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About Latinas in Tech
About Latinas in Tech

Latinas in Tech is a non-profit with humble origins. What started as two friends in need of career support is now a global community of more than 13,000 Latinx women with a local footprint in the US, Canada, Mexico, and the UK. Our group began in Silicon Valley in 2014 and has since then expanded to 16 additional Chapters in Atlanta, Austin, Boston, Canada, Chicago, Dallas Ft-Worth, Houston, London, Los Angeles, Mexico, Miami, New York City, Sacramento, Seattle, Utah, and Washington D.C.

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

For more information or to donate to our non-profit, please visit www.latinasintech.org.

About the Report

The Annual Member Report summarizes the findings from a member survey conducted at the end of 2020. It was circulated to our members through email and social media to reach more than 1,200 respondents. This year’s report includes demographic data, career progression insights, member testimonies, and helpful tips for tech companies working on equity in the workplace.
2020 Impact Metrics

Community

Historically, we convened through in-person meetups hosted at our tech partners’ office hubs. When the Covid-19 crisis hit, our community shifted to online gatherings and cyber learning. In 2020, we hosted over 70 online events including mixers, workshops, and panel discussions to reach more than 4,000 Latinx women in tech.

Expansion

We opened up 10 additional Chapters to increase our local footprint and expand our support. To date, we have 17 chapters in the U.S., Mexico, Canada and the UK.
Member Count

25K social followers
13K email subscribers
5K web members

Member Types

Our community is made up of several member subsets including Latinx women who are employed at tech companies (63%), unemployed tech talent (11%), and members looking to break into tech (19%). We welcome allies to contribute to our mission and learn along with our community.

Latina in Tech
A member who identifies as a Latinx woman.

Ally
A member who does not identify as a Latinx woman and participates in the community as a supporter.
Demographics
Geographic Location

- California 48%
- Texas 12%
- New York 11%
- Illinois 7%
- Florida 4%
- USA 81%
- Other countries

Our members represent more than 26 countries in Latin America and the Caribbean with increased presence from Mexico, Colombia, and Brazil.

Heritage

- 48% Mexico
- 52% Other countries
- 6% Colombia
- 5% Brazil
- 4% Spain
- 4% Puerto Rico
- 3% Dominican Republic
- 3% Venezuela
- 3% El Salvador
- 3% Guatemala
- 3% Peru
- 3% Ecuador
- 2% Cuba
Generation

About a third of our members identify as immigrants and almost half of our members identify as 1st generation.

Languages

More than half of our members identified Spanish as their native language, and over a third identified English as their native language. A majority speak more than one language (94%).
60% of members are between 25 to 35 years old.
The racial disparity in our community is an extension and reflection of the greater representation issue in the tech sector. As a community and organization, we need to do better in creating an inclusive and welcoming environment for multi-racial Latinas.

Note this year’s data was invalid. The data presented above is from the 2019 survey findings.
Gender and Sexuality

The majority of our members identify as cisgender and heterosexual with 15% identifying as LGBTQ+.

Disabilities

Out of the 13% of our members who shared they have a disability, 12% identified their disability is invisible and 1% identified it is visible.

Veteran Status

Veterans make up a notable minority both in our community and in the tech sector.
“I think there is a lot of opportunity for Latinas to support one another on how to manage motherhood and a career. We have such a strong sense of commitment to our families which often leads to feeling overwhelmed, anxious, and guilty when prioritizing our careers.”

–Testimony from member
Career Insights
Although more than half of members have 10+ years of experience, only a third of members are at the Manager level. In comparison to last year’s data, there was a 10% increase of talent at the Manager level, and only slight increases at the C-level (+1%) and Director/Lead level (+3%). We continue to see the real challenge for Latinas is making the jump from Manager to Director/Lead, and then from Director/Lead to Sr. Director/VP/Head.

