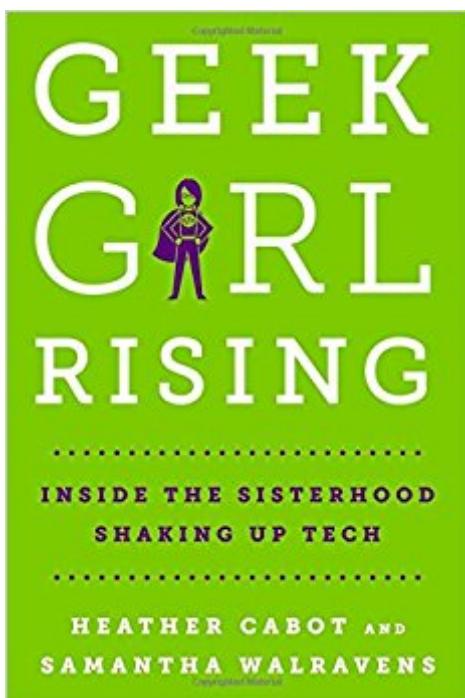


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Geek Girl Rising: Inside The Sisterhood Shaking Up Tech



Synopsis

Meet the women who haven't asked for permission from Silicon Valley to chase their dreams. They are going for it -- building the next generation of tech start-ups, investing in each other's ventures, crushing male hacker stereotypes and rallying women and girls everywhere to join the digital revolution. Geek Girl Rising isn't about the famous tech trailblazers you already know, like Sheryl Sandberg and Marissa Mayer. Instead, veteran journalists Heather Cabot and Samantha Walravens introduce readers to the fearless female entrepreneurs and technologists fighting at the grassroots level for an ownership stake in the revolution that's changing the way we live, work and connect to each other. Readers will meet Debbie Sterling, inventor of GoldieBlox, the first engineering toy for girls, which topples the notion that only boys can build. They'll get a peek inside YouTube sensation Michelle Phan's ipsy studios, where she is grooming the next generation of digital video stars while leading her own mega e-commerce beauty business. They will sit down with Tracy Chou, former lead software developer at Pinterest, whose public urging in 2013 helped push Silicon Valley tech giants to reveal the tiny number of women in their ranks, propelling the "women in tech" conversation to front pages. They will tour the headquarters of The Muse, the hottest career site for millennials and meet its intrepid CEO, Kathryn Minshew, who stared down sexism while raising millions of dollars to fund the company she co-founded. And they will journey around the country to meet a new crop of female investors, including Theresia Gouw and Kathryn Finney, who are infusing women-led tech start-ups with much needed capital. These women are the rebels proving that a female point of view matters in the age of technology and can rock big returns. At a time when women hold 26% of computing jobs in the U.S. and make up a tiny fraction of the entrepreneurs launching new tech companies, their stories shine a light on new role models who prove that in the fast-moving innovation economy, there is a place for anyone who has a big idea and the passion to build it.

Book Information

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Customer Reviews

"Change is finally coming to the tech world because Silicon Valley sisters are doing it for themselves. And Geek Girl Rising proves it. Essential and hopeful reading both for women - and men- who are working or want to work in the digital space. It's been an uphill battle for women in Palo Alto but, as Heather Cabot and Samantha Walravens meticulously report, their voices are starting to be heard and as the data shows, everybody benefits." - Joanna Coles, Chief Content Officer, Hearst magazines; Board member, Snap "Since it's the tech world that's building our future, it's vital women play a part and Geek Girl Rising is the roadmap for the next generation of women not just to get involved but to lead their own tech startups. The challenges are real, but Geek Girl Rising shows women how to rise to those challenges and overcome them. It's the rallying cry we need for a diverse, connected, and sustainable world." - Arianna Huffington, CEO Thrive Global "I don't know much about tech, but I do know that these pioneer women are pretty dope. Geek Girl Rising gives a much needed voice to the fearless women paving an important path in the tech world, while forming a lasting sisterhood along the way." - Kelly Ripa "Geek Girl Rising is an inspiring "who's who" in tech that is a must-read for anyone wondering how women are using the power of business, sheer grit, and a lot of heart to start, build and fund companies - companies that are driving innovation and changing the landscape of the tech industry." - Kristy Wallace, President, Ellevate Network

