



## Smart Content Summit

March 9<sup>th</sup>, 2017



**WiTH**

women in technology | hollywood

**Founded in April 2014 in collaboration with MESA**

## **MISSION**

- Professional Development – Assert ourselves as leaders, leveraging resources near and far to broaden our collective expertise.
- Community Engagement – Be avid ambassadors of technology by encouraging youth to pursue careers in our field.
- Networking – Foster growth in our professional network: connect, inspire, and encourage each other.

## **GOALS**

- Be catalysts of advancement for women in our field
- Engage as technology-career role models in our communities
- Mentor, empower, and be bold leaders



WiTH

women in technology | hollywood

## Past Events (100-350+ attendees at each event)

- *Negotiation Workshop for Women – Keynote by Sara Laschever, author of “Women Don’t Ask: The High Cost of Avoiding Negotiation--and Positive Strategies for Change” and “Ask for it: How Women Can Use the Power of Negotiation to Get What They Really Want”*
- *The Business Case for Women in Leadership: How to shift the discourse of gender equity in business leadership from reflection to action - - Cross-Studio Mixer Featuring 1st Lady of L.A with over 350 attendees*
- *The Power of Collaboration...We’re Better Together? - – Keynote by Shelley Zalis, CEO/Founder, The Female Quotient & The Girls’ Lounge*
- *Mentorship Panel and Vision Workshop*
  - Part 1 - Mentoring in the Women in Technology Arena – a Case for Kindness*
  - Part 2 - Vision/Performance Zone Workshop - A strategic imperative for reinvention*
- *New Year, New You? – Workshop: Crafting your Unstoppable Vision – from Comfort Zone to Performance zone!*
- *Leadership Keynote - She’s Not Heavy, She’s My Sister: Embracing Diverse Leadership*
- *Documentary Screening and Panel - “CODE: Debugging the Gender Gap” – senior-level studio executives and community leaders discussing the gender gap in Hollywood IT*
- *You the Person Meets You the Brand Panel – Tips for personal brand building for today’s Hollywood Executive*
- *The Best Career Advice I Ever Received Was... - Panel on career development suggestions*



women in technology | hollywood

### Founders

Nadya\_Ichinomiya@spe.sony.com

Rachel\_Souder-Arguedas@spe.sony.com

600+ members

4-5 events per year

Website

[www.WiTHollywood.org](http://www.WiTHollywood.org)

Social



@WiTHollywood



withollywood

