A Year of Strength, Connection, and Resilience

Women In Product's Impact in 2020
In This Report

Our Community
Learn more about who our community members are and how they stay engaged.

Community Leaders
Learn how our community leaders supported our members during a challenging year.

Our Events Equip Women to Thrive
Whether in-person or virtual, Women In Product events served thousands of women product managers in 2020.

Overcoming COVID-19’s Obstacles
The onset of the global pandemic required us to pivot how we reached our conference audience and supported our members.

Engaging Organizations
We’re grateful for support from organizations that understand the importance of building inclusive product teams.

About Women In Product
We inspire, connect, and celebrate women in product management.
Our Community Welcomes, Connects, and Inspires

Women In Product is a large, vibrant, growing community of women in product management. They connect in a variety of ways — from our private Facebook groups to social media to networking at one of our many events — and they build community connections that serve them throughout their careers. We recognize our community members arrive with unique needs and varied experiences, and we address those differences through our year-round programming.

Our reach is growing
Our main, private Facebook group grew by approximately 25% during 2020:

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>17,775</td>
</tr>
<tr>
<td>2020</td>
<td>22,346</td>
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</tbody>
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78% OF MEMBERS INTERACT WITH THE GROUP REGULARLY

Our members also gather in private Facebook affinity groups, like

— Executive Women In Product, which serves women at the director level or above
— Moms In Product
— Women In Product Job Opportunities
— Women In Product Aspiring Product Managers
— Women In Product chapter groups for nearly a dozen cities or regions

2020 WEEKLY NEWSLETTER
27,003 NEWSLETTER SUBSCRIBERS
Average open rate: 28.8%
Average click rate: 5.1%
Our 76 community leaders create space for our members to gather according to region, providing local connections and resources. Here are some examples of how they’re keeping our communities strong:

**SEATTLE**  
PARUL SHOREY, DIRECTOR OF PRODUCT MANAGEMENT, COMPASS  
Shorey helped found the Seattle Women In Product community in 2017. The community had many in-person events planned for 2020, but when the pandemic shut those down, they pivoted to virtual events like monthly Zoom happy hours and recruiter outreach to support women product managers, especially those impacted by layoffs and looking for jobs.

**CINCINNATI**  
RACHEL FOLZ, DIRECTOR OF PRODUCT, CERKL  
Folz has led the Cincinnati community for the past two years. In 2020, the chapter experimented with different approaches to stay connected, including hosting virtual lunch-and-learns, TED Talk watch parties, and live speakers. The group conversations became more personal, focused on the challenges and opportunities each member faced during trying times.

**TORONTO**  
ALISON MA, DIRECTOR OF PRODUCT, KEYHOLE  
Ma has co-led the Toronto community since 2018. In 2020, the Toronto leaders connected their community using Gatheround to facilitate virtual one-on-one conversations on different themes, including working from home, product leadership, and influencing stakeholders.
Our Events Equip Women to Thrive

When the Women In Product community gathers, they develop new product skills, learn strategies for career advancement, and build strong networks that can help them rise throughout their careers. Our events — whether hosted regionally or with a global reach — help fill gaps in training and experience for women at every level of the product management field.

The Women In Product community includes women at the top of their product game, like our 2020 keynote speakers Kruti Patel Goyal, Chief Product Officer at Etsy; Laura Teclemariam, Director of Product Management at Netflix; Alexandra Hardiman, Chief Product Officer at The New York Times, and Kasha Stewart, Head of Product at Movies Anywhere. Those women are blazing a trail for the women coming behind them, who can leverage relationships and networks built at Women In Product events.

“At this stage, you either get pinged by an executive recruiter or you get recommended by someone. You need to be out there. You need to be visible. You need to connect.”

— LAURA MARINO, CPO, TRUEACCORD
Women In Product held 57 events in 2020

We pivoted our signature event, Women In Product Conference 2020, to a virtual event, quickly developing new ways for our members to connect and network. The three conference days allowed attendees to make sense collectively of how to embrace uncertainty, identify opportunities, and leverage the community’s strength and energy to persist despite obstacles.

Our community drives the conference programming. We invite anyone in the community — no matter their level of experience presenting to a large conference — to apply to speak. A panel of community members evaluate those applications and create much of the final agenda. We invite feedback from the community on social channels and through a post-conference survey to make sure we are meeting the community’s needs.

“The mix of career, leadership, and deeper product content made this conference extremely valuable.”

#20WIP ATTENDEE
At our conference, we invite incredible women product leaders to step into the spotlight and share their experiences to educate and inspire the wider community. Here are just a few of the sessions that blew us away:

Kate Zasada of Zapier, Masters degree candidate Lisanne Binhammer, and Sravanthi Kadali of Lyft shared their tips for refining your product toolkit during Real World Skills & Experience. Zasada’s advice was to “Build resilient systems with good tooling, and fail forward.”

Lindsay Juarez of Irrational Labs shared her framework for Changing Behavior Through Smarter Product Design. “You want to think about what the user is trying to achieve and what you're measuring in a way that builds product development, that builds potential toward actually achieving those goals,” Juarez said.

