"Be comfortable with the uncomfortable ... your first job, venture or so-called ‘failure’... may not be what you want but it may be a key piece to take you where you want to go."

Charlene Lee
SENIOR DIRECTOR OF PRODUCT & DESIGN, RADAR

"Being aware of your strengths allows you to build confidence."

Toni Cruthirds
HEAD OF PRODUCT, BILLIE
In This Report

The Growth of Our Community
Our community nurtured connections and built agency virtually.

Expanding Our Programs To Better Serve Our Product Managers
With programming now available year-round, our community members have even more opportunities to thrive.
— Product Blenders
— Resource Hub
— Podcasts
— Mentoring Program Pilot
— The Confidence Workshop

A Data-Driven Call for Industry Change
A blueprint for addressing the different career challenges faced by women product managers.

Igniting Possibility Online at #21WIP
Three days of networking, skill-building, and celebrating the ways in which we thrive.

About Women In Product
We inspire, connect, and celebrate women and non-binary folks in product management.

"It was short enough to make time for it, cost-effective enough to spend the dough, and had a high-impact with super-actionable takeaways! That's like the trifecta of event awesomeness."
— FEEDBACK ON A PRODUCT BLENDER FROM JEN, SENIOR PRODUCT MANAGER
Our Year-Round Programs Help Community Members Thrive

In 2021, Women In Product expanded our year-round programming, adding several ways for our community to nurture connections with each other and develop stronger agency to pursue their professional goals.

We built those programs on the foundation of data analyzed for *The State of Women in Product Management: A Blueprint for Equity*. Our report, the first we’ve ever released, told the story of the dramatically different way women in product management experience their roles when compared to men in the same field.

60% OF WOMEN SURVEYED WANT TO RISE TO LEADERSHIP

For example, 60 percent of women we surveyed want to rise to leadership, but women are much less likely than men to describe that promotion path as clearly defined. Women In Product met that need with workshops, conference sessions, and networking events that featured inspiring leaders talking about how they got where they are, and by kicking off a mentorship program designed to accelerate and enrich the careers of participants.

Our critical work – which happens at the national and local level – is helping create a more inclusive environment for women and non-binary folks across the product management profession.

“The thing I always think of when I think about community is just that as human beings, we're hardwired for connection and having the right community of people around you really allows for that connection.”

— HEATHER CONKLIN, CHIEF OPERATING OFFICER, TORCH
Our community in 2021 primarily gathered online, nurturing connections and building their own agency in their careers. Our main community, which can be found on Facebook is a source for support, resource, and inspiration. We have also created communities that focus on the executive journey, the intersection of parenthood and work. Community members can also find regions to connect virtually and in-person.

“*It’s amazing to have a community to turn to when you have the support, and when you have the capacity to support others.*”

— AVNI SHAH, WOMEN IN PRODUCT BOARD MEMBER, AND FORMER VICE PRESIDENT AT GOOGLE, FROM PODCAST EPISODE 8, “THE SPIRIT OF GIVING AND RECEIVING”

### Our reach is growing

Our main, private Facebook group grew by approximately 24% during 2021:

<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>
</tr>
<tr>
<td>2021</td>
<td>27,771</td>
</tr>
</tbody>
</table>

Our members also gather in private Facebook affinity groups, like

— **Executive Women In Product** had 1,048 members at the end of 2021, all women at the director level or above.
— **Moms In Product**, which had 1,267 members at the end of 2021
— **Women In Product Job Opportunities**, which had 8,584 members at the end of 2021
— **Women In Product Aspiring Product Managers**
— **Women In Product chapter groups** for nearly a dozen cities or regions

### 2021 Weekly Newsletter

- **Subscribers**: 30,133
  - Average open rate: 28.6%
  - Average click rate: 2.2%

### Events in 2021

- **Attendees**: 5,525
  - At 44 events hosted by HQ and local chapters
Expanding Our Programs To Better Serve Our Product Managers
A Combined Opportunity to Learn and Network

Our Product Blenders, which deliver a variety of topical key takeaways from product leaders, and pair participants for 1:1 networking in timed chats, kicked off in August. We delivered content on topics like what questions to ask to get to a YES, best practices in negotiation, and fostering leadership confidence. The opportunity to meet product managers and recruiters across industries is a hallmark of these fast-moving sessions. They also create ongoing opportunities for our community members to build leadership skills through hosting, moderating, and speaking.

