

Women of Search

Atita Arora & Prefixbox

21 September 2023

About me



Started 2008



- Computer Applications
- Strategic Business Management



- Vector / Semantic Search
- Language analysis
- Information retrieval



Mom of 2 boys



Opensource



Loves to travel,
eat, cook



Atita Arora

Search Architect / Engineer /
Enthusiast for NLP, Vectors, ML & AI.



About Women of Search

- Group started in Mar 2021
 - A vibrant community dedicated to empowering & celebrating women in the world of search technologies (& related tech)
 - Provide a platform for networking, mentorship, and knowledge-sharing among women professionals.
 - Showcase, celebrate, brag about the achievements of women
 - Practice public speaking and groom your soft skills :)
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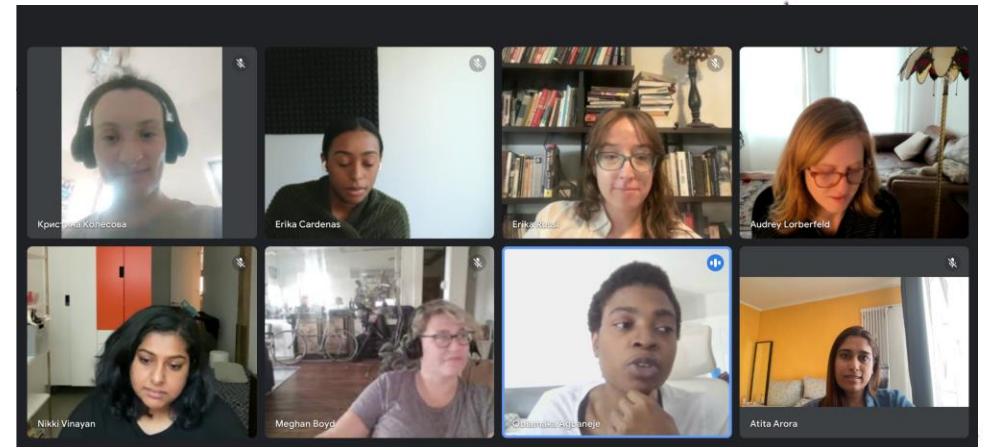
Group Updates





Updates

- **'Happy Hour'** continues ...
every **1st Wednesday of each month at 9 am PST.**
- Lots of interesting topics and discussions
- Share useful resources and experiences



Recap : Survey Results - 2022



12%

Feeling valued



36%

Interrupted



48%

No support group



40%

Freely state opinions



28%

Healthy work environment



16%

Feedback w/o personal connection



72%

Remote work



28%

No equal compensation



32%

Un-equal growth opportunity

Case Study - Women of Search 2023

- Collect Statistical data on Gender diversity
- Distinct Skills and contributions made by Women
- Impacts on :
 - Leadership and Decision making
 - Problem solving and creativity
 - Collaboration and Teamwork
 - Emotional intelligence and communication
 - Business Impact
- Overcoming biases and
- Strategies for building a supportive / inclusive workplace



Atita Arora (She/Her) · You

Search Architect / Engineer / Enthusiast for NLP, Vectors, ML & AI.

1mo · 🌐

I am thrilled to reach out to you with an opportunity to be part of a **#casestudy** focused to highlight and **#celebrate** the incredible **#journeys**, **#experiences**, and **#learnings** of **#Women** of **#search** & **#datascience** domain.

As we embark on this **#inspiring** project, I am eagerly looking forward to your valuable input and insights.

Your unique perspectives and expertise will contribute immensely to shaping this case study into a powerful resource that will resonate with the wider **#community**.

The case study will be shared across various platforms, including our LinkedIn group (<https://lnkd.in/eZ8upaSn>), and potentially the esteemed **OpenSource Connections** website, where we are fortunate to have strong support and recognition.

This offers a remarkable opportunity to showcase your expertise and contribute to the growth and visibility of our community.

I invite you to participate and generously share your remarkable learning **#experiences**, **#triumphs**, **#challenges**, and **#pearlsofwisdom**.

#Together, we can create an **#empowering** narrative that uplifts and inspires countless others in the **#Search** and **#Datascience** domain.

Your involvement is not only an opportunity to have your voice heard but also a chance to forge meaningful connections and expand your network within our community of exceptional **#women-of-search**.

Let's collaborate and create something truly **#remarkable**!

Please let me know if you are willing to participate, and I will provide you with further details and guidance on how to contribute.

