



FACT SHEET and BACKGROUNDER

About Chic Geek

Chic Geek's roots began as a not-for-profit built to engage and encourage young womxn to learn and excel in coding and computers. Over the past decade, founder Kylie Woods has expanded the organization's mission, reach, and breadth to focus on building gender diversity in technology while helping put a stop to the leaky-talent funnel for intermediate womxn in tech. Chic Geek curates people, content and companies to build a supportive community where womxn tech builders can advance their careers.

We do this through:

- Career Pathing
- Virtual Events
- Partnerships with some of Canada's most successful technology-driven companies

Why does Chic Geek use the spelling WOMXN? Pronounced [wim-in] • Chic Geek uses womxn with an "x" as an intersectional and inclusive definition that embraces trans, gender queer and non-binary individuals. We use the "x" as a reminder that gender identity is a vibrant, beautiful spectrum and we welcome all women-identifying individuals and allies.

Learn more at thechicgeek.ca

Background on Womxn in Technology

The facts and statistics:

- Womxn are underrepresented in technology, [holding only 25% of computing roles](#) - something that hasn't changed in the past ten years.
- It's estimated [1 million womxn are leaving technology roles](#)
- [Attrition spikes among womxn ages 35-40 as 56% of mid-career technical womxn leave their companies.](#) That's twice as likely as their male counterparts.
- Half the womxn leaving tech companies at this stage end up leaving technical fields entirely.
- This is creating a leaky talent funnel for our technology workforce. The diversity womxn bring to the table creates more [innovate, productive teams and drive bottom line results.](#)
- But why are womxn leaving tech? Some assume that womxn are leaving to start families and are seeking more work-life balance. Our research shows that's not the case. Womxn are dedicated to their careers, passionate about making an impact in their work. The number one reason womxn are leaving is because they can't see a path to advancement.
- [A study conducted by Indeed](#) found that the biggest reason womxn leave their technology jobs is attributed to lack of career growth. This was echoed in our own research where lack of career visibility came up over and over again as a barrier for womxn in technology.

Career Pathing

2021 marks the birth of the [Career Pathing program](#). It will increase career visibility for intermediate womxn in technology so that they're better engaged and retained in their work. This is Chic Geek's solution to stop the leaky talent funnel when it comes to womxn in technology.

Career Pathing is built for individuals, organizations and industry. With the support of The Federal-Alberta Government, the private sector and individuals, programming will include initiatives that set up communities and connections between womxn in the beginning and intermediate areas of technology with role-models to show possibilities, opportunities and growth areas in their career.

Career Pathing will help enable organizations and businesses involved, to foster the development and retain the talent of womxn in their organizations, while creating a community of leading female talent in the region, meaning more top-notch potential hires for Alberta-born and based tech businesses.

“Chic Geek’s waitlist for individual womxn signed up for Career Pathing is currently oversubscribed, this points to the need and interest womxn in tech have in this type of career support. Chic Geek is looking for innovative, progressive and socially-minded companies who believe in the importance of diversity in technology to partner with further,” says Woods.

Kylie Woods (Founder)

Woods is a passionate social entrepreneur who believes in leading through listening and vulnerability. She’s the founder of [Chic Geek](#), a non-profit committed to building gender diversity in technology. Through its Career Pathing initiative, Chic Geek helps intermediate womxn in technology achieve greater career visibility and invest in their strategic professional networks. Woods was named Top 40 Under 40 by Avenue Magazine and has been profiled in [Metro News as one of “Calgary Heroes.”](#) She has also been recognized as a [“Need to Know” in Alberta Venture](#) and profiled by the [Mount Royal University Summit Magazine](#) in their feature on womxn in STEM. Woods represented Alberta in the prestigious International Visitors Leadership Program hosted by the US Department of State and was a voice for womxn in STEM on an international stage. A proud mom of identical twins, Lily and Mae, Woods brings the lessons learned through her journey as a social entrepreneur into her role as a parent.

She is an experienced community builder with a demonstrated history of working in technology and startups. Background in public relations, marketing and graphic design.

Chic Geek founder Kylie Woods is available to media and community to discuss topics such as:

- The importance of female retention and leadership in Alberta’s booming tech sector and the state of
- Womxn in technology and STEM careers
- Building gender diversity in technology
- Stopping the leaky talent funnel when it comes to womxn in technology
- How to engage young womxn and girls in Science and Technology and foster their strengths and interests
- Topic, Impact and Solutions on the subject of: biases (gender and other) in the science and technology sectors locally and globally