WOMEN LEADING TECH 2024 AWARDS

Presented By

ATLASSIAN

21.03.24 // SYDNEY TOWN HALL

CRITERIA DOC

2024 WLT CATEGORIES & CRITERIA

ENTRY DEADLINE: 11:59PM AEDT, THURSDAY 1 FEBRUARY, 2024

LATE ENTRY DEADLINE: 11:59PM AEDT, FRIDAY 9 FEBRUARY, 2024

PEOPLE'S CHOICE POLL LAUNCHES: TUESDAY 13TH FEBRUARY, 2024

JUDGING PERIOD: THURSDAY 16 FEBRUARY – MONDAY 4 MARCH, 2024

PEOPLE'S CHOICE POLL CLOSES: MONDAY 4 MARCH, 2024

SHORTLIST DATE: FRIDAY 8 MARCH, 2024

EARLY BIRD TICKETS END: WEDNESDAY 13 MARCH, 2024

EVENT DATE: 6:00-11:00PM, THURSDAY 21 MARCH 2024 – SYDNEY TOWN HALL

CRITERIA DOC

The Women Leading Tech Awards, presented by Atlassian is back for 2024! These awards are the first industry event that matters and, this year, they're bigger and better than ever. We have a brand new Customer Success category and a host of new partners and entrants.

The Women Leading Tech Awards celebrate the women who drive innovations, create change, smash glass ceilings and forge bold new paths for everyone to follow.

The Awards also recognise the contributions of everyone in the sector – from new faces with the Rising Star trophy to established leading lights with the Executive Leader and Woman of the Year trophies. The Awards also recognise those women who make an impact beyond their companies with the Champion of Change, Sustainability Crusader, Mentor and Social Impact Advocate.

As an initiative created to support gender parity and representation across the tech industry, the Women Leading Tech Awards are an event inclusive of non-binary and gender diverse members of the tech industry, as well as any individual identifying as a woman.

**ENTRY FEE:
ON TIME - $349.00 + GST AND LATE ENTRIES $449.00 + GST**

ADTECH

This award is open to any woman working in the adtech industry either client-side or agency-side. this award is open to women working on demand side platforms, supply side platforms, ad networks, app mediation partners data management platforms (dmps), consent management platforms (cmps), malvertising solutions, ad quality solutions, viewability measurement providers, brand safety providers, native ad solutions, publisher management platforms, revenue amplification platforms.

Submissions should include:

- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9, 2024, to their organisation, the tech profession, and the wider community. (500 words - 50 points)
- Indicate how the entrant has been advocating for a more inclusive culture and demonstrate the growth her leadership has created. (400 words – 30 points)
- At least one reference from either a team member, community leader, academic or client must be included with the entry. (300 words – 20 points)

ADVOCACY   SPONSORED BY   Four Seven Seven

This category is open to any technology company which has demonstrated a holistic and long-term commitment to the recruitment, development and retention of females in the business.

Submissions Should Include:

- Evidence of a well thought out and executed recruitment policy that demonstrates how specific programs and initiatives have benefited females in the company. (500 words – 30 points)
- Employers should provide two individual staff case studies of no more than 500 words each, from appropriate staff members detailing their own experiences at the company. One should be for a member of staff who joined during 2023, the other for a member of staff who joined in 2021 or earlier. (1000 words – 25 points each)
- Demonstrate a commitment to the development and retention of female talent. (300 words – 20 points).

BUSINESS SUPPORT

This category is opened to those women who play an effective role within the day to day management on behalf of the executives of their organisation, within the eligibility period of january 1, 2023 to february 9, 2024. roles including, but not limited to: executive assistants, personal assistants, office managers and business support coordinators.

Submissions should include:
- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9, 2024 to the advancement of women in the tech profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).
- Showcase at least one major project or initiative during the eligibility period in which the nominee played a key role. Demonstrate how their contribution has directly impacted on the success of the project/campaign. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)

CFO

With the Australian tech sector forecast to reach $250 billion Australian dollars by 2030, the importance of exemplary financial management has never been more important. This award is dedicated to the industry's all-important financial leaders. Any woman who has the CFO role at a tech company can enter.