Thank you for being an **#incredible** force in the **#world** of **#search** and **#datascience**. **#letsgrowtogether**



Women of Search

64 members

Case Study - Women of Search 2023

Expectation

- Collecting meaningful data to **build a solid foundation**
- **Lead by an example**
- Done highlighting problem -> **Solution Mode**
- **Identify ways and strategies** that are proven to work and **showcase results**
- **Benefit community/ies**

Reality

- **Anonymous rants** - no solid numbers
- **Negative and depressing** incidents
- Mind blocked with **problems**
- Ways and strategies that have **not worked**
- Community **stuck** in their branding (some even asked for \$\$\$!! :o)

Trailblazers of Inclusivity: Our Pillar of Support

- Special thanks to Prefixbox – our guiding light !! ★
- Invaluable support in inception, support and shaping this case study.
- Pioneers in valuing resources irrespective of gender
- Inspiring journey towards inclusive business success

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**Search is hard,
we make it easy**

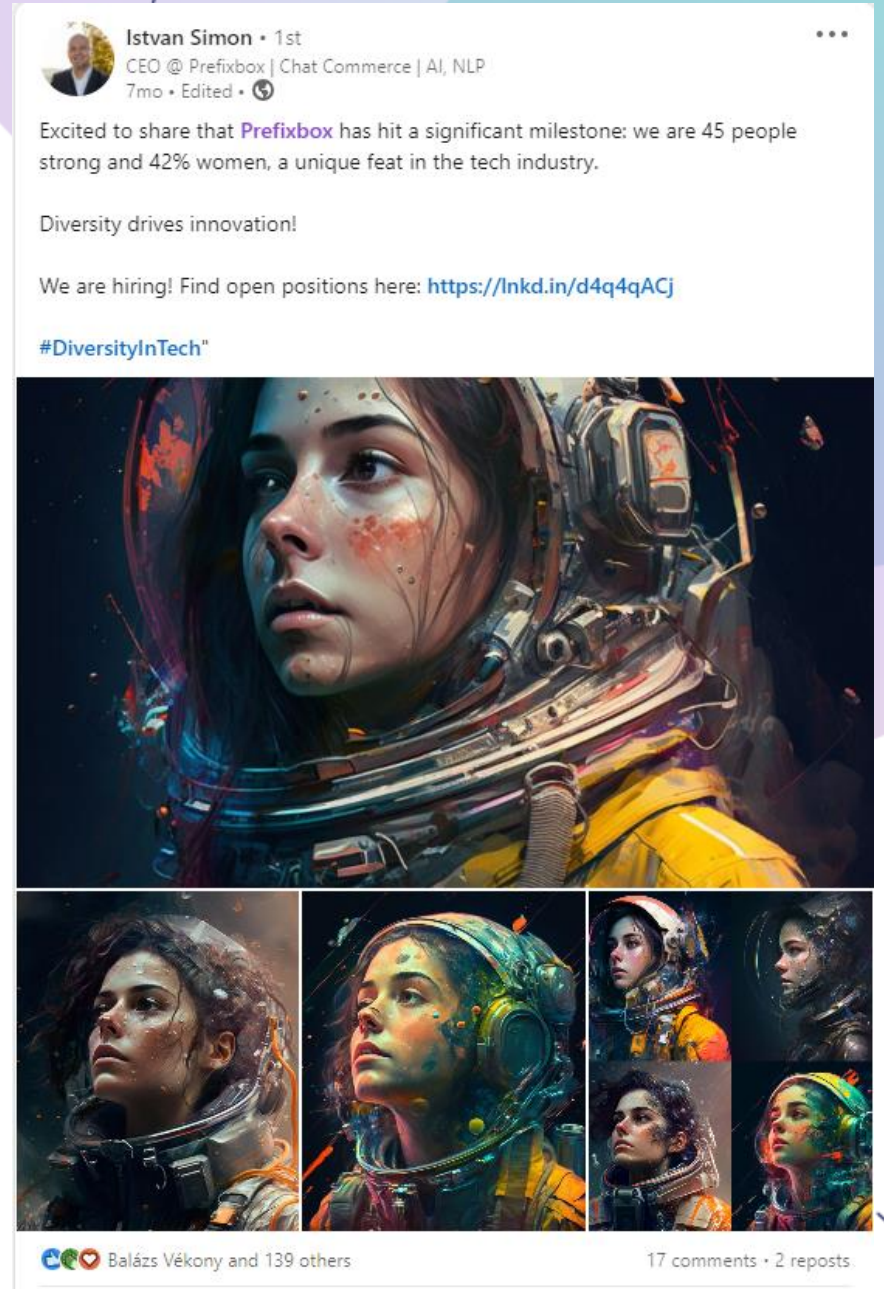
Istvan Simon
CEO

Paige Tyrrell
CMO



How we got here

- Istvan made a post on LinkedIn
- The post made its way to Atita, we started discussing what we're doing at Prefixbox
- It turned out we're doing a good job at creating a diverse workforce
- We felt like we were an egalitarian company
 - We hire the best people for the role
 - We don't have a formal diversity policy – we just treat everyone equally
- But we never explicitly looked into any data until we met Atita