**Tips for companies**

Invest in Talent Management and L&D programs for your mid-career Latina employees. Seeking out senior-level Latina talent may improve your diversity reporting quickly. However, we encourage you to focus on developing your existing Latina talent and prioritize accelerating their growth.
**Field of Work**

- **64%** Business
- **31%** Technical
- **5%** Other

**Education Level**

Educational attainment is remarkably high for our community. A third of members have Advanced Degrees and more than half have a Bachelor’s Degree.

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**Role Breakdown**

<table>
<thead>
<tr>
<th>Role</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering and Technology</td>
<td>19.39%</td>
</tr>
<tr>
<td>Marketing and Communications</td>
<td>13.15%</td>
</tr>
<tr>
<td>Project or Program Management</td>
<td>11.09%</td>
</tr>
<tr>
<td>Business Strategy or Development</td>
<td>9.20%</td>
</tr>
<tr>
<td>Design</td>
<td>6.00%</td>
</tr>
<tr>
<td>Human Resources and Recruiting</td>
<td>5.75%</td>
</tr>
<tr>
<td>Sales</td>
<td>5.75%</td>
</tr>
<tr>
<td>Product Management</td>
<td>5.67%</td>
</tr>
<tr>
<td>Other</td>
<td>5.34%</td>
</tr>
<tr>
<td>Customer Support</td>
<td>5.26%</td>
</tr>
<tr>
<td>Data Science</td>
<td>3.45%</td>
</tr>
<tr>
<td>Finance and Investing</td>
<td>2.71%</td>
</tr>
<tr>
<td>Legal</td>
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</tr>
<tr>
<td>Cybersecurity</td>
<td>1.89%</td>
</tr>
<tr>
<td>Public Relations</td>
<td>1.40%</td>
</tr>
<tr>
<td>Operations</td>
<td>1.07%</td>
</tr>
<tr>
<td>Administrative</td>
<td>0.74%</td>
</tr>
<tr>
<td>Localization</td>
<td>0.66%</td>
</tr>
<tr>
<td>DEI</td>
<td>0.25%</td>
</tr>
</tbody>
</table>
Career Equity
Stagnant Growth

From the data, we see stagnant growth for Latina representation at tech companies. Even with our membership growing, full-time employees decreased to 63% from 78% last year. Latinas felt the impact of the economic downturn and layoffs triggered by Covid-19, with 10% of them reporting they are unemployed.

Entrepreneurs make up 5% of our members of which 1 in 3 identify as full-time tech entrepreneurs. In terms of raising capital, more than half reported they have never tried to raise funds and nearly a quarter reported they tried but were unsuccessful. Only 3% of Latina entrepreneurs raised funds from accredited investors or venture capital firms.
“When I see people who are like me, not only working but LEADING in these esteemed companies, it is very inspirational. ‘You can’t be what you can’t see.’”

–Testimony from member
Career Progression

80% of our members do not have a senior level Latina to look up to at work\textsuperscript{23}

Almost three-quarters of Latinas received promotions, yet only a third received a performance-based raise.

- 73% received a promotion\textsuperscript{24}
- 36% received a raise\textsuperscript{25}

Tips for companies

Lack of representation is part of the inclusion and belonging challenge which many Latinas experience at tech companies. “You can’t be what you can’t see” is likely contributing to how Latinas perceive their career progression and advancement at your company.
Equitable Opportunity

Less than half of Latinas believe they have equitable opportunities for career advancement at work.

- **26%** do not believe they have equitable opportunities to advance at their current company.
- **33%** neutral.
- **41%** believe they have equitable opportunities to advance at their current company.

- **27%** do not believe their total compensation is fair, relative to their counterparts.
- **37%** neutral.
- **36%** belief their total compensation is fair, relative to their counterparts.

Tips for companies

Only a third of members believe their total compensation is fair, and less than half of Latinas believe they have equitable opportunities for advancement at work. If you aren’t already, we strongly recommend running an audit to understand where the equity gaps lie for your Latina employees.
Bias in the Workplace

“I feel like we’re seen as reliable and able to hustle... but we’re merely seen and treated as ‘hired help’ and not the leaders which we are. We’re often not seen as having ‘executive presence.’”

