



# JJ DiGeronimo

## Keynote Speaker, Technology Executive, Author, and STEM Advocate

JJ DiGeronimo, president of Tech Savvy Women, is one of the most highly regarded speakers, authors and executive strategists 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* and *The Wall Street Journal* along with many other publications.

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.

She includes these experiences along with hours of leadership research in her book, "The Working Woman's GPS". She also contributed to the book, "The Confident Woman, Tapping Into Your Inner Power" and hosts regular videos on TechSavvyWomen.TV.

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

- **Jumpstart Board Member**, nonprofit 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 1,600 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



### 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 organizational leaders looking to interlock their diverse talent with business value.

TSW members share a wealth of knowledge, experience and value with over 2,000 Women in Tech representing various industries and technical disciplines.

For more information, please contact Jennifer Ellis at [Jennifer@TechSavvyWomen.net](mailto:Jennifer@TechSavvyWomen.net)