2014





2017



2019

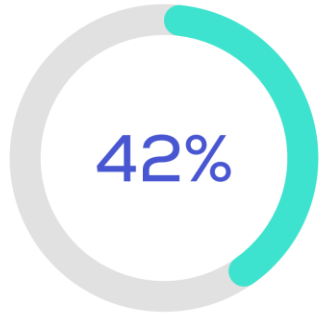
2023



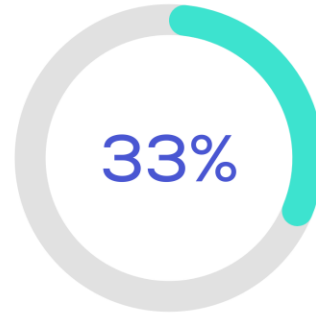
Employee diversity

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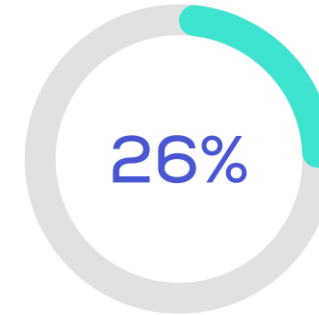
Diversity of women



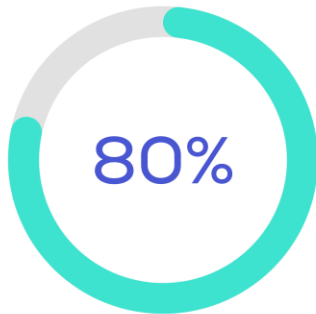
19/45 of Prefixbox employees are women



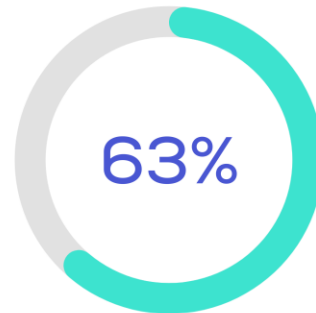
2/6 of Leadership



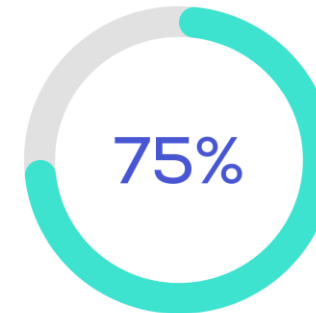
7/27 women in Engineering team (Dev, UX, QA)



