



# Women in Big Data:

A view from the other side of the cubicle wall

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Before we start,  
let's acknowledge  
the obvious....

This guy...



...is here to talk about these people.

# We hold these truths to be self-evident:

- Diverse teams perform better.
  - Symptoms are worse in technical groups, but the problem is bigger.
- Fixing gender imbalance is an economic necessity.
  - We can't hire enough people and we have huge problems to solve.
- The pipeline is a problem needs attention.

## However:

- I'm going to concentrate on ideas for current company leadership.

# What do women at Cloudera say they want in an employer?

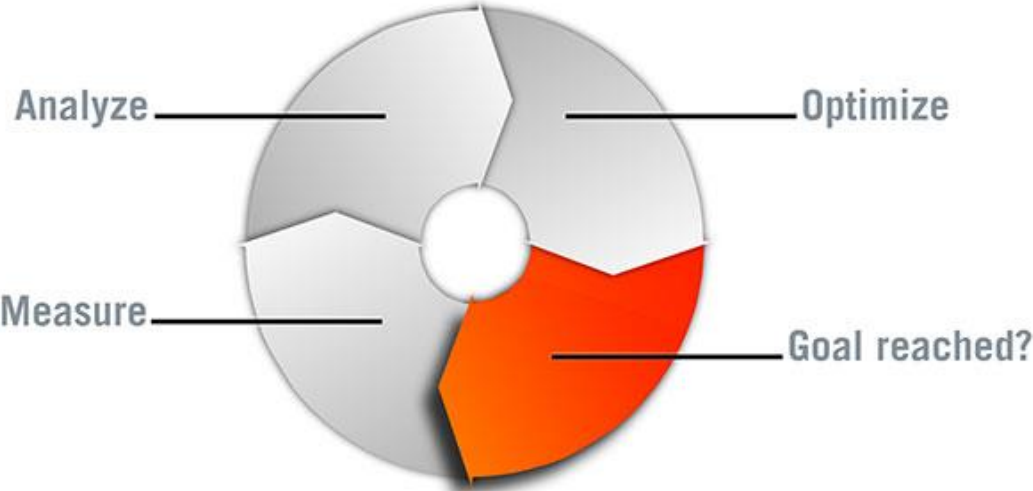
Exciting tech. Respected in the industry. Working with smart people. Responsibilities.  
Working with smart people I trust. Good benefits. Working on something worthwhile.  
Opportunity for personal and career growth. A company with a “young” outlook, whether startup or otherwise.  
Collaborative and inclusive culture. Opportunity to influence and make a difference in the market.  
Flexibility of as many aspects of working arrangements as possible. Liked by employees, customers and partners.  
Benefits. Awesome people. Awesome teammates. Impact on solving real-world problems.  
Interesting and challenging work. Challenging role. Forward-thinking management. Career growth.  
Good cultural fit. Doing new and interesting things. Quality of life focus. Available training. Perqs.  
Leadership, peers, coworkers I can learn from. People who agree to disagree, but commit. Flexible schedule.  
Smart people who take the initiative to do the right thing, even if unpopular. **Equality/recognition.** Positive social impact. Invest in my career.  
Working on a product I believe in. Company culture. Doing a job where I get to use my brain a lot.  
Being in an innovative area that has lots of potential. Challenging new responsibilities or knowledge areas.

## From “Hacking Tech’s Diversity Problem”:

"One thing I hope [companies will] break with is the “diversity industrial complex”: the standard approach of making token hires, offering sensitivity training, setting up mentoring networks, and introducing other incremental changes that focus on altering women’s behavior to, say, make them better negotiators. When an organization lacks diversity, it’s not the employees who need fixing. It’s the business systems.”

– Joan C. Williams, Distinguished Professor of Law and Founding Director of the Center of WorkLife  
Hastings College of the Law, University of California

# Fixing the business systems



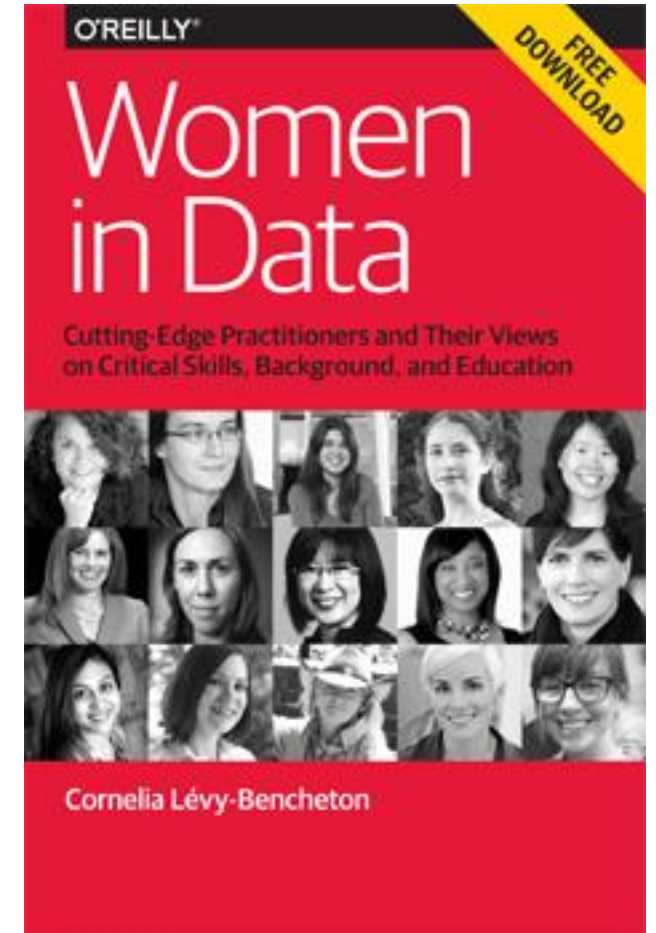
# Other important steps

- Acknowledge and address unconscious bias
- Train and cultivate allies for women and other underrepresented groups in the workplace
- Get rigorous on compensation and promotion metrics
- All employees – but especially men in leadership roles – need to act in support of gender equity
  - Silence is complicity



# Is there any good news?

- Generational shift from my early career in the 1980s
- Recognition of women as leaders in diverse roles
  - Kim Stevenson, CIO at Intel
  - Hilary Mason, data science ninja and founder at Fast Forward Labs
  - Many, many more!
- Increased attention to diversity and gender issues among company leaders
  - \$300M committed by Intel to improving diversity





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*Senior Technical Women: A Profile for Success*, Simard and Gilmartin,  
Anita Borg Institute for Women and Technology

*Hacking Tech's Diversity Problem*, Joan C. Williams, Harvard Business Review, Oct 2014,  
<https://hbr.org/2014/10/hacking-techs-diversity-problem>



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Thank you