–Testimony from member

46% have experienced a form of bias which impacted their career advancement

Tips for companies

We asked our members, “In your opinion, what is holding back Latinx women from climbing up the corporate ladder?” The two most common answers were management bias and lack of confidence. Nearly half of members reported that they had experienced bias, which has impacted their career progression. We encourage you to consistently audit your hiring, promotion, and people processes and double down on bias training at the leadership level.
Employer DEI Satisfaction

Although 44% of members believe their employer is doing satisfactory work in DEI, the majority of members feel neutral or don’t believe the work is satisfactory. Employees are seeing past performative practices and calling for increased accountability on DEI promises.

“IT’S CRITICAL THAT WE DOUBLE DOWN ON THE IDEA THAT A DIVERSE WORKFORCE IS A PROFITABLE ONE. MY COMPANY HAS DIVERSITY AND INCLUSION GOALS BUT IT SEEMS LIKE THEY SOUND BETTER ON PAPER THAN WHAT IT ACTUALLY PRACTICED.”

–Testimony from member
Employee Resource Group

“How can we set boundaries when we’re asked, or ‘volun-told’ to help with DEI in addition to our normal job?”

—Testimony from member

Tips for companies

Many tech companies are putting ERGs at the forefront of their DEI strategy without understanding how many employees from underrepresented communities participate and the primary reason for that participation. Less than half of our members report they belong to an ERG, so it’s clear that employers need to re-think how they are investing in these programs.
Mentoring and Sponsorship

Only a third of members have a mentor at work, and even fewer have a sponsor at work (12%). Most significantly, only 36% of members found their mentoring or sponsorship experience to have been impactful in their career growth. It is evident that the existing support programs in place are not nearly as effective and in need of agile iteration.

36% found their mentoring or sponsorship experience impactful

33% have a mentor at work

12% have a sponsor at work

Tips for companies

With only a third of members reporting that their mentorship or sponsorship experience at work has been impactful, companies need to identify new support methods for their Latina employees. We encourage you to revisit the structure, content, and, most importantly, your programs’ context to determine whether or not they are culturally competent for Latinas.
In your opinion, what is holding back Latinx women from climbing up the corporate ladder?

"Feeling that we’re lucky just to be there"

"Tenemos las ganas y poder, but we need the community to teach us what the unspoken language of navigating the corporate ladder is"

"Lack of representation in leadership positions, which may fuel imposter syndrome"

"Fear of being aggressive and seen in a bad light ‘passionate/crazy latina’ stereotype is scary"

"Not feeling like we belong or deserve to be there. Not speaking up, not demanding that higher position or salary"

"Bias or not enough institutional support"

Testimonies from members
Invest in Latinas

Tech companies have a lot to gain by investing in Latinas and even more to lose with the alternative. From our member report, we know that Latinas are highly educated, motivated, and experienced, yet the mechanisms, barriers, and the systems in place inhibit and stagnate their growth. Too many of our members feel ambivalent or neutral about whether or not they have equitable opportunities at work. The moment is here for tech employers to step up and innovate in an area where progress is stalled. If tech companies invest in Latinas, they could see multiple returns from diversifying their workplace and building more equitable environments for all.

At Latinas in Tech, we focus on providing resources, opportunity, and community for Latinas to thrive and innovate in tech. Whether you’re a Latina in tech, an ally, or a company who is ready to invest in Latinas, this is the place for you.