4/5 women in Customer Success team

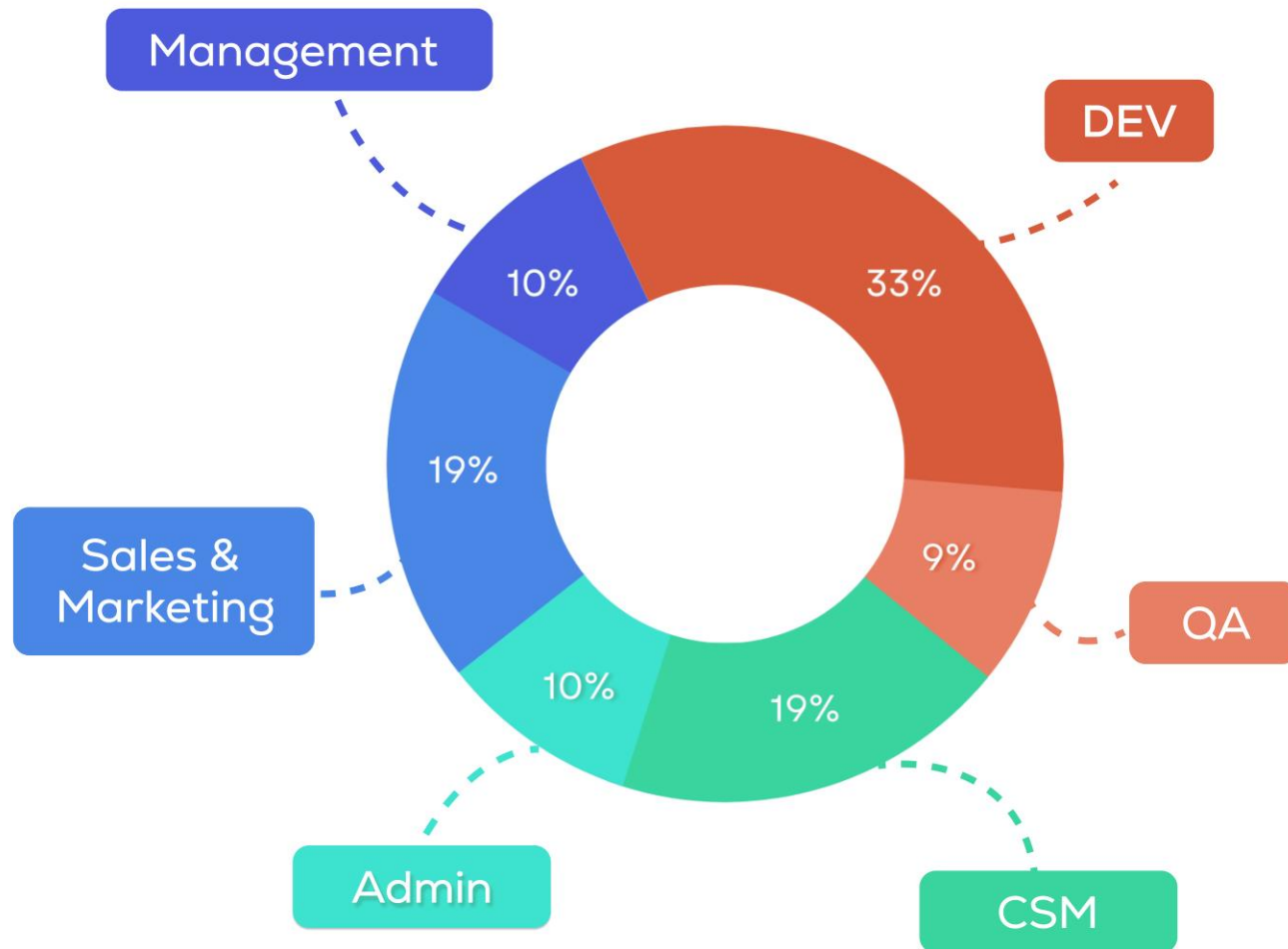


5/8 women in Business teams (Sales, Marketing)



3/4 women in Admin teams (HR, Finance)

What teams the women are on



Diversity of experience

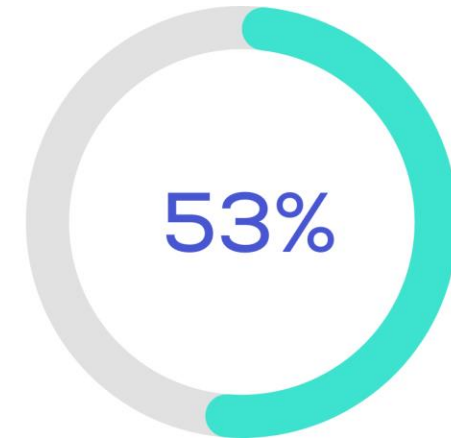
There are 45 employees of Prefixbox



20 people had their first job in tech at Prefixbox



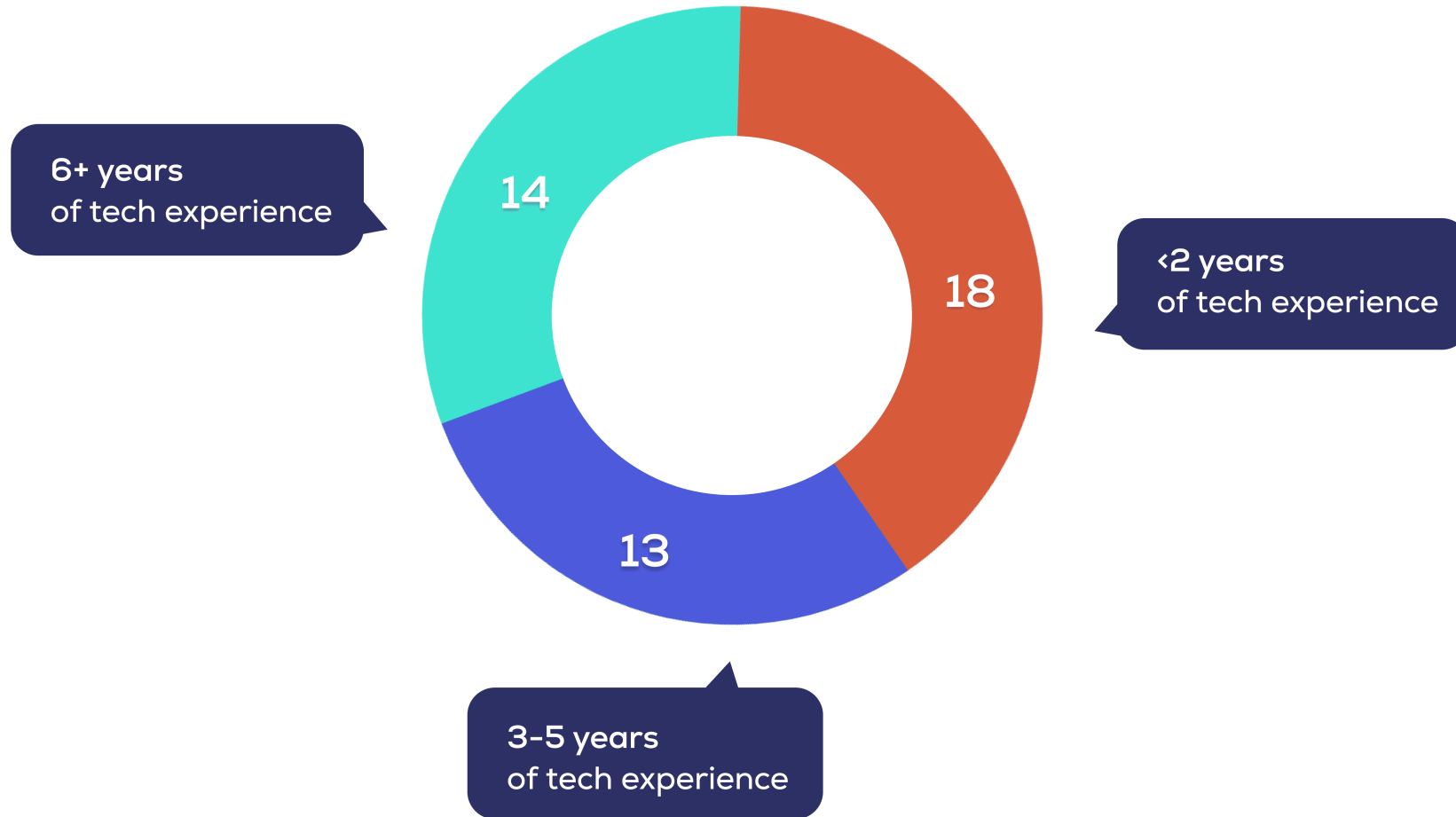
10 out of the 20 were women (50%)



