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# 7 WAYS TO DOMINATE AS THE OFFICE TECHBITCH

*The TechBitch is any bad ass woman who works in tech, with tech, or simply uses tech to enhance her life. The trick is whether you use your TechBitch power and knowledge for good or for evil, writes 'The Knockoff' co-author Jo Piazza.*



Alexi Lubomirski



By Jo Piazza Jun 15, 2015

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There's no doubt tech has forever changed the business of fashion and fashion media. **Style Instagrammers can make the same money in a day** that a model made ten years ago. We can order a wedding dress with one click on our smart phone and have it the next day (I did it!). Facebook followers are more important than Q scores and everyone seems to speak in tweet.

Lucy Sykes and I spent a long time pondering what it means to adapt to this brave new world while writing our novel, *The Knockoff*. One of our characters, Eve Morton, is the office TechBitch, while our protagonist, Imogen Tate, needs to figure out how to catch up to stay relevant in the rapidly-changing world of tech.

For better or worse, fashion and tech have gone off and gotten married and we all have to live with that. We all need to be a TechBitch these

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days. What exactly does that mean? The TechBitch is any bad ass woman who works in tech, with tech, or simply uses tech to enhance her life. The trick is whether you use your TechBitch power and knowledge for good or for evil. If you're going to be a Techbitch, one thing you have to have are manners, because without those you are just a bitch.

**1) Be kind.** Bitches help and celebrate one another. One woman's success is every woman's success. Other authors and techbitches have been so kind and generous to us during the launch of this book. It's important! Meredith Fineman is a powerhouse in PR and communication. She has her own digital agency, Finepoint, and she isn't even 30 yet. When she first entered the field she needed to figure out how to be successful while keeping her integrity. "Communications and public relations is a very catty industry," Fineman told me. "I decided when I started my business four years ago that wasn't going to be my approach. There was a publicist whose work I admired but was also slightly jealous of. Instead of stewing, I reached out and fangirled her. She is one of my best friends, confidantes and partners on projects. She changed my life."

**2) Pay attention to your personal brand, but never actually say the words "personal brand" out loud.** These days, you are your brand. **Everything you post on the Internet shapes what that brand represents.** But you never want to become the kind of person who talks about him or herself in the third person.

**3) Use emojis with your friends—never with your co-workers.** When emojis were first released, I used them with my staff all the time. Not only did no one understand what I meant, but they ultimately told me they thought it made me seem like less of a boss to them.

**4) Words to use on a daily basis: "cooperation," "spirit animal," "girlboss." Words to avoid: "disrupt," "sharing economy."** You have to talk the talk. Words matter. Language matters. I used to use the word "disrupt" on a daily basis. I don't even think I was using it right. Make sure you understand what you're saying before you say it.

**5) There are two rules for social media: Be honest. Be real.** Pretty only gets you so far. Need inspiration? Check out the Man Repeller. I used to post only the top pictures of my life, the ones that made it look glitzy and fabulous. You know what happened? People thought I was an ass. Now I try to post the reality. I don't look like Cara Delevingne when I wake up in the morning (or ever). It takes 23 selfies to find one where I don't have a double chin. My apartment is covered in dog hair and I am not wearing matching socks. That is relatable. Being perfect isn't, so don't try. Some of the best advice I ever received about social media came from one of the techiest techbitches I know, Christina Wallace, the Founding Director of BridgeUp: STEM, a new educational initiative at the American Museum of Natural History: "Find a couple of people who do it well and learn from the best (I like @StacyLondon and @StyleIT). My personal mix is roughly 40% work/professional



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posts , 30% retweeting my network, and 30% personal posts (like pics with my mom, live tweeting my marathons, or thoughts on the Tony Award contenders)," Wallace told me. "That mix means I add value for my followers, amplify relevant voices and provide enough insight into my personal life to be relatable, but not enough that you could answer the security questions for my bank account login."

**6) Never wear a hoodie.** Sure, all the tech bros out in Silicon Valley think hoodies are the new sport coat, but you aren't a tech bro. You're a *TechBitch*. Put on a power skirt and some spiky heels. I once walked into a very important meeting at a tech company that shall remain unnamed and the boys in the room were wearing pajamas. That's fine for them, but as women in an industry where we are the minority, we need to try harder, be better and look sharper. Always look your best at work, no matter what the other techies may put on.

**7) Speak up in meetings and get off your phone.** In fact, leave your phone back at your desk and engage with your co-workers during that morning conference. Nothing sparks creativity like good old fashioned face-to-real-face time. When we first started writing our book together I tried to text and email Lucy Sykes ideas and notes. She wasn't having it. She called me a *TechBitch* and not in a good way. Lucy comes from the old school that believes creativity happens in person. And you know what? She wasn't wrong. We did our best work over avocado toast at Cafe Cluny and machiattos at Cafe Gitane (we're suckers for a good bistro). Digital technology may make communication faster and easier, but it doesn't make it better. Put down the devices and meet IRL. Your "personal brand" will thank you.

*Jo Piazza and Lucy Skyes' new novel **The Knockoff is available now.***

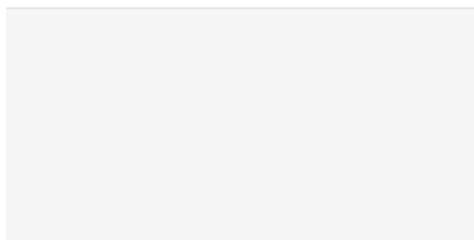
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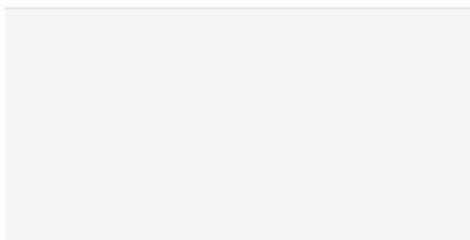
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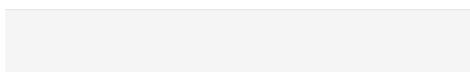
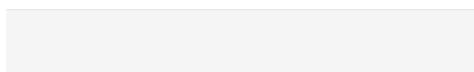
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