



MEDIA KIT

Company Background
Leadership
Alumnae Profiles
Tip Sheet
Press Release



HACKBRIGHT
ACADEMY

The Engineering School for Women

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COMPANY BACKGROUND

THE BAY AREA'S LEADING SOFTWARE ENGINEERING SCHOOL FOR WOMEN

Based in San Francisco, Hackbright Academy's mission is to increase the representation of women in tech through education, mentorship and community. Hackbright was founded in 2012 to close the gender gap in engineering and technology, and since that time has reimagined engineering education. Alumnae are represented at companies including Eventbrite, SurveyMonkey, New Relic, GoDaddy, Amazon and Pinterest.

- **Founded in 2012** in San Francisco, 5-year anniversary in summer 2017
- **550+ Fellowship graduates; 100% women** and racially diverse student body
- **12 week, Immersive Fellowship Program** & 8 week, part-time Prep Program
- **71% of graduates full-time, in field job** relevant to skills learned
- **99% graduation rate; \$88k median starting salary¹**

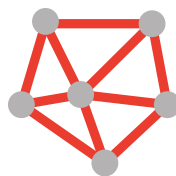
HACKBRIGHT IS INVESTED IN THE LIFELONG SUCCESS OF STUDENTS

Hackbright Academy is one of the only coding schools in the country with a program specialized in empowering women not only to land a job, but thrive as software engineers. An important part of the Hackbright experience is more than just learning to code in a classroom. The support of mentors, alumnae and top-notch instructors, along with the all-female composition of the school, means that Hackbright students get resources and skills that go well beyond graduation.



Welcoming Community

Learn to code with caring instructors, fun classmates, and supportive companies dedicated to encouraging more women to work in tech.



Powerful Network

Become part of a league of ladies disrupting the tech industry. Our growing alumnae network is dedicated to supporting one another.



Mentorship

Our team is comprised of passionate industry experts. Our mentors include engineers from Twitter, Google, Hipmunk and other startups.



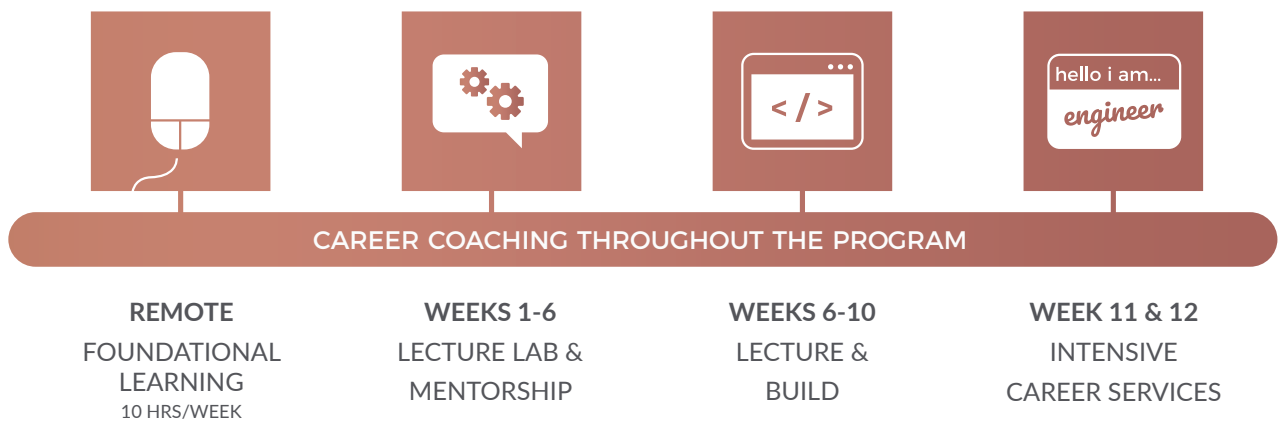
HACKBRIGHT
ACADEMY

The Engineering School for Women

COMPANY BACKGROUND (CONT.)