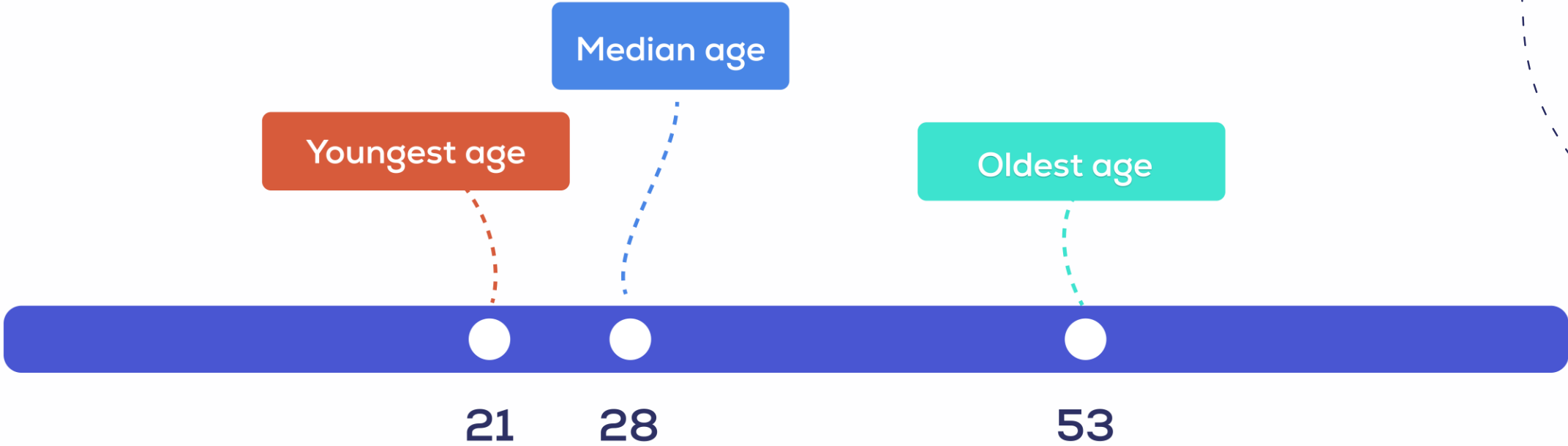
For 10/19 women at Prefixbox, this is their first job in tech.



