



**DIGITAL ANALYTICS
ASSOCIATION**

Women **IN** Analytics

Sponsored by



Women in Analytics Introduction

Halee Kotara, Blast Analytics & Marketing



WiA Community

We are a community open to all DAA members who are interested in supporting gender equality within the profession and helping female analysts thrive.

WiA Mission

We are striving to provide education, advocacy, and influence in order to increase understanding and activate resolution of issues facing women in analytics.

WiA Vision

We want to see an analytics profession that supports gender equality.

How WiA Connects

- Conference calls and online events
- In-person meetings
- WiA online community
- Blogs
- Mentoring program



WiA: Making Things Happen

- Compensation Survey – Now available thanks to Google
- Mentor Program – rolling out full-fledged mentoring initiative in 2018
- Conference outreach initiative – target programming teams with list of potential female speakers

Women in Analytics Panel

Moderator: Halee Kotara, Blast Analytics & Marketing

Panelists:

Marcela Gutierrez, Fossil

Tory Marpe, Ansira

Rebecca Visconti, Belo





Women Analytics

**MENTORING
PROGRAM**



WiA: Mentoring Program

- Connect at a deeper level and learn from your peers
- Choose your own mentor/mentee
- Use vetted resources to guide you through a successful relationship
- 100 of your fellow members are already participating!

The Mentoring Program is now open and you are invited to participate.

DAA asks that mentees be exclusively women at this time and we welcome men and women to volunteer as mentors

Learn more at community.digitalanalyticsassociation.org/mentoring

WiA: What's Missing?

We would love to hear **your** thoughts on how this community can serve you! Contact chackney@digitalanalyticsassociation.org

If you are not yet a member, **you** are what's missing!
Join today: digitalanalyticsassociation.org/women-in-analytics