“[I met] a very diverse slice of women in product! Many were not aware of opportunities in gaming, so that was a big plus for me as a recruiter. I don't think some of the women I met would've self-selected into my industry had we required that,”

— RECRUITER FEEDBACK ON OUR FALL RECRUITING MIXER

Product Blenders in 2021

9 events

- 3 executive blenders
- 1 workshop
- first-ever recruiting mixer
- mentoring program pilot kickoff

858 BLENDER ATTENDEES

3,138 1:1 MEETINGS

8.9/10 ATTENDEES RATED
Community-Sourced Product Resources

In August, we also launched our Resource Hub, which is a community-sourced knowledge center that collects recommended articles, videos, podcasts, and books. Women can find curated resources—updated monthly—that support more effective personal and career growth, and spark a new perspective on industry trends, skills development, and other topics critical to advancing in product management.

Interviews with Powerhouses in Product

In September, we debuted our first episode of the Women In Product Podcast, which spotlights the stories of women product leaders, the challenges they face, and the things that can make or break a tech product. The initial season ran through December, and featured guests with nontraditional pathways into product, career positioning tips from executive recruiters, and tools for building more inclusive products.

"Listening to the podcast sessions have been insightful for me. It has changed a lot of my perspective working in product as a woman."

— WOMEN IN PRODUCT PODCAST AUDIENCE MEMBER

8 episodes IN 2021
3,364 TOTAL PLAYS IN 2021
Illuminating the Pathway to Leadership

In October, we invited women to join our Mentoring Program Pilot, which paired executive and senior women in product with mid-career women looking for support with career development, a broadened perspective on their work and the product management field, and guidance on how to thrive while navigating a product career. Mentoring pairs met for six months.

“When I work with my mentees, we often focus on their professional development, assisting them in overcoming any challenges they have and guiding them through my own life experiences. I have had great mentors and coaches along my journey to this moment. As women, we all face similar obstacles. This is not my journey; it is ours.”

— MUNEERA QURESHI, VICE PRESIDENT OF PRODUCT, STRATEGY AND INNOVATION, EZRA COACHING, AND MENTOR IN THE WOMEN IN PRODUCT MENTORSHIP PILOT

78 senior or executive level mentors out of 110 applications

94 mentees

84% of mentees wanted to develop leadership skills as their top goal for the mentoring program pilot
Building Confidence as a Skill

In a poll of the Women In Product community, 49.5% of respondents reported lack of confidence as the single biggest impediment to take on a large project at work. To help develop that muscle, we closed out the year with The Confidence Workshop, a skill-building session that helped attendees fully show up, speak up, and achieve maximum impact in their careers. The session, which sold out in less than a week, dove into how to think critically about PM mindsets, explored emotional intelligence boosting habits, and examined common PM blockers and beliefs.
A Data-Driven Call for Industry Change
A Blueprint for Equity

In May 2021, we published *The State of Women In Product Management: A Blueprint for Equity*. This report examined the professional backgrounds, roles, responsibilities, and challenges of product managers everywhere, and how those factors differ by gender. It provided a blueprint for the industry, with actionable insights gleaned from data shared by more than 2,300 product managers working in the field.

The State of Women In Product Management was downloaded 1,446 times by people at 1,030 different companies

SOME OF THE COMPANIES REPRESENTED BY THE DOWNLOADS:

- Apple
- Canva
- Electronic Arts
- Headspace
- IBM
- Sweetgreen
- Visa
Working Hand-in-Hand with Like-Minded Organizations

Women In Product’s partners create equitable opportunities for women and non-binary PMs and leverage our work with them to achieve those goals. In 2021, two of our partners provided substantial support for our work on “The State of Women in Product Management: A Blueprint for Equity.”

Meta: Designing the Study, Analyzing the Results
Meta provided staff support from within their UX Research team for the study itself. They assisted with designing the research itself, analyzing the data, and providing topline insights that helped drive the report’s direction and content. The team helped us complete a qualitative study that informed how we developed our survey of the field, and then dove deep into the data to help us create a thoughtful picture of how the professional backgrounds, roles, responsibilities, and challenges of product managers everywhere differ by gender.