HACKBRIGHT IS BASED ON A NEW EDUCATION MODEL FOR ENGINEERING.

The academy offers a 12-week immersive software development program, based on a boot-camp model, where women learn the skills to become full-time software engineers. For those who are not quite ready for the fellowship program, the school offers a part-time, 8-week preparatory course, which is designed to prepare women for the fellowship.



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LEADERSHIP

Leading the Change

Hackbright's leadership team exemplifies the values of community, network and mentorship. They have dedicated their careers to encouraging more diversity in tech and bringing more women into the industry. Led by CEO Alice Hill, a former Silicon Valley executive with more than 20 years in the tech industry, the Hackbright team works hard to **#changetheratio** every day.



ALICE HILL
CEO

As Hackbright's CEO, Alice leads the academy in its mission to **#changetheratio** in tech. Formerly a senior executive at CNET, Slashdot, SourceForge, Dice and a past CTO at eBay Classifieds' Incubator Markets, she is both a technology innovator and a business leader who has worked extensively with well-known tech industry stalwarts. A graduate of Sarah Lawrence College and Oxford University, she has authored more than 500 published articles on technology and online media including commentaries in *The New York Times* and *Businessweek*.



MEGGIE MAHNKEN
Director of Fellowship Program

Formerly an internal tools software engineer, Meggie is now — happily — a classroom-dweller at Hackbright. Years ago, she soul-searchingly parted with studies in social cognition and feminist theory to become a software engineer. While not computing, Meggie enjoys modern dance, delis, and public speaking.



JESSICA EARLEY
Director of Part-Time Education

Jessica is originally from Calexico and found her passion for programming through her work teaching underserved populations how to code. Jessica received her BA in Sociology and Education with an emphasis on Applied Psychology from UCSB. She spent a decade working with nonprofits serving at-risk youth. When she's not working, Jessica loves spending time with her loved ones and pets, and collecting strawberry knick knacks.

LEADERSHIP

Leading the Change (Cont.)



DORI GRANT

Director of Admissions

Dori came to Hackbright from a Bay Area university where she recruited and ran admissions for their business school. She is dedicated to creating impactful change on behalf of Hackbright students by supporting their career goals and helping them become a part of the women-in-tech movement. When she is not at Hackbright, she can be found playing tennis or hiking the Oakland Hills.



STEFAN GOMEZ

Senior Director of Operations

Prior to joining Hackbright, Stefan worked as a compensation analyst at Advent Software and as a portfolio analyst at Saints Capital. He was also a member of Deloitte's San Francisco audit practice where he specialized in the financial services, pharmaceutical, and retail sectors. Stefan received BS degrees in Finance and Accounting from USF.



MONIQUE CHENIER

Director of Employment

Monique's passion is helping people identify their strengths, and motivating them to recognize their potential to accomplish great things. She has worked in education for more than 10 years, holding various roles in Human Resources. She holds an MA in Human Resources Management from St. Mary's University of Minnesota, and enjoys both volunteering and travel.

ALUMNAE PROFILES

Companies Value Hackbright Women

99%

GRADUATION RATE

Our graduation rate is a testament to our rigorous admissions process and customized program support for students.

\$88K

MEDIAN SALARY

Of 51 self-reporting graduates, the median first job salary is \$88,000 – one of the highest salaries among schools reporting through CIRR. Our program helps women command and receive compensation to match their talent.

71%

FULL-TIME, IN FIELD

Graduates have a full-time job relevant to the skills learned. +12% chose short-term contract, internships, or part-time work for a variety of reasons including opportunity, flexibility, etc.

Reporting Period: January – June 2016 | Total Graduates: 78



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ALUMNAE PROFILES

Companies Value Hackbright Women (Cont.)