Submissions should include:
- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9 2024, to their organisation, the tech profession, and the wider community. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either a team member, community leader, academic or client must be included with the entry (300 words – 20 points)

CHAMPION OF CHANGE

This Category Is Open To All Gender Senior Leaders In The Business Who Have Taken Action To Drive Widespread Change In The Workforce Within The Eligibility Period Of January 1, 2023 To February 9, 2024.

Submissions should include:

- An outline of the most significant contribution the entrant has made to the retention, progression, satisfaction or development of individuals or groups of females within their organisation and/or the profession (500 words – 40 points).
- A brief profile of the nominee, including significant achievements and accomplishments of note during their time with their organisation (500 words – 30 points).
- Two individual references of no more than 500 words each, from appropriate staff members detailing their own experiences with the nominee (1000 words – 15 points each).

NEW - CUSTOMER SUCCESS

This category is open to women who have made a significant contribution to the success of their clients' and customers' businesses. It is for those individuals who have demonstrated exceptional customer satisfaction, build strong client relationships, and driven business growth through their innovative approach.

The category is open to roles such as, but not limited to: Customer Success Manager (CSM), Customer Support Specialist, Account Manager, Renewals Specialist, Technical Account Manager, Customer Experience Manager, customer Success Analyst, Customer Relationship Manager, Client Services etc.

Submissions should include:

- A brief overview of what the nominee has achieved for the business in the eligibility period of January 1, 2023 to February 9, 2024, specifically the commercial results and retention they have contributed to and evidence of delivering results for customers and clients. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)

CYBER SECURITY

Open to women working in data security and risk management. strong cyber security has never been more essential to business' continued success with increasingly stringent regulations and tighter scrutiny. a strong cyber security policy needs to be foremost in any business' continuity plan.

Submissions should include:
- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9, 2024, to the cyber security discipline, and development of women within her organisation and/or the wider industry (500 words – 50 points).
- Outline the nominee's future ambitions (500 words – 30 points).
- At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points)

DATA SCIENCE   SPONSORED BY quantium

This category is open to women who are currently in roles such as, but not limited to: data scientist, data engineer, data architect, data analyst, database administrator, data modeller, BI, machine learning, big data engineer, and AI. Judges will look for characteristics and examples of curiosity, business understanding, passion, innovation, intuition and technical acumen.

Submissions Should Include:
- A brief overview of what the nominee has achieved for the business in the eligibility period of January 1, 2023 to February 9, 2024, to the tech profession and the wider community. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points).

DELIVERY

This category is open to women who currently work in a function within a technology business that supports the delivery of technology products/projects, such as, but not limited to: project manager, program manager, delivery manager, scrum master, agile coach, release train engineer, producer, traffic manager, change manager.

Judges will look for characteristics and examples of their efforts in and contribution to the successful delivery of a project, program or product, including characteristics such as the effective coordination and planning, effective client and stakeholder engagement, implementing improved ways of working, improving collaboration and communication, helping teams and organisations overcome product or project delivery risks or issues, creating the environment for teams to succeed and become high performing, and promoting a culture of continuous improvement, engagement and well-being within their organisation over the last 12 months.

Submissions should include:
- a brief overview of what the nominee has contributed in the eligibility period of january 1, 2023 to february 9, 2024, to their organisation, the tech profession, and the wider community. (500 words - 50 points)
- indicate how the entrant has been advocating for a more inclusive culture and demonstrate the growth her leadership has created. (400 words – 30 points)
- at least one reference from either a team member, community leader, academic or client must be included with the entry. (300 words – 20 points)

DESIGN

This category is open to women who are currently in roles such as, but not limited to: UX designer, IxD/interactive designer, service designer, UI designer, visual/ brand/comms designer, graphic designer, motion designer, art director, product designer, full stack designer, web designer, VR designer, AR designer.

Submissions Should Include:
- A brief overview of what the nominee has achieved for the business contributed in the eligibility period of January 1, 2023 to February 9, 2024, to the tech profession and the wider community. Points will be awarded to improved business results, user experience and/or innovation for the sector. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points).