Google: Showcasing Women Who Thrive in Product Management
When Women In Product needed a place to film interviews for “Five Ways to Help Women Thrive In Product,” Google hosted us on their campus while we talked to women from the field. Shimrit Ben-Yair, Google’s Vice President, Photos, took part in the video, telling the story of how her career at Google has unfolded and the ways in which the organization supports women at all stages of their product management careers.

“We’re building teams and products that reflect the full range of the diverse communities we serve. Our longstanding partnership with Women In Product and efforts to support The State of Women in Product Management ensure we are playing a critical role in advancing women in product management and increasing diversity in the tech industry.”

— AMI VORA, VICE PRESIDENT OF PRODUCT MANAGEMENT AT META
Igniting Possibility Online at #21WIP

So much confidence, vulnerability, and candidness over 3 days of #21WIP! Igniting possibility with willingness to share failures and what could have been better, equally in parts with success stories. ❤️

So happy to have been a part of the @womenpm team with incredible people!
Three Days of Insights and Connections: The Women In Product Conference 2021

We held #21WIP in May 2021, shifting from our traditional Fall conference timing. This change in our annual schedule was intended to move the conference to a time when our community has more space to pause for reflection and then truly ignite our career paths.

The event, which was our second online conference, allowed attendees to connect with other women and non-binary folks in product for three days. They built their networks, bolstered their resilience, and developed their skills as they connected in one-on-one chats, attended keynote and breakout sessions, and met with recruiters and hiring managers in digital expo booths.

High levels of attendee engagement at #21WIP

Over 3 days, attendees spent an average of

14.5 hours spent on the platform — 5.5 hours more than stage content

3,818 networking meetings | 17,129 messages sent on Hopin

52% of resumes submitted by women product managers in mid-career or higher roles.

802 CITIES
48 STATES
46 COUNTRIES

2,848
ATTENDEES AT THE 2021 VIRTUAL WIP CONFERENCE

1,000+
RESUMES IN DATABASE

58%
OF ATTENDEES IDENTIFIED AS WOMEN OF COLOR

68%
OF ATTENDEES HELD MID-CAREER TITLES

Product Manager, Sr. Product Manager, Product Lead, Dir. of Product, Head of Product, VP of Product, etc.

NPS SCORE 57
Our 2021 Attendees Rate Women In Product Conference as Excellent

Diversity

Our 2021 speaker lineup reflected an array of perspectives and backgrounds

68%
OF SPEAKERS WERE WOMEN OF COLOR

88 speakers
“The speakers were so great and there was so much energy! On Day 1, I thought I'd multi-task between work and the conference but halfway through I emailed my team and said I was going to be completely offline for the duration of the conference all three days.”

— FIRST-TIME WOMEN IN PRODUCT CONFERENCE ATTENDEE
#21WIP Sponsors

Our event sponsors support our conference while highlighting their company as a leader in gender equity, building their recruiting brand, growing their product team, and engaging their women leaders.

**GOLD**

- AMEX
- Capital One
- Grand Rounds Health
- Peloton
- Pill Club
- salesforce
- WW

**SILVER**

- Alexa
- Whole Foods Market
- Autodesk
- Blend
- Chime
- Waymo
- Intuit
- realtor.com
- Shoppy
- SquareSpace
- Twilio
- Volvo

**BRONZE**

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- Databricks
- Juniper
- Airbnb
- Blend
- Meta
- Peloton
- Pendo
- Yelp

**PRODUCT SPONSORS**

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- Pendo
- UserLeap
- QuantumLeap

**IMPACT BRANDING SPONSORS**

- Apperentive
- Balsamic
- Meta
- Pendo
- Peloton

2021 Impact Report
Women In Product is a welcoming community where women and non-binary folks in product 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 hosts an annual conference that convenes approximately 3,000 women in the field. Since our founding, our community has been at the heart of our work.

**OUR VISION** is that all people in product have equitable opportunities to build rewarding careers and shape the products of the future.

**OUR MISSION** is to equip women and non-binary folks to thrive in product management careers at all levels.

**2021 Partner Companies**
Our Partner Companies commit to year-round support of our efforts to achieve equality and foster change in the product management field.

- Google
- Meta
- PayPal
- Upwork