KYLA FARRELL

Director of Sales &
Solutions Engineering
Twilio



GOWRI GREWAL

Engineering Manager
Lanetix



JULIE HOLLEK

Data Scientist Manager
Twitter



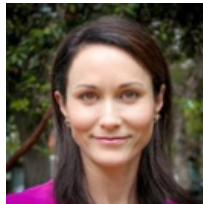
JASMINE TSAI

Engineering
Clover Health



BECCA BRUGGMAN

Architect
Optimizely Solutions



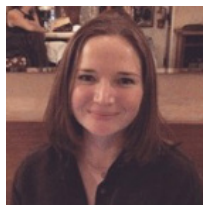
CARLY DACOSTA

Director of Operations
FaunaDB



LOUISE FOX

Tech Leader &
Software Engineer
SurveyMonkey



SARA GOTTLIEB

Engineering Manager
SurveyMonkey



MICHELLE SUN

CEO & Founder
First Code Academy



**HACKBRIGHT
ACADEMY**

The Engineering School for Women

ALUMNAE PROFILES

In Their Own Words (Cont.)

With more than 550 graduates since its founding in 2012, Hackbright Academy has changed the lives of countless women who have become software engineers at some of the most well-known and respected tech companies in the world. From startups to established tech leaders, Hackbright alumnae are out to [#changetheratio](#) one woman at a time.



MICKI BALDER

Software Engineer at Food52

Micki graduated from New York University with a BS in Media, Culture and Communications, and worked at various jobs in food service given her passion for cooking, but was frustrated by her job prospects. Former colleagues she worked with at a bakery ended up starting an engineering services company and brought her on staff. From that point forward, Micki was fascinated with coding.

"The goal was always to ultimately link food and tech together, but I had just assumed that that would be a ways down the road! When I saw the job opening on their site, I devoted virtually all of my mental resources to applying and networking for that particular position – it was the dream job after all, and 7-8 years earlier than I'd expected it ... Luckily, it worked out! I love my job, my team is an unbelievably supportive group of engineers, and I feel fulfilled by and am excited about the company I work for."



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ALUMNAE PROFILES

In Their Own Words (Cont.)



SARAH BINDMAN

Software Engineer at Spatial Development International

Sarah graduated from MIT with a BS in Urban Planning and minors in Economics and Applied International Studies. After graduating, she worked as an analyst and transportation planner, but was frustrated by her day-to-day work. She saw coding as an opportunity to grow her skills and bring more innovation to her career.

"What I love about my current job is that I get to combine a number of my passions including travel, international development, and coding. I recently returned from a trip to Nepal in which I met with local stakeholders to understand how SpatialDev can build tools to better help them use data and mapping. My current projects use Python, Javascript, Node, Angular, Pylons, SQL, Leaflet, and HTML/CSS. Yes, I have learned a ton since starting this new career!"



THERESA CAY

Software Engineer at Uber

After receiving a degree in Molecular & Cellular Biology from University of Illinois, Theresa was on the pre-med track to become a doctor. She began honing her analytical skills through numerous leadership roles, such as the Director of Production of TEDx for her college and volunteering with groups such as the Illini Emergency Medical Services. Soon, she fell in love with technology when she got a scholarship to attend a TEDMED conference and a NASA Social at Ames Research Center.

"I was so ecstatic when I received my offer from Uber and it was truly a dream come true. Words can't describe what a great opportunity it is to be a part of Uber's engineering. Entering the tech industry might be daunting, but transitioning from Hackbright to Uber's LadyEng made me feel supported and at home!"



HACKBRIGHT
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The Engineering School for Women

ALUMNAE PROFILES

In Their Own Words (Cont.)



STEPHANIE SIMON

Software Engineer at Earnest

A graduate of Scripps College with a BA in Political Psychology, Stephanie worked as a brand strategist after college and founded Murmur, an iOS mobile app for finding great restaurants with messaging. When her startup came to a close, she decided she wanted to start another company but this time with a better understanding of the programming process and to try her hand at building the MVP (minimum viable product) herself. Stephanie enrolled in Hackbright, and with a few classmates built ChiCa, a program that enables mothers in the developing world to create trusted childcare networks. The program won Uber's Global Impact & Scalability Award and was featured in Elle.

