Helping Our Community Thrive
2022 Impact Report
In This Report

Many Ways To Engage, Learn, and Thrive
In 2022, Women In Product reached more of our community with our most robust program offerings to date.

Community Engagement
Our community values the points of connection we provide, which gives each member space to learn and the assurance they are not alone.

Event & Program Highlights
Our resources and events help women and non-binary folks in product thrive along their own unique career pathway.

Our Partners Invest in Gender Equity
We are grateful for our Partners’ support, which ensures our community events, programs, and advocacy work can continue all year long.

“As product people, we affect society through the products that we build. And when we don’t have diversity in product leadership, we build products that don’t work for everyone.”
— RADHIKA DUTT, AUTHOR OF RADICAL PRODUCT THINKING
INTRODUCTION

Many Ways To Engage, Learn, and Thrive

Just like there are many pathways to become a product manager and advance in the field, Women In Product is committed to providing our community of women and non-binary folks many ways to network, learn, and thrive.

Product managers are essential to business and market success, deciding what products companies build and how product roadmaps unfold. Women In Product's work removes barriers and advances qualified women and non-binary folks – particularly those from underrepresented backgrounds. We expanded that work in 2022 to help create greater career success for every member of our community.

In 2022, Women In Product served even more members of our community with more programming than we have ever made available before. Our work goes far beyond our annual conference. Whether our community is connecting on social media, virtually, or in person, we are committed to helping them build their career and find their most-right path as a product manager.

A New Look for Women In Product

In December 2022, we rolled out a new look – a sleek, modern, bold reflection of the organization’s identity. We also refined and refreshed our messaging to support the new brand identity. Our work reflects the community that is at the heart of everything we do, and our new look and messages reflect how we connect, champion, and inspire each community member to thrive in their product management careers.

ACTIVE COMMUNITY MEMBERS LET US KNOW THEY ADVANCED IN THEIR CAREER IN 2022 THANKS TO THE RESOURCES, PROGRAMMING, AND CONNECTIONS WE FACILITATE.

454
Our Community Shares Rich Resources

Community is at the heart of Women In Product’s work, and we engage them on a number of different platforms. The primary home of our community members is the main Facebook group, which serves up advice, networking opportunities, and answers to a vast range of questions about product management and thriving as a woman or non-binary person in the field.

“I could do a quick search and find a plethora of advice and feedback. And what I love is the diversity in where that feedback is coming from. That’s what has really allowed me to leverage Women In Product as a resource.”

— ROSCHELLE LOWE, GROUP PRODUCT MANAGER, AGERO

Checking In With Our Stakeholders

INCREASED NPS 10+ POINTS IN LESS THAN A YEAR

| FEB 2022 NPS: 21.1 | DEC 2022 NPS: 31.9 |

In community survey about satisfaction with our work.

Our Community Values Most About Our Work

- **Shared Experiences**
  Our community gathers great value from experiences shared from others in the field.

- **Community**
  Being part of our supportive, inclusive community gives members space to learn and assurance they are not alone.

- **Connection**
  Opportunities to meet new people and expand their network are extremely valuable to our community members.

High Overall Satisfaction Among

- **58%** (Mid-Career)
- **61%** (Senior)
- **54%** (Executive)

We are using this data to develop more programming in 2023, focusing on mid-career and up
COMMUNITY ENGAGEMENT

Our Community Continues To Grow

**Sustained Global Growth On Facebook**

Our main, private Facebook group, which is the global hub of the community, grew by approximately 13% during 2022.

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership</th>
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<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>
<tr>
<td>2022</td>
<td>31,139</td>
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**Additional Groups Available To Our Community**

- **Executive** Women In Product (women at the director level or above): 1,322 members
- **Moms** In Product: 2,290 members
- Women In Product **Job Opportunities**: 12,539 members
- Women In Product **Aspiring Product Managers**: 2,201 members
- Women In Product **Toastmasters**: 897 members
- Women In Product chapter groups for nearly a dozen cities or regions

**Our Social Media Audiences**

- **FACEBOOK**: 12,147 (Grew by 50.8%)
- **INSTAGRAM**: 5,485
- **LINKED IN**: 41,402
- **TWITTER**: 11,248

**6,525 ATTENDEES AT 63 EVENTS & PROGRAMS IN 2022**

**30,000+ NEWSLETTER SUBSCRIBERS**

Average open rate: **40%** | Average click rate: **1.9%**
Each element of Women In Product’s programs are designed to help our community members advance from mid-career to senior, executive, and C-Suite roles. They span the full breadth of the year, providing everything from workshops to help build skills and experience to networking sessions designed to grow each attendees’ network.