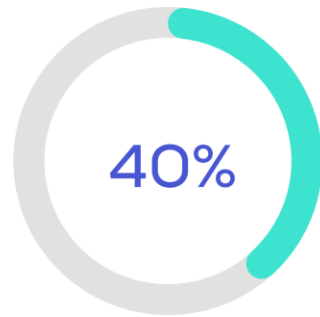
Distribution of experience levels



Diversity of age



Diversity of nationality



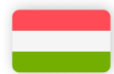
18/45 of people were not born in Hungary



Languages we speak:



English



Hungarian



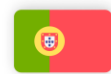
Romanian



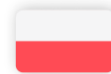
German



Spanish



Portuguese



Polish



Ukrainian

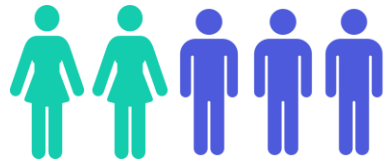


Russian

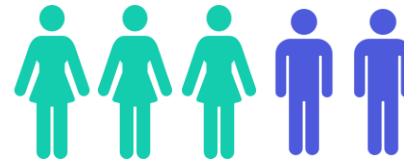
Contributions & recognition

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Engineering teams



Search Relevance team



CX team



Platform & Analytics team



Integration team



Chat Commerce team



Career progression



- **Example 1: moved from Technical Integration to CX engineering team**

- Starting from JavaScript Front-end development
- Moved to a team where she leveraged that, and added more competencies (.NET, more full-stack)



- **Example 2: working on Search Analytics for 2 years then moved to the Relevance team**

- Worked with databases and Big Data
- Moved to a team where she can do more .NET and Back-end development

Significant contributions of women in Prefixbox



- Prefixbox APIs
- Search Analytics
- Offline search relevance measurement
- Admin portal
- Technical documentation
- Website re-branding
- Customer presentations

Recognizing the People of Prefixbox (PoPs)



38%

10/26 of all awards were given to women



57%

4/7 Above & Beyond winners were women



32%

6/19 of the Helping Others were women

Women at Prefixbox

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WOMEN IN SEARCH



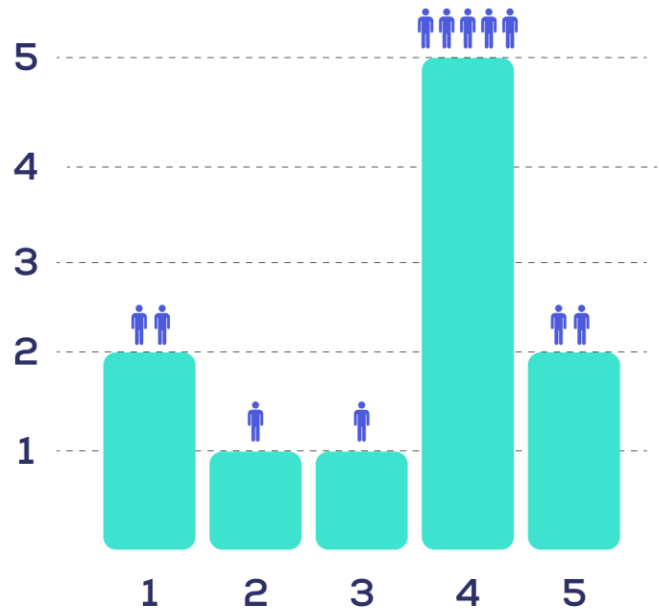
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Girl PoP stats

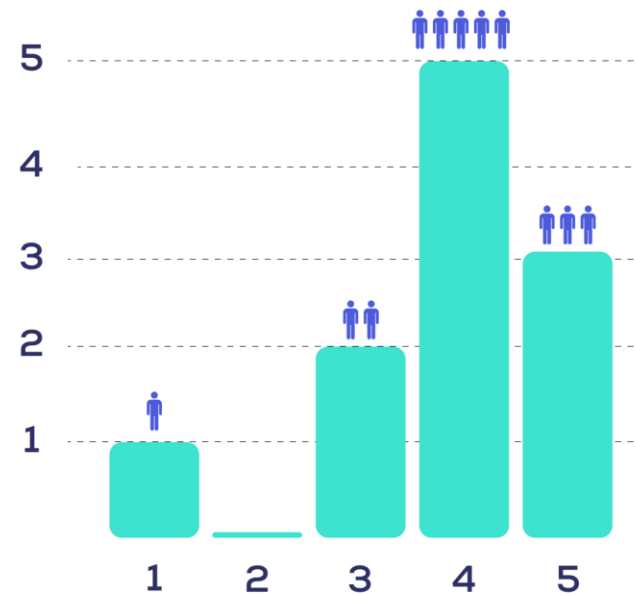


Survey carried out amongst all women, 11 responses were submitted

- **Question 1.** How much did the presence of other women at Prefixbox influence your decision to join the company?
 - Results:



- **Question 2.** How much did Prefixbox being an international team influence your decision to join?
 - Results:



What girls at Prefixbox turn to each other for



- "More personal topics because I feel I can be more open with a female colleague."
- "Constructive feedback, help with creative ideas, team spirit."
- "I lean on female colleagues for every non-business-related topic that needs empathy or common sense."
- "It would depend on the person's competence not their gender."
- "No difference. I turn to someone who is an expert on the subject and is able to help."
- "I would not define this by gender. For me, reliability, credibility and professionalism are more important. However, as a woman, it's very inspiring to see other women succeed in this profession."

