



JJ DiGeronimo

Technology Executive, Author, Keynote
Speaker, and STEM Advocate

Keynotes for Career Women

- Flourishing & Excelling in Male Dominated Cultures
- Creating New Levels of Influence & Impact from Your Current Position
- Building an Impactful Team of Sponsors
- Bundling Your Value & Enhancing Your Relevance
- Fostering Innovation with Diversity

Keynotes for Executives

- Creative Strategies to Find & Recruit Diverse Candidates
- How Talented Leaders Engage, Retain and Advance Diverse Employees
- Fostering a Culture of Innovation with Thought Diversity and Gender Differences
- Tailored Executive Sessions

Recent Keynotes and Events

Rockwell Automation - PWC Event, Toronto, Canada July 18, 2017
IEEE - [International Leadership Conference](#), San Jose, CA, May 22, 2017
University of Buffalo - 3rd Annual Women in STEM Summit, Buffalo, NY, April 5, 2017
Rockwell Automation - Partner Network Conference, Las Vegas, NV, Mar. 22, 2017
Info Sec Summit - Women in Tech, Columbus, Ohio, April 21, 2017
IBM - The Women of Watson Health at HIMSS17, Orlando, FL, Feb. 19, 2017
Karpinski Engineering - Corporate Book Club for Women, Dec. 14, 2016
IBM - [Watson Health Population Health Conference](#), Dallas, TX, Dec 6, 2016
GLG - Women in Tech, San Francisco, CA, Sept 28, 2016
Cisco - Girls Power Tech, April 28, 2016
Ohio University - Women in STEM, Advice for Developing Your Career, April 6, 2016
STEM Summit - STEM Keynote for STEM Teachers & Staff, March 16, 2016
Cisco - Women of Impact - Cleveland, March 10, 2016
GE & KeyBank - Professional Strategies for Impactful Leaders, Dec. 10, 2015
EMC - Leadership and Diversity, Developing Our Leaders for Tomorrow, Oct 6, 2015
Progressive Insurance - [Women in IT](#), May 21, 2015
Nestle - Thought Diversity with Gender Difference, May 15, 2015
STEM Conference - [Master of Ceremonies](#), April 16-18, 2015
WITI - [Cultivate Your Board for Career Advancement](#), April 14, 2015
IOT Innovation - Women Changing the World through Technology, March 14, 2015
AMAZON - Women in Tech - Attraction, Retention & Leadership, Feb 5, 2015
Clemson University - [2014 Empowering Girls STEM Symposium](#), Nov. 14, 2014
Lubrizol - Women Leadership Conference, Nov 5, 2014
Grace Hopper Conference - Experienced Women in Tech, Oct. 8th, 2014
Ingram Micro Inc. - [Women of Technology](#), July 31, 2014
[How to Attract and Retain Women in STEM Roles](#), July 29, 2014 San Diego, CA
RIT - [Women in Engineering WE Explore, Institute of Technology](#), July 18, 2014
KeyBank - Women in Technology & Operations, June 24, 2014
VMware - Women of Purpose, May 15, 2014 Austin, TX
Symantec - Virtual SWAN Sales Meeting, Nov. 25, 2013

TV, Video & Radio
[Videos](#)

[Testimonials](#)

[Radio/Podcasts](#)

[Articles & Publications](#)

[LinkedIn Profile](#)

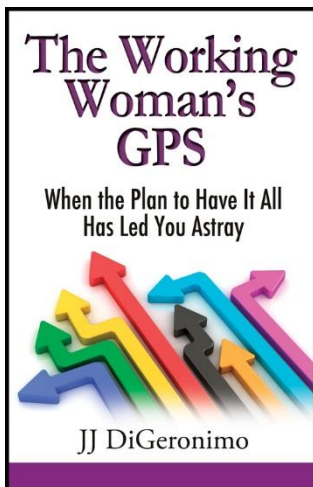
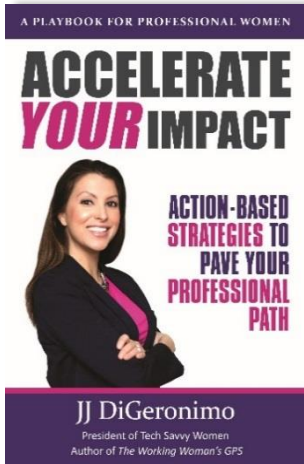
[Why Women in STEM](#)

[STEM Award Winners](#)

[What Do Women in STEM](#)
[Do, Series](#) (Career Examples)

JJ DiGeronimo

Technology Executive, Author, Keynote Speaker, and STEM Advocate



JJ DiGeronimo, president of Tech Savvy Women, is an executive strategist, author, and speaker that designs programs with organizations to attract, retain and advance professional women in technology and related fields. Through her keynotes and executive sessions, JJ shares effective leadership and inclusion strategies to retain and develop diverse talent. Her work is featured in *Forbes*, *Inc. Magazine*, and *The Wall Street Journal* along with many other publications.

