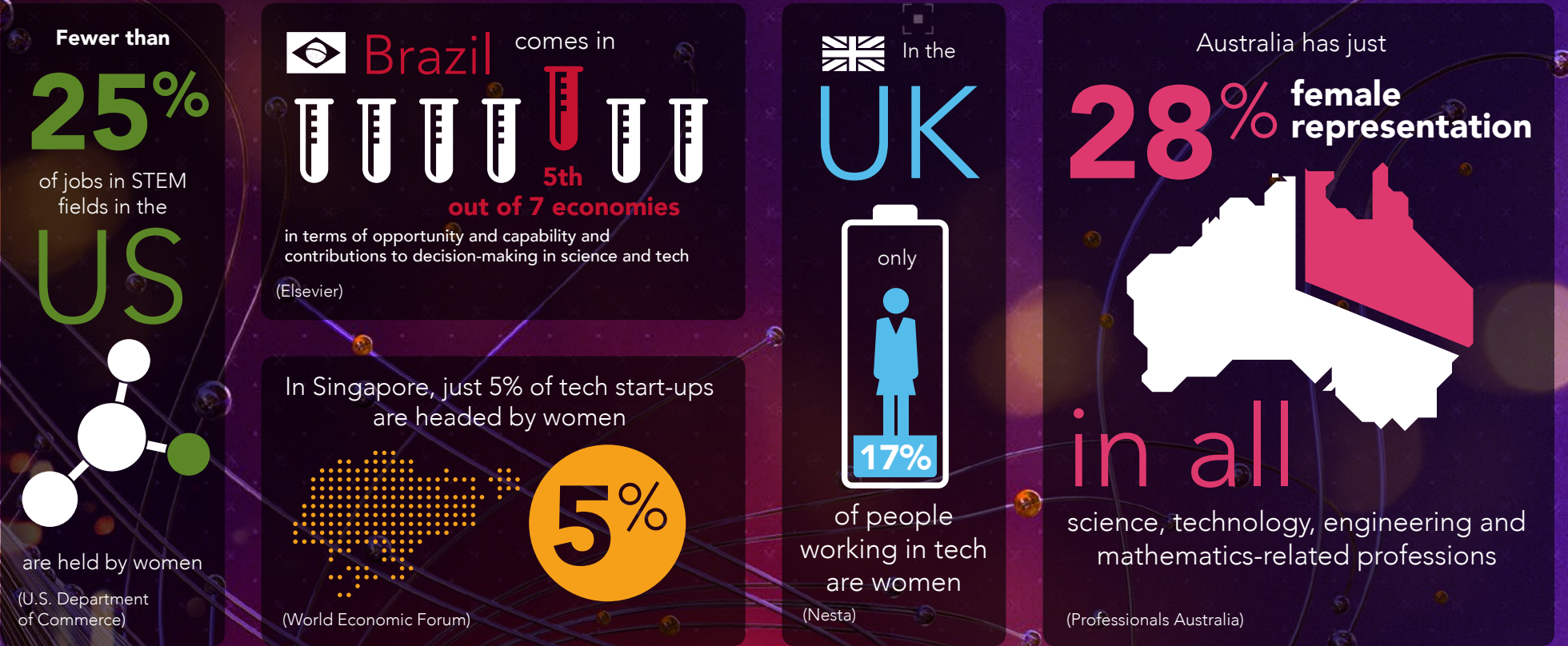


How Education Can Address the Gender Gap in AdTech

Diversity in tech organizations is lacking and we have too few women in the pipeline. Part of the mission of the New Marketing Institute (NMI) is to encourage more women into tech—here are a few stats and quotes about the current landscape and how we work to help encourage, develop and champion women in the industry.



The Top 3 Areas that Matter Most for Getting More Female Representation in the Industry

- 1 Schools**

Offering more computer science and technology courses

How NMI helps

 - Careers workshops with our university partners
 - Cutting-edge curriculum and applied learning principles for universities
 - Our Marketing Engineer Program
- 2 Communities**

Mentoring and coaching through groups and specialized programs

How NMI helps

 - Partnerships with non-profit organizations to expand access to our resources
 - Partner programs with groups aimed at supporting women's career progression such as Step Up, who work with high school girls from under-resourced communities
- 3 Companies**

Providing work-life balance to attract and retain female talent

How NMI helps

 - Meeting the learner where they are, providing a customizable learning experience that reaches modern marketing professionals wherever they are in their knowledge, career and physical location
 - Availability of self-directed e-learning solutions

In years to come, the workforce—both men and women—should benefit from a blended career and personal life, empowering all to open the window to a world of greater opportunity.

JENNA GRIFFITH
SVP, Head of Revenue Operations at MediaMath

We don't trust ourselves enough. [CEOs] wanted my perspective, and I had to just believe that I deserved to be there and that my advice was valuable. That was hard for me to come to terms with. Trust that you belong in those rooms. I am very frequently the only woman at the table, on the stage, or in the boardroom. I'm not there because I'm a woman; I'm there because I belong there.

JOANNA O'CONNELL
Chief Marketing Officer, MediaMath

It's the value that you bring to a business—and the opportunities you grasp—that define you.

FRITH FARMAR
VP, Global Account Strategy, MediaMath

There is still a long way to go. But, there is hope; BoardWatch is now reporting zero all-male boards, down from 21 in 2010. Things are changing already. Our fast-paced industry is founded on innovation—let's make sure we keep it up!



New Marketing Institute