From jobs posted in the Career Center to crowdsourced tools shared via the Community Knowledge database, from our podcast to our peer coaching circles, Women In Product has many resources and events designed to help women and non-binary folks in product thrive along their own unique career pathway.

Event & Program Highlights

- Product Blenders
- Women In Product Podcast
- A Look At The Great PM Book Series
- Mentorship Opportunities
- Peer Coaching Circles
- Centering BIWOC PMs
- Executive-Level Networking
- The Women In Product Conference 2022
**Programs Designed To Advance Our Community**

**Product Blenders**
Featuring topics like “PMing in Public” and “Accelerate Your Product Roadmap with 2-Hour Design Sprints,” Product Blenders offer deep dives into skills and tools that advance our attendee’s product management careers, while also making time for networking with other community members.

“This was so helpful and definitely covered struggles that I’ve had in product and provided insights and paths forward.”
— BLENDER ATTENDEE, “THE PM PIVOT”

**FEATURED BLENDERS**
- **Negotiating with Data-Backed Confidence**
  Mental Shifts, Tools & Scripts to Navigate Product Management Compensation with Jordan Sale, Founder and CEO, 81cents.org
- **The Art of the Question**
  Unlock Powerful Insights to Reshape Your Roadmap with Becca Hare, Senior Manager, UX Research, Etsy
- **Data is NOT the Story**
  How to Tell a Story With Data and Not About Data with Jenny Zhao, Senior Director of Product Management, Asurion

**EVENT & PROGRAM HIGHLIGHTS**

<table>
<thead>
<tr>
<th>Blenders</th>
<th>23 BLENDER EVENTS IN 2022</th>
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<tbody>
<tr>
<td>1,520 Blender attendees in 2022</td>
<td></td>
</tr>
<tr>
<td>1,012 1:1 meetings attended in 2022 during Blenders</td>
<td></td>
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- **PODCAST EPISODES IN 2022**
  - 75
  - 19,910 total plays in 2022

**Women In Product Podcast**
Our podcast gives women and non-binary product managers a voice, so they can speak up and speak to each other. We feature PMs across industries, at various points in their careers, and from different backgrounds.
A Look At The Great PM Book Series

Radhika Dutt, author of *Radical Product Thinking*, wrote her book specifically to highlight visionary women and people of color in product. Women In Product’s podcast featured the book in The Great PM Book Series, which highlighted a community-generated list of recommended books in interviews hosted by community members. Dutt also led a Product Blender with 50 product managers in a workshop about leveraging the book’s ideas to better manage their work and careers.

“How can you contribute to creating a world that works for all?” Dutt said. “It requires a facilitative approach, and a clarity of vision and strategy. I was really happy to share some of the tools to be able to do this.”

Mentorship Opportunities

In 2022, our mentoring program provided opportunities for mentors and mentees to meet and explore the possibility of establishing a mentoring relationship. These ongoing connections benefit both mentor and mentee, strengthen networks, and yield professional benefits that can lead to advancement.

At the end of 2022, we began offering Mentoring Solution Sessions. These provide group coaching and problem solving with a mentor around common product management issues. They are designed to bring you to an effective solution to your specific problem. These sessions will continue in 2023.

The Power of a 10-Minute Conversation

Roschelle Lowe wanted to mentor other PMs, and signed up for a Women In Product speed mentoring event to find a mentee. The time flew by, she said, but still provided a lot of insight into whether or not she and her matches were the right fit.

Lowe eventually matched with three women — two of which she is mentoring, and one who was on the mentee track but with whom she connected as a peer.

“Mentorship is not a one-size-fits-all relationship,” Lowe said. “So much can be learned from that 10-minute conversation.”
A Unique Approach to Career Development

Peer Coaching Circles

Women In Product’s senior and executive peer coaching circles provide an opportunity for women product leaders to receive support from an executive coach and their peers. The groups network, share inspiration, and discuss real-life situations, like giving tough feedback, managing stakeholders, building high-performing teams, and coping with burnout.