"I chose to work at Earnest because I believed in its mission to democratize access to capital – that FICO is not always the most accurate or fair measure of an applicant's fiscal responsibility. And I chose it for the kick-ass, kind and passionate people who work here! The organization's value on fostering a diverse and inclusive environment was very important to me too."



ALEXANDRA DOBKIN

Software Engineer at Bloomberg

Alexandra worked in finance after graduating from Northwestern University with a BA in Mathematical Methods in the Social Sciences, Economics and Anthropology. After a working in the field for a while, she realized that her favorite part of the job was building an Excel model to predict what the company should invest in. She knew that no matter how important her model was, it wouldn't result in a promotion that would let her do more of what she loved. She felt misaligned with her interests and skills, and came to Hackbright to start a new career in tech.

"I was ecstatic when I got my job offer from Bloomberg! I didn't just go to Hackbright to have an engaging academic experience. I went to change careers! And the fact that I was able to secure a full-time job as a software engineer shortly after completing the program further proved to me it was a great investment."



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ALUMNAE PROFILES

In Their Own Words (Cont.)

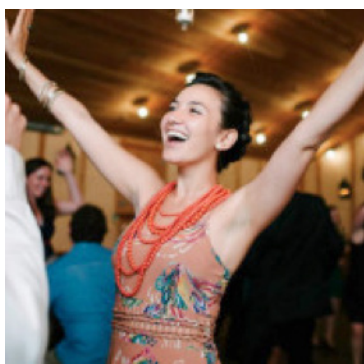


RACHELLE DUNN

Software Engineer at Splunk

Coming from a background with a BFA in Painting and Art led Rachelle to take a position in graphic arts as a visual designer. After her second week on the job, she was asked to take over the role of front-end developer. She taught herself everything from basic JavaScript to CSS, SASS, and PHP, which was both exciting and hard because she plateaued and started attempting to teach herself more complex programming concepts using online courses. There came a point where she realized she couldn't progress without having someone to help troubleshoot or ask questions or do code reviews.

"The best part of working at Splunk is the extremely fun company culture alongside the amazing work ethic and support from the team. For any one question I've had, there are at least three people willing to sit and take the time to help me understand. I couldn't have dreamed of a better place to end up after Hackbright!"



NICOLE ZUCKERMAN

Software Engineer at Clover Health

With a BA in Women's Studies and English Literature from Skidmore College, Nicole went on to get her master's in English from Liverpool University. She began her career out of college as a proofreader and eventually got promoted to program director over the course of a few years. The higher up in management she got, the further she got from the thing she loved most--books and reading! After years of dissatisfaction, she got tired for thinking she couldn't possibly make a change and decided to give it a try. That's when she enrolled at Hackbright, and took a step that she has never regretted. Only one month after graduating, Nicole started her first full-time job as a software engineer at Eventbrite.

"I went from a career that didn't fulfill me, that stressed me out, and that had no chance of paying me well, to one where I feel like I'm always learning, problem-solving, and supported with all kinds of great perks!"



HACKBRIGHT
ACADEMY

The Engineering School for Women

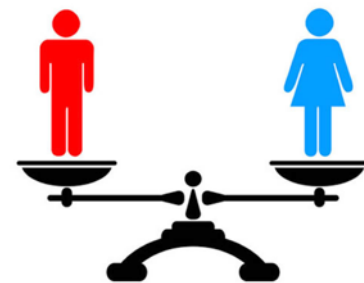
TIP SHEET

Facts and Figures

Hackbright Academy, as the leading engineering school for women, is taking on embedded cultural biases and influences. At a time when gender diversity issues in the tech community are rife, our mission to #changetheratio couldn't be more important. Shifting the balance toward more inclusion and diversity starts with understanding the issues.

THE GENDER GAP

When it comes to software programming, male and female students perform equally well. While women earn 57% of all college degrees, they earn only 14-18% of Computer Science degrees. It's no wonder that men outnumber women in engineering and STEM professions, with women making up half of the total U.S. college-educated workforce, but only 29% of the science and engineering workforce.