EDUCATION/RESEARCH SPONSORED BY MONASH University

This category is open to women who are currently in roles such as lecturing, researching or teaching within a technology discipline at either high school, tertiary or post graduate levels. judges will look for characteristics and examples of curiosity, business understanding, passion, innovation, intuition and technical acumen. a special emphasis should be placed on how the nominee has made a future in technology more accessible to women.

Submissions should include:
- A brief overview of what the nominee has achieved for the school, university or other education provider and students in the eligibility period of January 1, 2023 to February 9, 2024. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points).

ENGINEERING

This category is open to women who are currently in roles such as, but not limited to: software engineer, full stack engineer, full stack developer, frontend engineer, frontend developer, backend engineer, backend developer, systems engineer, system automation engineer, qa engineer, design engineer, devops engineer and scrum master. judges will look for characteristics and examples of curiosity, business understanding, passion, innovation, intuition and technical acumen.

Submissions Should Include:
- A brief overview of what the nominee has achieved for the business and users/customers in the eligibility period of January 1, 2023 to February 9, 2024, to the tech profession and the wider community. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points).

ENTREPRENEUR/FOUNDER

This category is open to women who are leading a technology, digital or e-commerce start-up and have been in business for five years or less (as of february 9, 2024). entrants must be able to demonstrate exceptional innovation, growth and the creation of a business that has the potential to scale up and remain sustainable. judges will review the entrant's vision, innovation, risk optimisation, strategic perspective, passion, market knowledge and her ability to navigate a dynamic business environment.

Submissions should include:

- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9, 2024, to the tech profession and the wider community. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points).

EXECUTIVE LEADER SPONSORED BY ■ PubMatic

This category is open to women who are currently in c-suite level leadership roles within a technology business, such as, but not limited to: ceo, cio, cto, cmo, cro and coo. judges will look for exceptional leadership, a strong vision of the future, cohesion with company culture, outstanding management skills as well as growth and innovation within their organisation over the last 12 months.

Submissions Should Include:

- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9, 2024, to their organisation, the tech profession, and the wider community. Proven revenue and growth figures will aid your application – please note, these may be checked and clarified by our judging team. (500 words - 50 points)
- Indicate how the entrant has been advocating for a more inclusive culture and demonstrate the growth her leadership has created. (400 words – 30 points)
- At least one reference from either a team member, community leader, academic or client must be included with the entry. (300 words – 20 points).