Join us and become a member at www.latinasintech.org.
Acknowledgements

We would like to thank the members of our community who took the time to participate in the 2020 survey which allowed for this level of insight. And to the many individuals who contributed to this report, Gabriela Reyes, Irene Antón Canalís, Nicole Herrera, Antonella Guidoccio, Maria Tamellini, Rocio van Nierop, Carolina Huaranca, Betty Chinea, and Tatiana Carett–thank you for your dedication and perseverance. Lastly, we want to extend our gratitude to the Noun Project for providing complimentary full-resolution stock images to supplement the data on this report.
End notes

1. Full questions: How do you identify? How do you participate with the Latinas in Tech organization?
2. Full question: Where do you currently reside? [Open text field]
3. Full question: What is your family’s country of origin or Latin American descent? [Select all that apply]
4. Full question: Please select one of the following: 1st generation, 1.5 generation, 2nd generation, 3rd generation or +4th generation
5. Immigrant defined as an individual who emigrated from a foreign country to the United States
6. 1st generation defined as individuals born outside of the United States to parents neither of whom is a U.S. citizen
7. 2nd generation defined as individuals born in the United States, with at least one first-generation parent
8. +3rd generation defined as individuals born in the United States with both parents born in the United States
9. Full question: What is your native language? Do you speak a second language in addition to your native language?
10. Full question: Type in your years of age. [Open text field]
11. Full question: Race/Ethnicity. [Select all that apply] Choices: African-American or Black, Asian, Indigenous, Latinx, Native American/Alaskan Native, Pacific Islander, White, Person of Color, Two or more races
12. The data was invalid because the majority of respondents only selected Latinx (Ethnicity) and no race. For future surveys, we will break the question into two parts: one question for Ethnicity and one question for Race
13. Full questions: Gender Identity. [Select all that apply]. Do you identify as transgender? [Yes/No]. Sexual Orientation. [Select all that apply]
14. Full question: Are you a person with a disability? Choices: I have a visible disability, I have an invisible disability, I have both a visible and invisible disability, I do not have a disability
15. Full question: Veteran Status. Choices: I am a veteran, I am not a veteran
17. Full question: What is your current job level? Choices: Entry or Associate, Lead or Manager, Sr. Lead or Sr. Manager, Director or Head, Sr. Director, Vice President, Sr. Vice President, C-Level
18. Full question: Type in your years of career experience. [Open text field]
19. Full question: Which of the below best describes your area of work? [Dropdown]
20. Full question: What is the highest degree that you have attained? Choices: Less than high school or less than GED equivalent; High school, GED, Upper Secondary (or less); Associate Degree, Trade Qualification, some College; Bachelor’s Degree; Advanced Degree (Masters, JD, MBA, PhD, etc.); Other
21. Full questions: What type of entrepreneur are you? Have you ever secured financing for your company? [Dropdown]
22. Full question: What is your current employment status? [Select all that apply] Choices: Full-time employee, Part-time employee, Contractor, Consultant, Entrepreneur/Founder, Intern, Academia, Student, Unemployed, Other
23. Full question: Is there an executive level Latina you can look up to at your workplace? [Yes/No]
24. Full question: Have you been promoted in the last 12 months? [Yes/No]
25. Full question: Have you received a performance salary increase in the last 12 months? Helper text: Excluding yearly inflation salary increases (~5%) [Yes/No]
26. Full statement: I believe I have equitable opportunities to advance at my current company. [5-point scale: Strongly Disagree to Strongly Agree]
27. Full statement: I believe my total compensation is fair, relative to my counterparts. [5-point scale: Strongly Disagree to Strongly Agree]
28. Full question: Have you experienced any form of bias which has impacted your career advancement? [5-point scale: Strongly Disagree to Strongly Agree]

29. Full statement: I believe my employer is doing satisfactory work in the field of Diversity, Equity, and Inclusion. [5-point scale: Strongly Disagree to Strongly Agree]

30. Full question: Do you belong to one or more Employee Resource Group(s) or Business Resource Group(s)? Choices: Yes, No, Not applicable

31. Full question: Has your mentor or sponsor had a tangible impact on your career growth? [Yes/No]

32. Full question: Do you have a sponsor at work? [Yes/No]

33. Full question: Do you have a mentor at work? [Yes/No]