Hackbright was founded with the single-minded purpose to help women to pursue successful careers in tech. Whether they're just starting their careers or making a change from another field, Hackbright gives them the right tools, knowledge and experience toward engineering jobs. Hackbright is also spinning up a new ecosystem of female tech leaders and talent so they can live their dreams in a new world where women engineers thrive.

'BROGRAMMING' CULTURE

"Brogrammer" culture, the boys' club approach to the tech workplace that is a barrier to entry for women based on sex and image rather than ability, has become prevalent in both engineering classrooms and startups. As recent controversies in the Valley show, women programmers often deal with sexism and harassment from their peers. Geek Feminism even maintains a timeline going back all the way to 1963 of incidents of workplace discrimination in the tech community.

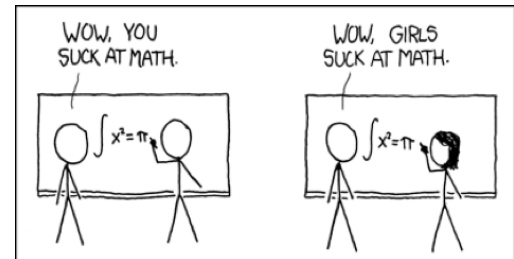
Hackbright is crashing brogramming culture by helping women learn in a focused environment, build skills and confidence to go head-to-head with the boys' club, and find powerful female role models who have made it to the top in a traditionally male domain.

TIP SHEET

Facts and Figures (Cont.)

STEREOTYPES THREAT

The psychological stress of a negative stereotype, called 'stereotype threat' by psychologists, can affect the confidence of women and damage their performance. In a [study](#) of women's performance on math tests, researchers found that women who were told they were being tested for gender differences did significantly worse than those who weren't aware of the gender comparison. Only [one out of four](#) girls aged 8 to 12 say they know anything about engineering, and rest say it's "too difficult" and "more for boys".



Hackbright is about breaking down the social stigma by providing a community when women learn to code with caring instructors, fun classmates, and supportive companies dedicated to encouraging more women to pursue tech careers. At Hackbright, women learn not just how to code, but to eliminate a lifetime of social conditioning.

IMPOSTOR SYNDROME

There is a well-documented phenomenon in which successful people, especially talented women in fields dominated by men, admit to feeling like frauds. Sheryl Sandberg refers to a speech on impostor syndrome given by the research scientist Peggy McIntosh that changed her life. "I believe that had I not heard that [speech](#), I would not have the job that I have," she said. This explains why women often [don't feel qualified](#) for jobs unless they meet 100% of the listed requirements.



Hackbright believes that when women don't act, they hold themselves back. When they do take action in their career and education, they do as well as men and even better. That's why Hackbright Academy is as much about teaching programming skills as it is about instilling confidence so women can get their 'geek' on and believe that they, too, deserve a place at the table.

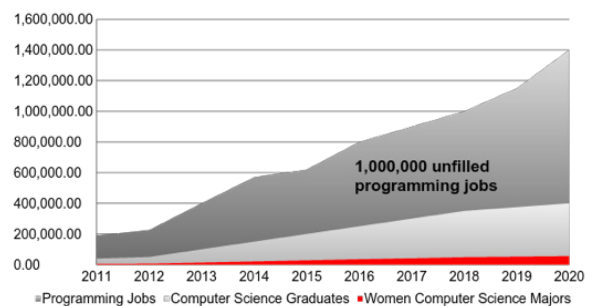
TIP SHEET

Facts and Figures (Cont.)

THE SKILLS GAP

Research indicates that there will be nearly 1 million unfulfilled programming jobs by 2020, yet there will be a serious shortfall in the number of computer science graduates to fill them. Diverse engineering teams are not just important because they bring greater balance and perspective to projects, but it's just good business to bring women on board to fill the skills gap.