“It is so rare that you get guided into something self-selected, or something title-based, where you’re like, ‘Oh, these are my peers.’ The amount of preparation was minimal and the benefit was to come and have protected time for a deep conversation. It felt unique from other career development experiences.”

- CAITLIN AUGUSTIN, VICE PRESIDENT, PRODUCT AND PROGRAMS, DATAKIND

“I come from a small startup company, so there wasn’t really anybody else I could talk to about product. I had some good feedback from the group. I really enjoyed the camaraderie and just being able to bounce ideas. And our coach was able to give me more tips on how to move the advice from the group forward. I can’t say enough wonderful things about the experience. I wanted to go on and on.”

- KAREN CULLOM, VP PRODUCT DEVELOPMENT, BLACKSMITH APPLICATIONS BY TELUS CONSUMER GOODS

140 PARTICIPANTS IN 2022

67% OF PARTICIPANTS SAID THEY GAINED VALUE FROM THE EXPERIENCE

2 cohorts
15 peer coaching circles
Opportunities For Leaders to Shine

Centering BIWOC PMs
In June 2022, Women In Product invited Nadia De Ala and Claire Lumbang of Real You Leadership to give a deeper-dive version of a workshop they’d given at #22WIP: Tactics for Negotiation & Self-Advocacy as BIWOC PMs.

“We really do have the biggest pay gaps for BIPOC women and femmes. We know that is a systemic thing, but what we can do on an individual level is learn how to negotiate, advocate, and ask for what we deserve.”
– NADIA DE ALA, REAL YOU LEADERSHIP

De Ala and Lumbang also taught attendees how to negotiate boundaries. “It is so important for us to be able to have the space to shine as leaders,” De Ala said. “We’re setting not just physical boundaries, but on our time and intellectual property. If somebody tries to steal your ideas in meetings, how do you stand up for yourself or ask allies to help you?”

Executive-Level Networking
In November, Women In Product gathered a small group of women product executives for a networking dinner – the first in-person Women In Product-hosted event since the COVID-19 pandemic began. Attendees included women CPOs, CEOs, and VPs of Product, and each was able to grow their network of executive-level connections.

“The most valuable part of this dinner was the ability to meet other senior women leaders in a small setting and get to know each other and talk about the challenges. More of that, please.”
– ALEX LEVICH, PRODUCT LEAD, GOOGLE ADS
Restoring Ourselves & Rediscovering Our Love of Product at #22WIP

The Women In Product Conference 2022 was the third held virtually. We gathered a diverse group of experienced product managers to deepen their knowledge, explore opportunities, and network with peers.

As they nurtured connection with each other, community members restored themselves and rediscovered why they love product management. Speakers gained credibility and confidence as they shared their experiences and knowledge with attendees. And the team of rock-star volunteers said they appreciated the behind-the-scenes look at the event and the access they had to network and learn.

“The community of women is just so supportive and kind,” said one conference attendee. “I’ve never seen that anywhere else.”

2,670
ATTENDEES AT THE 2022 VIRTUAL WOMEN IN PRODUCT CONFERENCE

59%
ATTENDEES IDENTIFIED AS WOMEN OF COLOR
47%
ATTENDEES HAD 5+ YEARS OF PRODUCT SPECIFIC EXPERIENCE
72%
ATTENDEES HELD MID-CAREER TITLES OR HIGHER*

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

ATTENDEE NPS SCORE 61
Shows they enjoyed and got value from the conference.

83 speakers
FROM A POOL OF 500+ APPLICANTS

67.5%
Diversity OF SPEAKERS WERE WOMEN OF COLOR

1,245 RESUMES IN 2022 DATABASE
59% of resumes submitted by women product managers in mid-career or higher roles.

