

Women in Technology Workshop
September 25, 2007 – MIT Campus

Speakers Include:

Workshop Overview

As a publication focused on engineering and the sciences, we appreciate the extent to which these fields still constitute something of an “old boys’ club,” despite the remarkable advances women have made in the last 40 years. In an effort to recognize and bolster the contributions of women to the emerging technologies we cover, we are launching a one-day workshop focused on women in technology, which will be held in conjunction with the annual Emerging Technologies Conference at MIT.

Immediately following the close of the workshop will be the kickoff reception of the annual Emerging Technologies Conference at MIT. Now in its seventh year, the conference consistently attracts senior-level decision makers from the business, investment, and technology communities. Our attendees come from Global 2000 companies, powerful government agencies, and top media organizations. This influential, senior-level audience will be carried over to the workshop as well.

Goals of the Workshop

- to raise awareness of the issues faced by women in technology among *Technology Review's* audience of high-caliber, senior-level executives
- to examine existing initiatives to recruit and support women in technological fields, in order to learn how those efforts have succeeded and where more work is needed
- to help female technologists, particularly young innovators such as those honored in our annual TR35 list, gain levels of recognition similar to those achieved by their male peers
- to generate insightful conversations that might lead to practical, valuable conclusions

Technology Review has recruited a strong advisory board to share expertise and help shape the workshop format and topics. The board includes 11 distinguished professionals from a variety of industries, including business, technology, academia, and not-for-profit organizations dedicated to advancing women in the technological fields.

Women in Technology Workshop Advisory Board Members

- Lotte Baily, Professor of Management (Behavioral and Policy Sciences), Massachusetts Institute of Technology*
- Robert J. Birgeneau, Chancellor, University of California, Berkeley*
- Lorna Gibson, Associate Provost, Massachusetts Institute of Technology
- Irene Greif, Director, Collaborative User Experience, IBM
- Ilene H. Lang, President, Catalyst *
- Carolyn Leighton, Founder and Chairwoman, WITI (Women in Technology International)
- Phoebe Leboy, President-Elect, Association for Women in Science
- Atefeh Riaz, Worldwide CIO, Ogilvy and Mather Worldwide*
- Sophie V. Vandebroek, Chief Technology Officer, Xerox; President, Xerox Innovation Group*
- Susie Wee, Director, Mobile and Media Systems Lab, HP Labs
- Telle Whitney, President and CEO, Anita Borg Institute for Women and Technology*

**Also a confirmed speaker at the workshop*

Register now and join us for this unique event! You may register for the workshop alone or in conjunction with the Emerging Technologies Conference at MIT. To register, please visit www.technologyreview.com/events/tretc/reglogin.aspx.

If you would like to inquire about sponsorship opportunities, please contact Amy Lammers at 617-475-8077 or amy.lammers@technologyreview.com.



Robert J. Birgeneau
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Atefeh Riaz

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Ogilvy & Mather Worldwide



Sophie V. Vandebroek
Chief Technology Officer, Xerox;
President, Xerox Innovation Group



Telle Whitney
President and CEO
Anita Borg Institute for
Women and Technology

Women in Technology Workshop Schedule

11:00 am–11:10 am	Opening Remarks: Susan Hockfield , President, MIT
11:10 am–11:50 pm	Opening Keynote: Robert Birgeneau , Chancellor, UC Berkeley
11:50 pm–1:20 pm	Lunch and Networking
1:20 pm–2:50 pm	Concurrent Breakout Sessions
Session A	<p>“Leadership Management: Power and Politics” <i>Moderator:</i> Atefeh (Atti) Riazi, Senior Partner and Worldwide CIO, Ogilvy & Mather Worldwide</p> <p>A good leader must be a persuasive strategist and a subject-matter expert. What factors limit a woman's ability to be a good leader? How does gender fit in?</p>
Session B	<p>“Entrepreneurship and Breakthrough Innovations” <i>Moderator:</i> Fiona Murray, Associate Professor of Management, MIT Sloan School</p> <p>How do you go the independent route? An examination of the process, from patenting to startup to commercialization, as well as a celebration of successful women entrepreneurs in the technology fields.</p>
Session C	<p>“Workplace Culture” <i>Moderator:</i> Ilene H. Lang, President, Catalyst</p> <p>An interactive session exploring the workplace culture, particularly the factors that women value most within organizations. What do technical women value in their jobs and in their work environment? What changes can organizations make to be more responsive to female employees' needs, thus retaining qualified women longer?</p>
Session D	<p>“Choices and Change” <i>Moderator:</i> Lotte Bailyn, Professor of Management (Behavioral and Policy Sciences), MIT</p> <p>A discussion of women's options when considering a career change or reëntering the workplace after an extended absence. What effective programs are in place to recruit and retain talented technical women, both in the academic and the corporate areas?</p>
2:50 pm–3:05 pm	(Break)
3:05 pm–4:35 pm	Concurrent Breakout Sessions
Session A	<p>“The Global Picture” <i>Moderator:</i> Telle Whitney, President and CEO, Anita Borg Institute for Women and Technology</p> <p>From a global perspective, where are the women in technology? Which countries appear to have higher representations and why? How can companies capitalize on the unique strengths of women to compete more effectively in the global economy?</p>
Session B	<p>“Skills for Growth: Promoting Your Accomplishments” <i>Moderator:</i> Heidi Grenek, Hulk Asset Program Manager, Xerox Office Group</p> <p>An in-depth examination of the skills a woman must possess to succeed in male-dominated technical industries. In this interactive session, we will take a look at some of the key components, such as developing personal skills, cultivating relationships with mentors, managing your professional image, and claiming credit for your accomplishments.</p>
Session C	<p>“Encouraging Girls to Enter Technological Fields” <i>Moderator:</i> Betty Shanahan, Executive Director, Society of Women Engineers</p> <p>What messages are given to girls from childhood with respect to technical careers, and how do we overcome negative influences? How can we capture girls' interest at a young age and nurture their ambitions?</p>
Session D	<p>“Is Technology a Meritocracy?” <i>Moderator:</i> Nina Bhatti, Senior Research Scientist, HP Labs</p> <p>Is professional advancement in the technological fields based solely on personal achievements, regardless of gender? Do professional accomplishments act as an “equalizer” between the genders?</p>
4:40 pm–5:20 pm	Closing Keynote: Sophie V. Vandebroek , Chief Technology Officer, Xerox; President, Xerox Innovation Group
5:30 pm–7:00 pm	Opening Reception, 2007 Emerging Technologies Conference at MIT

Workshop Strategic Partners

