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## DOES THE TECHNOLOGY INDUSTRY NEED MORE EXECUTIVE FEMALE REPRESENTATION?

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It's no surprise that the Technology sector has a notable gender disparity and as we enter 2016, the question people are asking is 'When will this change?'

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Reports have been released highlighting the lack of diversity in the largest technology business in the world. In summary women fill:

- 16% of tech leadership roles at Google
- 18% of tech leadership roles at Apple
- 13% of tech leadership roles at Microsoft

*'(Source: 2014 EEO-1 job category titled "Executive/Senior Level Officials and Managers" for each company)' 1*

**"WE ARE PROUD OF THE PROGRESS WE'VE MADE, AND OUR COMMITMENT TO DIVERSITY IS UNWAVERING...BUT WE KNOW THERE IS A LOT MORE WORK TO BE DONE"**

*A statement from Tim Cook*

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### HAS ANYTHING REALLY CHANGED?

'Women's representation on FTSE 100 boards now stands at 20.7%, up from 12.5% in 2011, with only two all-male boards remaining. The FTSE 250 have achieved 15.6%, up from 7.8% in 2011 - with 83 of the FTSE 250 all male boards in 2011 now having recruited one or more women onto their boards.'<sup>2</sup>

Whilst it seems gender diversity gaps are reducing, the thing that will have the most impact is a change in attitude towards female representation at Board Level - 'Diversity is not a project - it's your attitudes and beliefs.'<sup>3</sup>

In order to continue this success and change attitudes, it is essential that people understand the benefits of having a more diverse workforce - particularly at the Senior & Board Level.

As the saying goes, 'If you always do what you've always done, you'll always get what you've always got' - particularly poignant when it comes to your next hire, whether that be a C-Suite Executive or a Software Developer.

We are in a Technological World where being able to demonstrate adaptability and diversity is crucial to remaining an industry leader - and that isn't just from a product or business model perspective, it is from a personnel perspective too.

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### BENEFITS OF FEMALE REPRESENTATION IN SENIOR & BOARD LEVEL POSITIONS

- Businesses with a woman on the executive team are more likely to have higher valuations at both first and last funding (64 percent higher and 49 percent higher, respectively).<sup>4</sup>

- 'Inclusive and diverse boards are more likely to be effective boards, better able to understand their customers and stakeholders and to benefit from fresh perspectives, new ideas, vigorous challenge and broad experience. This in turn leads to better decision making.'<sup>5</sup>

- 'Venture-backed companies that include females as senior executives are more likely to succeed than companies with only men in charge.'<sup>6</sup>

These three examples alone demonstrate the importance of addressing gender disparity, particularly when considering your next C-Suite hire.

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**Partner Financial is committed to supporting diversity in the workplace across all measurable metrics and is an early adopter of guidelines on balanced gender representation at Board Level.**

As an organisation, Partner Financial is supportive of the findings of the Davies Report and other corporate literature relating to female representation at Board level – as a result, Partner Financial is firmly committed to ensuring that all Board executive shortlists have both male and female representation.

Partner Financial has been a long-term advocate of supporting the development of female executives within the finance community. In 2007, Partner Financial successfully completed their first CFO mandate, placing a female executive into a Technology Business.

Partner Financial works with businesses to support the identification and development of internal female executives with Board level potential and to secure external talent where gaps may be perceived. Building a focus on the female executive talent pool has intrinsic benefits to commercial organisations which Partner Financial is committed to bringing through when considering both current and future Board leaders.

Partner Financial also works with current female Board executives and with women whose career path is developing towards Board level in order to provide guidance, strategy and advice on successfully managing this critical career move.

To discuss further the benefits of female representation at Board Level within your organisation, please contact Lisa Bird on 0203 178 4996 or [lbird@partnerfinancial.co.uk](mailto:lbird@partnerfinancial.co.uk)

**PARTNER FINANCIAL HAS COMMITTED TO FEMALE EXECUTIVE REPRESENTATION IN ALL BOARD AND C-SUITE MANDATES TO THE EXTENT THAT 95% OF ITS RETAINED MANDATE SHORTLISTS HAVE HAD FEMALE REPRESENTATION.**

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### Sources

- 1: <http://www.theverge.com/2015/8/20/9179853/tech-diversity-scorecard-apple-google-microsoft-facebook-intel-twitter-amazon>
- 2: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/320000/bis-women-on-boards-2014.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/320000/bis-women-on-boards-2014.pdf)
- 3: <http://www.computerweekly.com/news/4500248117/Londons-tech-firms-failing-to-employ-women-at-board-level>
- 4: <http://www.babson.edu/news-events/babson-news/Pages/140930-venture-capital-funding-women-entrepreneurs-study.aspx>
- 5: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/31480/11-745-women-on-boards.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/31480/11-745-women-on-boards.pdf)
- 6: <http://www.forbes.com/sites/geristengel/2014/01/08/11-reasons-2014-will-be-a-break-out-year-for-women-entrepreneurs/>