OVER 2 DAYS, AN AVERAGE OF
12.3 hours
SPENT ON THE PLATFORM — 4.3 HOURS MORE THAN STAGE CONTENT

2,038 networking meetings
#22WIP: The Community Responds

**Harveen Sethi**
@hsethi7

A huge thanks and round of applause to the @womenpm team for hosting and awesome #WomenInProduct conference. Amazing speakers and both relevant and inspiring presentations on various Product & Design topics by awesome, bold, and inspiring women in product! #WIP22

3:05 PM • May 11, 2022

**Laura Patch (she/her)**
@LauraPatch

Who else has already started a book list based on recommendations in sessions? I know have a Women Product shelf on my GoodReads. #22WIP

11:14 AM • May 10, 2022

**Yetunde Dada**
@yetudada • May 10, 2022

Well this has triggered tears of joy 😭 I'm so happy I could share learnings at #WIP22. Thank you @EdmanCeleste! You asked the best questions.

9:02 AM • May 10, 2022

**Kara Chiles**
@verykara

Introducing your talk introduced me to your thinking and not for the first time I thought, "why didn’t I know about her sooner?!" Love how @womenpm introduces me to great thinkers #22wip

10:07 AM • May 11, 2022

**Celeste Edman**
@EdmanCeleste • May 10, 2022

Listened to @yetudada today at #22WIP, and it was one of the best talks I’ve seen on Building a Product.

5:51 AM • May 10, 2022

**“This was a wonderful opportunity! If I had not received a scholarship ticket from Latinas in Tech, I would not have been able to afford this great opportunity, especially as we recover from the pandemic. Thank you for trying to make this great career event more inclusive.”**

- CONFERENCE ATTENDEE

**“This. Was. AMAZING. This is by far the best $250 my company has invested in me. I am heading back to my day job with a billion ideas and so much energy.”**

- CONFERENCE ATTENDEE

**“Volunteering at #22WIP filled my heart! Hearing the gratitude from the speakers for making them feel at ease and seeing/guiding the engagement of attendees is so fabulous. I love being able to contribute positively to the WIP community.”**

- CONFERENCE ATTENDEE
A First-Time Speaker’s Experience

Christine Yoon, Sr. Product Manager at Help Scout, was drawn to the event’s theme of “Restore & Rediscover.” She aligned deeply with the values the theme signaled.

She applied to speak on how to leverage the science and framework of mindful self-compassion to show up as stronger leaders in product management, and was proud to have her application accepted. “It was just awesome to see people resonating with what I was saying, and being embraced and seen,” she said.

“I really appreciate the platform and amplification Women In Product is giving, particularly to underrepresented folks,” Yoon said. “You could tell it was ingrained in how they think about the community and the event.”
Every Sponsor Makes A Difference for Our Community

Our 39 event sponsors supported the conference while finding great candidates for open product roles, and by seeing their existing product managers grow their skills and develop their networks.
Our Partners Invest in Gender Equity

Partner companies provide financial support that ensure our community events, programs, and advocacy work can continue all year long. In this way, they are creating more equitable opportunities for product managers both inside and outside their companies and helping remove barriers to success for women and non-binary folks in product.

Premier Partners

DISCOVER
Meta
Google
upwork

Recruiting Partners

AMEX
data.ai
First Republic Bank
instacart
Upstart
yahoo!

Partnership Yields A Positive Network Effect

Nupur Jain, Product Manager at Google, has worked at the company for eight years in part because of Google’s commitment to supporting women and helping them thrive in their careers. “Investing in DEI efforts, investing in Women In Product is very important to them,” she said. “There's always been a sense of encouragement.”

Jain said having specific support as a woman working in the product management field helps her not only at the company, but also gets paid forward when she and her team members bring the Google spirit to external events. They’re encouraged to connect with other product managers from outside Google around common experiences they’re having on the job.

“When Google inspires so many people internally, it has a positive network effect externally. That investment has huge dividends.”

— NUPUR JAIN, PRODUCT MANAGER, GOOGLE
Women In Product is a welcoming community where women and non-binary folks in product are inspired, connected, and celebrated.

In 2016, a group of women product managers founded Women In Product and hosted their inaugural conference, an opportunity for 300 women to come together to share their stories and see that, even if they were one of the only women in product at their workplaces, they belonged to a warm, welcoming community. At Women In Product conferences and events, they learn skills, network, and support and advocate for each other and more diverse workplaces.

Today, Women In Product’s community numbers more than 30,000, with 27 chapters worldwide and more than 125 events held annually. The annual conference hosts approximately 3,000 attendees, and our community gathers on- and offline to build strong networks that help them thrive in their product management careers.

Since our founding, community has been at the heart of our work.

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

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