HEATHER CABOT is an award-winning journalist, adjunct professor at Columbia University Graduate School of Journalism, angel investor and contributor to Women@Forbes. She is a former ABC News correspondent and anchor of World News Now/World News This Morning. Cabot jumped into the digital revolution when she was hired to serve as the Web Life Editor for Yahoo! in 2007. During her tenure, she reported on how the Internet was transforming everyday lives as a regular guest on Today, GMA, CNN, MSNBC, Fox, nationally syndicated talk shows and dozens of local TV and radio stations across the U.S. and Canada. She advises several women-led startups and is a managing director of Golden Seeds and member of Pipeline Angels and Plum Alley. Cabot first started investigating the gender gap in tech as a researcher on the 1995 PBS documentary

“Minerva’s Machine: Women and Computing,” which profiled female tech pioneers, including U.S. Navy Rear Admiral Grace Hopper. Cabot resides in the New York City area with her husband, tween twins and their goldendoodle named Midnight. More at heathercabot.com. SAMANTHA WALRAVENS is an award-winning journalist, work-life expert and author/editor of the best-selling anthology, *TORN: True Stories of Kids, Career & the Conflict of Modern Motherhood*, lauded by the *New York Times* as a book "filled with the voices of women trying to solve an impossible equation, all doing the best they can" and hailed by the *Los Angeles Times* as "a welcome addition to the body of work of books about the work/life balance." Samantha writes for *Women@Forbes*, the *Huffington Post*, *Disney Interactive* and *Modern Mom*, and is a sought-after speaker on the topic of women, career and work-life success. She has spoken nationwide at organizations including Google, Goldman Sachs, UBS, Deloitte, Princeton University and the Society of Women Engineers, has been interviewed on *Today*, *Good Morning America* and *NPR*. Samantha began her career as a technology reporter for *PC World* magazine and led marketing communications for *Tumbleweed Software*, a Silicon Valley software security company. She is a member of *Pipeline Angels*, an angel network that invests in early-stage, women-led startups, and serves on the Alumni Schools Committee for Princeton University. Samantha resides in Marin County, California with her husband and four children. More at samanthawalravens.com. Join the digital revolution at geekgirlrising.com.

A fun read profiling trailblazing women and their different paths to participate and succeed in tech. Actionable lessons for all of us (women and men) in creating more inclusive, empowered and productive teams. This book will likely spark career interests among students and those in transition. It will also spur those of us in the industry to engage as mentors and continuously improve our organizations.

Wow! I never knew there were so many women starting technology companies across the country! This book delves deep into the personal and professional lives of women in Silicon Valley and other tech hubs (primarily in the US) who have started companies and found success in a primarily male startup world. I loved reading the "back stories" of founders like Sheila Marcelo (*Care.com*) and Michelle Phan (*ipsy*) who don't have tech backgrounds but started companies to solve a problem they were facing personally. An inspirational read for women and men alike!

This is a must read book! I am a female entrepreneur in this book to me is an eye opener!

Another great job by Samantha Parent Walravens, following up her debut: *Torn*. Hard work and determination is what will make anyone successful, against even the most desperate odds. In a culture where hard work is something to be avoided, GGR shows exactly what it takes to rise to the top of not just high-tech, but any endeavor.

Inspiring! We need more upbeat stories about women who are paving the way for our daughters in every industry. I look forward to the day that we no longer have to acknowledge a need for women to do so!

Pleased with Heather Cabot's intuitive explanations and research for women in the field of technology. A good read. Hope every young woman takes away a positive outlook for a future in this field.

I was so intrigued to read all the amazing stories in this book. I am a teacher at a STEM academy and cannot wait to share this book with my colleagues. The women in this book should be an inspiration to all of our students. I would love to find posters of women in the Tech field to hang up around our campus.

Fantastic! I loved reading about all the journeys, failures, re-callibrations, and success of the women who are taking the tech world by storm. The stories in *Geek Girl Rising* are an inspiration. A joy to read!

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