



Canada 

Alberta 

Calgary-founded organization granted over \$300,000 to spearhead 2021 programming in support of women/womxn in the technology sector

May 10, 2021 – Now more than ever in Alberta we see the importance that our local tech sector plays in the evolution of our regional and national economy.

Chic Geek has been awarded over \$300,000 in 2021 to implement NEW programming, which will accelerate the development of Alberta's growing tech sector while focusing on female leadership roles and career retention in the region's STEM industries.

"We are elated to have this influx of funding from the Alberta Government as it allows Chic Geek to directly create programming that will help to retain talented womxn in tech and support them in their career trajectory."

– Kylie Woods, Founder, Chic Geek

This new funding helps us mark the birth of the [Career Pathing program](#). Programming that 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 tech.

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 beginning and intermediate areas of technology with role-models to show possibilities, opportunities, and growth areas in their career.

2021 Alberta grants received by Chic Geek include: The Labour Market Partnership Federal-Provincial; Small Medium Enterprise Relaunch Grant; Civil Society Fund Grant and Coalition Support for Calgary Entrepreneurs in partnership with Alberta Innovates.

"Alberta's tech sector is vital to the success of our economy, and we hope the Civil Society Grant helps encourage more women into this field. It is no secret women are underrepresented in technology careers. This program will help more women enter the workforce and become leaders in the province's STEM industries."

– Rajan Sawhney, Minister of Community and Social Services

Chic Geek – a startup-style NFP committed to increasing gender diversity and fostering female retention and leadership in the tech sector – was founded in 2013 by Kylie Woods, a passionate social entrepreneur and one of Calgary's Top 40 Under 40 Avenue Magazine awardees.

With the support of partners such as Calgary-founded Attabotics, Avanti Software, Benevity, Garmin, Helcim and many more ([listed here](#)) the government funding will help to enable the Chic Geek organization to further technology solutions in Alberta, while engaging and retaining intermediate womxn/women in the sector, and building greater gender diversity in Alberta's technology ecosystem.

"At Helcim, we're proud to be a company of many and recognize how building a diverse and inclusive workplace makes us a stronger, more competitive company. Organizations like Chic Geek strengthen the tech ecosystem in our city and help companies like ours develop the processes they need to retain top talent as they scale."

– Marjorie Junio-Read, Helcim Chief Financial Officer

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MEDIA CONTACTS

For more information and interviews with Kylie Woods, women in tech who are also members of Chic Geek and have experienced Chic Geek's programming, or to set up a time to meet with Kylie Woods about potential future stories on womxn in technology, please contact:

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