Strategies for a supportive workplace

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Takeaways for businesses

- Start with the rule of 1
 - Do you have at least 1 woman on each team?
 - If you have 1, it's easier to get 2
- What diversity do you already have that you can build on?
 - Most likely you have some type of diversity
 - How can you leverage that during hiring and career progression?
- Broaden your talent pool
 - Don't only look for mid-level and senior candidates because you're limiting your pool of women
 - Provide career paths for juniors and those just starting out in tech



Takeaways for employees

- Be direct and upfront
 - If something upsets or offends you, speak up and give the person a chance to change
- Recognize your colleagues' achievements
- Offer help and support to junior colleagues



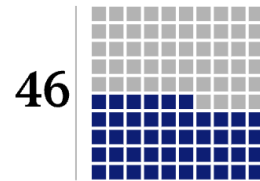
Representation of Women in different roles in Europe

Can we not improve these numbers ?

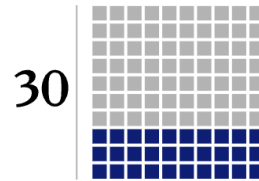
Across all European companies, women are least represented in DevOps and cloud roles.

Average women's share in tech roles, % (n = >1 million profiles)

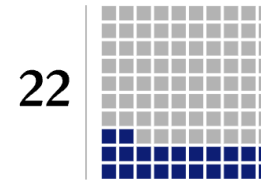
Product design and management
(eg, product manager, UI/UX designer)



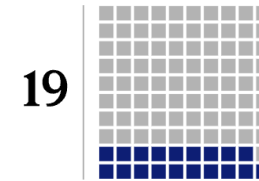
Data engineering, science, and analytics
(eg, data scientist, machine learning engineer)



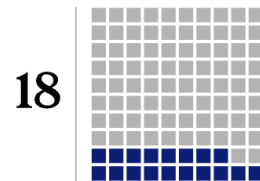
IT consulting
(eg, IT business consultant, solution engineer)



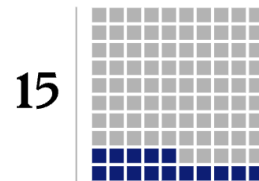
Software engineering and architecture
(eg, full-stack engineer, tech architect)



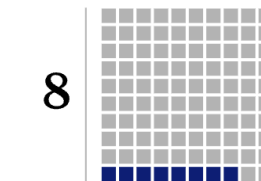
Core engineering
(eg, firmware engineer, automation engineer)



Compute and operations
(eg, systems engineer, incident manager)



DevOps and cloud
(eg, DevOps engineer, site reliability engineer, cloud engineer)



22%
Average women's share within **tech roles across all European companies**

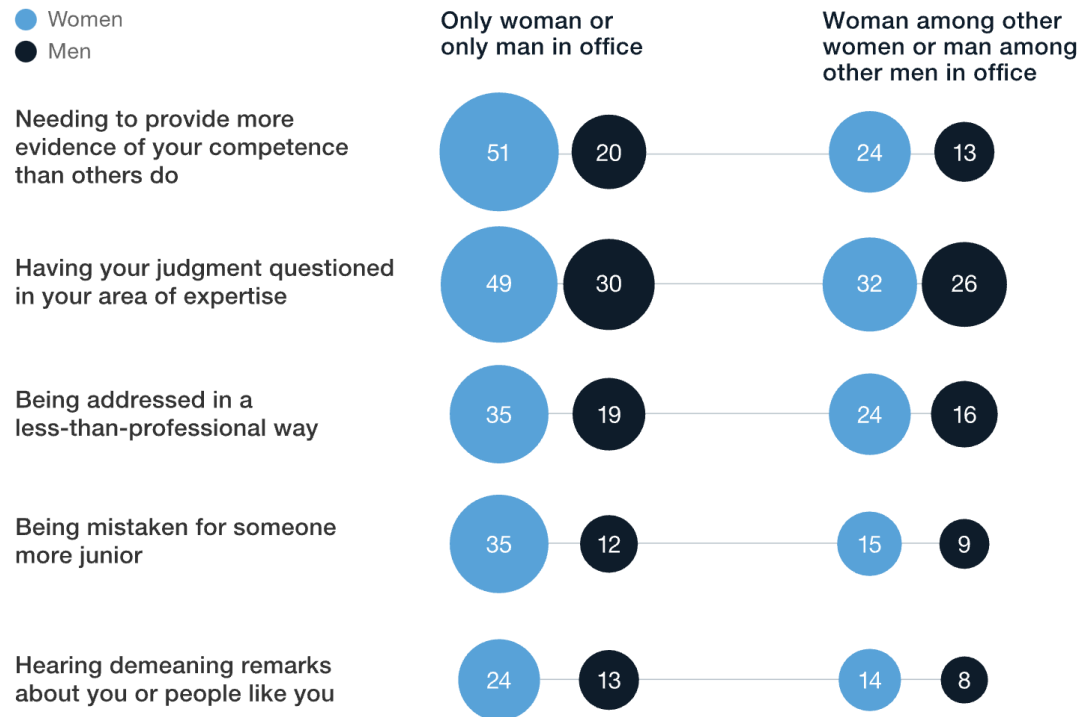
Source: McKinsey and Eightfold AI research on state of European tech, which draws on proprietary Eightfold AI data source of more than 1 million European tech workforce profiles, 2022.