Non-traditional programs such as Hackbright, which bring more women into the field, are critical. Tech firms are looking to women to fill the ranks because of how difficult it is to find good, qualified applicants. There's a real shortage out there, and women are rising to the challenge. Hackbright Academy is solving this problem both for employers and for women themselves.



For Immediate Release
July 7, 2017 at 9:00 AM PST

ALICE HILL TAKES HELM AT HACKBRIGHT ACADEMY AS NEW CEO

*Tech Industry Leader Joins the Bay Area's Leading Women's Engineering School to
Accelerate Its Next Stage of Growth and Advance Gender Equity in Technology*

SAN FRANCISCO — July 7, 2017 — [Hackbright Academy](#), the Bay Area's leading engineering school exclusively for women, today announced that Alice Hill has been named its new chief executive officer. Formerly a senior executive at acclaimed Silicon Valley companies including CNET, Slashdot, SourceForge, Dice, and eBay, she assumes her position as Hackbright continues to build and foster an exceptional experience for students, alumnae and hiring partners alike. Over the last two decades, Hill has been a leader in global innovation for the tech industry, and brings extensive board-level and governance expertise.

Hackbright works to increase the number of role models for women in tech, and Hill understands what it takes to blaze a path to the top in the male-dominated technology industry. This makes her uniquely capable of providing insight and direction for those who wish to pursue careers in technology. Having run large-scale engineering departments, and led globally recognized tech brands, Hill has the knowledge and experience to translate strategy into action and help prepare graduates to meet hiring partner needs. Her personal passion to change the ratio of women in tech is an ideal match as Hackbright looks to remove barriers for women to achieve successful careers in software engineering.

"I am passionate about developing future women leaders in the field of technology, and Hackbright is a rare place where women can grow and thrive in an empowering environment," said Hill. "At a time when the issue of diversity in tech has never been more crucial to our future, companies are ready for the tremendous opportunity that more women engineers represents. An all-women school amid too few options to learn and develop coding skills among other bright, ambitious women, Hackbright's culture stands out for its focus on the tools, guidance, and mentorship to achieve great things. Together we're changing the ratio one woman at a time."

Hill has extensive industry expertise with large scale web development, open source developer communities, online tech media, product development, and technology recruiting platforms. Notably, she previously served as CTO for eBay Classifieds' Incubator Markets and as head of eBay's quality assurance center in Shanghai, and is well known for her past leadership roles at outstanding tech companies including serving as VP/general manager for CNET Networks where she launched and ran many of CNET's flagship online businesses.



“As our search for a new CEO began, we considered the many qualities essential in Hackbright’s next leader. Alice Hill stood out as a visionary, an innovator, and a pragmatic problem solver who understands both the challenges and opportunities of connecting a skilled and ready workforce with hiring partners. We are proud to have her on board,” said Kevin Gilligan, chairman and CEO of Capella Education Company, the parent company of Hackbright Academy.

Hill’s past work also includes executive roles with Slashdot Media where she served as president, managing director at both Dice.com and at Maker Media, widely known as the publisher of MAKE Magazine and the producer of Maker Faire, and she headed up the IT and online operations for Young Presidents’ Organization (YPO). She was a founder of business advice start-up Bizmore.com, a subsidiary of Vistage International owned by Michael Milken, Thomson-Reuters and Larry Ellison.

Winner of multiple awards for design, usability, and innovation, Hill received her B.A. from Sarah Lawrence College and Oxford University, and is the author of more than 500 published articles on technology and online media, including technology commentaries for The New York Times, Businessweek, and dozens of other technology and business publications.

ABOUT HACKBRIGHT ACADEMY

Based in San Francisco, Hackbright Academy is the Bay Area’s leading engineering school for women. Its mission is to increase the representation of women in tech through education, mentorship and community. Hackbright’s fellowship is a 12-week immersive software development program where women learn the skills to become full-time software engineers. Hackbright alumnae are represented at companies including Eventbrite, SurveyMonkey, New Relic, GoDaddy, Amazon, and Pinterest. Hackbright is a wholly owned subsidiary of Capella Education Company (NASDAQ: CPLA).

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