Surghi Kaul of Juniper Networks, Anu Ramakrishnan of Roche, and Shanea Leven of CodeSee helped attendees learn more about machine learning, AI, and nimble user testing during Uplevel Your Technical Skills, all while providing insights on where to focus when trying to learn those new components of the work. “Was it hard?” asked Leven, describing her journey toward building those skills. “No. It was excruciating. But was it worth it? Of course it was.”

“The keynote speakers were such unbelievable powerhouses and left me so inspired.”
#20WIP ATTENDEE

“The ability to chat live during the event was really well done. I also liked the replay option — I could catch some of the sessions I didn't get to attend.”
#20WIP ATTENDEE
Our Community Supported Each Other During Covid-19

The global COVID-19 pandemic sent many of our members to work from home indefinitely. It challenged us to find new ways to connect individually, as chapters, and at our annual conference, which was held virtually for the first time.

At #20WIP, we overcame obstacles and ensured opportunities for our women in product at all levels to network, engage, and interact from the relative safety of their home. “The connection was real!” said one of our 3,275 attendees, and we saw that bear out:

**Over three days, attendees spent an average of**

**13.8 hours**

on the event platform - that’s 4.8 hours more than scheduled sessions!

**2,501 active event app users during the event**

More than 2,000 attendees were engaged in the platform at any given time during all live event hours.

**Strength in numbers**

In our main Facebook group, members offered free resume-writing workshops to folks whose jobs had been affected by COVID-19, tips on how to successfully onboard to a new role while working remotely, opportunities to join remote intern programs, answers to workplace-related questions sparked by the unusual circumstances, morning mindfulness sessions over Zoom, and strategies for maintaining good self-care practices while juggling remote work and family responsibilities at home.

*Communities show their strength when each member shows up for each other, and we are grateful to our community members for stepping up and showing up during challenging times.*
Engaged Organizations are Critical to Our Work

Women In Product connects women with companies trying to build more inclusive product management teams. Through partnerships, event sponsorships, and online job postings shared through our newsletter and on our website, companies build relationships with qualified women candidates who can then bring fresh, powerful voices to their product organizations. These are companies that truly care about building the best product teams that are informed by diverse perspectives and we appreciate the example they set for the rest of the industry.

A great way to reach women working in the field

We provide opportunities for companies to reach our membership all year round. We invite community members to submit to our resume database during our annual conference. Sponsors receive priority access to the database based on their level of event support. But throughout the year, we share opportunities directly with our community through the website, weekly email newsletter, and encourage community members to share opportunities they hear about through our private Facebook group.

Partner Companies
Our Partner Companies have committed to year-round support of our efforts to achieve equality and foster change in the product management field.

Partner Companies include:
- Facebook
- Google
- PayPal
- Upwork

1,710 RESUME DATABASE ENTRIES FOR #20WIP

More than 50% of resumes submitted to the 2020 database were submitted by women product managers in mid-career or higher roles.

1,087 job listings shared through our website and newsletter during 2020
Our event sponsors support our conference and other events while highlighting their company as a leader in gender equity, building their recruiting brand, growing their product team, and engaging their women leaders.

**Focus on #20WIP Sponsor Sessions**

**PayPal product team members shared hard-won lessons**

Lisa O’Malley, who led PayPal’s product and engineering teams, led The Courage to Leap Into the Unknown and Succeed, an inspirational change management session sponsored by PayPal, which also featured product team members Lisha Bell and Ozge Ozbek, both of who serve on the product team under O’Malley’s leadership. Each woman shared their stories of bravely facing obstacles, and shared the lessons they learned.

“I knew there was so much promise in my future because so much had been invested in me to get there,” PayPal’s Lisha Bell said as part of the session. “I needed community — there is a group of people who understand and get it — and I also learned to be my own best advocate for my work.”

**Additional Sponsor sessions on our stages**

Google assembled a powerhouse panel of women leaders to discuss Building Responsibility & Resiliency During COVID. The panelists discussed everything from helpful tools to the importance of empathy to how Google’s Nest Cams could help hospitals better serve ICU patients.

Gainsight and Amplitude demoed the tools they offer that serve product managers.

“**The content was especially meaningful this year — we’ve had outstanding feedback on the #20WIP sessions!”**

2020 EVENT SPONSOR
Women In Product is a welcoming community where women product managers are inspired, connected, and celebrated.

Started in 2016 by a group of senior women working in product management, Women In Product has grown to become a 501(c)3 non-profit organization that equips women to thrive in product management careers at all levels, connects women in the product field, and advocates for more diverse workplaces.

Today, the organization fosters a network of more than 30,000 constituents and 27 chapters and hosts an annual conference that convenes more than 3,000 women in the field.

Women In Product Groups

30,841 Members in our Facebook groups

78% of members in the primary private Facebook group are active in our posts.

2020 Weekly Newsletter

27,003 Newsletter subscribers

Average open rate: 28.8%
Average click rate: 5.1%

Connect with us!

Website
https://www.womenpm.org/

Facebook
https://www.facebook.com/womeninproduct/

Twitter
https://twitter.com/womenpm

Instagram
https://www.instagram.com/womeninproduct/

Email
info@womenpm.org
**Follow us on social!**

FACEBOOK  INSTAGRAM  LINKED IN  TWITTER

**Our Vision** is for all people in product to have equitable opportunities to build rewarding careers and shape the products of the future.

**Our Mission** is to equip women to thrive in product management careers at all levels through community, professional development, and industry advocacy.