One is the loneliest number

Let's Say No to 'Onliness!!

Women are more likely to experience discrimination in the workplace than men, but being the only woman is an even worse experience.

Employees who have experienced microaggressions during the normal course of business, %



Source: 2018 LeanIn.Org and McKinsey *Women in the Workplace* study

Where are we with Diverse Workforce?

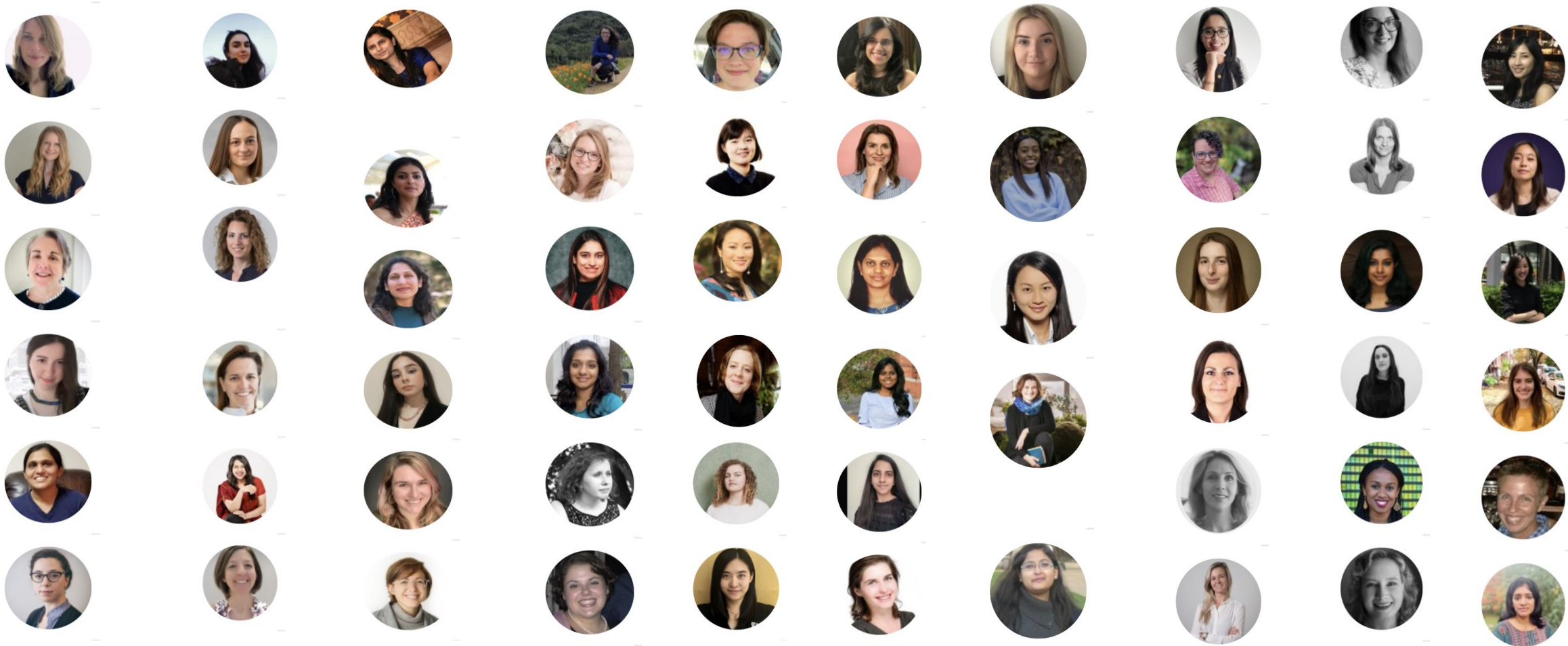
Data shows a **diverse workforce** is an **innovative workforce**; elevating women—especially those from marginalized and underrepresented communities—is a **business imperative**.

Yet we are still **131 years** away from reaching gender equality !!

Source : <https://www.linkedin.com/company/femalequotient>



Thank you !!!



In the realm of generative AI, women's voices echo softly,
but their impact resounds loudly!