Throughout her career, JJ has made a positive impact within the technology industry. Her accomplishments and contributions include the following:

- **Award Winning Diversity Book for Women**, Axiom - 2017
- **Top 100 Women Visionary Leaders to Watch in 2016**, Innov8tiv's - 2016
- **Jumpstart Board Member**, Accelerator for High Growth Companies - 2015
- **Strategic Advisor** for STEMPoweredKids, CoolTechGirls and Her Ideas in Motion – 2014
- **Initiated "What DO Women in STEM DO?" video channel** – 2013
- **Named to Top 25 People in Technology** by *Inside Business Cleveland*
- **Next Generation Indie Book Award** for "The Working Woman's GPS" – 2011
- **Co-creator of Diversity Corporate Initiative** Women on Purpose at **VMware**, to empower women in the technology industry and support career advancement– 2009
- **Launched Tech Savvy Women**, an experienced network of women in tech and STEM with over 2,500 members in three cities – 2008
- **Innovation Award** from the Small Business Network – 2005
- **Entrepreneur Magazine** featured her company, TechStudents, the largest database of technology graduates from 300 colleges and universities – 2004

JJ began her career designing computer infrastructures for *Fortune 500* companies after graduating with a computer information systems degree in 1995. She stays involved with emerging technologies, as she is a strategic advisor to venture capitalists (VC), investment teams and executives as it relates to routes-to-market and repeatable revenue streams.

With 20 years of experience in high-tech, JJ advanced from entry-level technology positions into leadership positions within Silicon Valley-based technology companies. Recently she completed eight years at VMware, where JJ focused on Datacenter Technologies: Cloud Computing, Virtualization and SDDC.

JJ is now a featured columnist for *Smart Business Magazine*, a regular guest on TV and radio shows and a preferred keynote speaker for many corporate events including Amazon, Ingram Micro, RIT, Sears Holding Company, Clemson University, NASA Glenn, Symantec, VMware, Grace Hopper, KeyBank, and EMC along with many other organizations.

JJ includes these experiences along with hours of research in her new award-winning book "[Accelerate Your Impact.](#)" This book complements her 2011 book, "The Working Woman's GPS." She also hosts regular videos for professional women on her YouTube Channel: [TechSavvyWomen.TV.](#)



Tech Savvy Women: Experienced Women in Tech, Creating a Competitive Advantage

Tech Savvy Women, LLC (TSW) is a firm that works to attract, retain, celebrate and promote experienced women in technology and related industries. Since its inception, Tech Savvy Women has hosted hundreds of events for professional women in technology.

Additionally, the company facilitates recruiting and retention sessions for executives and organizational leaders looking to interlock their diverse talent with business value.

TSW members share a wealth of knowledge, experience, and value with over 2,500 Women in Tech representing various industries and technical disciplines.

Award-Winning Playbook for Diversity

[Empowering Experienced Professional Women](#) to increase retention and impact at all levels

[Educating & Coaching Male Allies](#) to recruit, retain and advance diversity within leadership and boards

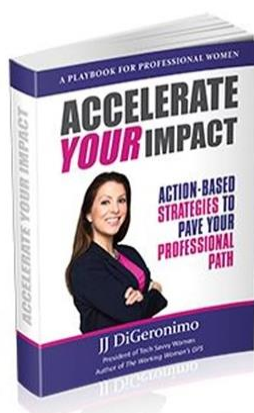
[Inspiring Girls](#) to share the opportunities in STEM to ensure a healthy pipeline for the future

Accelerate your impact:

September 24, 2016

by JJ DiGeronimo (Author)

★★★★★ 47 customer reviews



JJ DiGeronimo, president Tech Savvy Women

**Winner of 4
2017 Book Awards**

WINNER: Axiom Book Awards for Women in Business - Diversity Book Winner for 2017

WINNER: 11th Annual National Indie Excellence Awards (NIEA)

FINALIST: 2017 Eric Hoffer Book Awards

FINALIST: National Indie Excellence® Awards (NIEA)



Accelerate Your Impact outlines an actionable framework, based on research, to retain and advance diverse talent with a focus on professional women.

The book includes:

- Strategies for maneuvering the professional landscape to foster future opportunities
- Techniques to minimize or avoid common career pitfalls
- Approaches that identify and tap into career sponsors
- Tips for exploring and evaluating lateral moves
- Suggestions on how to select and participate on boards
- Insights on how to maneuver cultures while aligning with impactful work

Without a career playbook, many professionals experience common pitfalls and corporate cultures that derail their ambitions, despite their best efforts.

With more than 20 years of experience in the tech industry, DiGeronimo is no stranger to navigating the twists and turns of moving from entry level to leadership positions. She learned firsthand that securing that next position, a board seat, or starting a new product line often requires professionals to enhance their relevance, establish new career sponsors, and expand their networks.

This award winning book provides genuine examples to maximize their career opportunities with personal anecdotes, specific examples, and unique stories from those who have stumbled, fallen, and succeeded.