FINTECH

The rapidly-maturing fintech sector is completely changing how the financial services industry operates. this award is open to any woman working in fintech, including lending, banking, payments, insurance and personal finance.
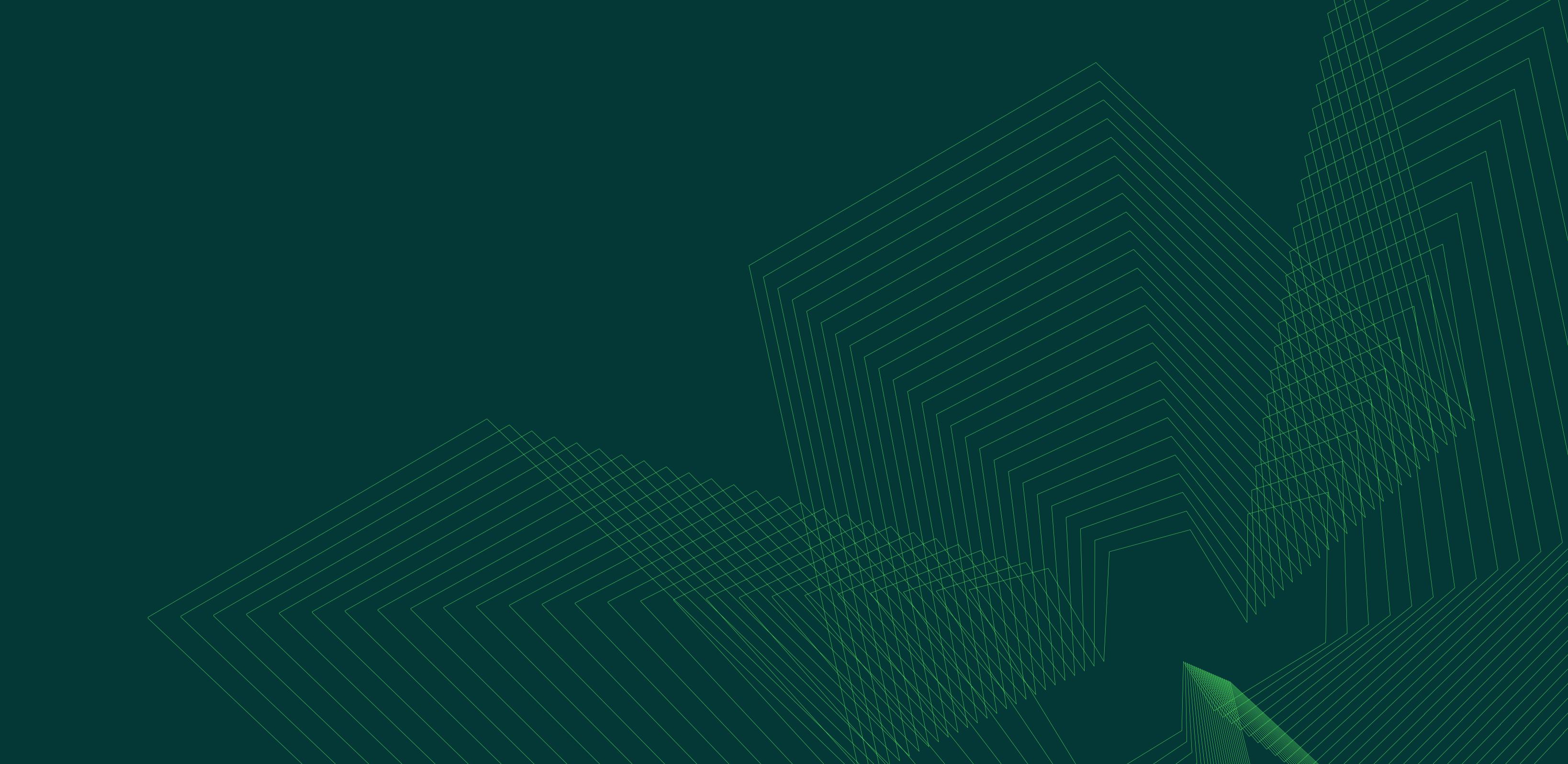
Submissions should include:
- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9, 2024, to their organisation, the tech profession, and the wider community. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either a team member, community leader, academic or client must be included with the entry (300 words – 20 points)

GLASS CEILING

The glass ceiling award is for women who have smashed the glass ceiling themselves or who have opened a crack so wide other women can proudly ascend above it. the winner of this award will be able to demonstrate how they have set the tone, led by example and then swept aside all barriers so others following didn't even notice a bump. those who subscribe to cindy gallop's infamous highlander syndrome (there can be only one) need not apply. judges will be looking for evidence of a stellar career as well as an inclusive attitude to share their success with others. (1000 words- 100 points).

INNOVATOR

This award is dedicated to the road less travelled. to the crazy ones doing things differently and making discoveries and advancements that impact us all. this award is open to women who have changed the game within the tech sector or indeed the broader community through the use of technology.

Submissions should include:
- A brief overview of what innovation the nominee has achieved in the eligibility period of January 1, 2023 to February 9, 2024, and the development of women within her organisation and/or the wider industry (500 words – 50 points).
- Outline the nominee's future ambitions (500 words – 30 points).
- At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points)

MARKETING

This category is open to women who are currently in roles within a technology business such as, but not limited to: cmo, head of marketing, head of brand, head of communications, marketing director, brand director, communications director, marketing manager, brand manager, communications manager, channel/partner marketing manager, product marketing manager.

Submissions should include:
- a brief overview of what the nominee has contributed in the eligibility period of january 1, 2023 to february 9, 2024, to the business, specifically how innovative marketing has contributed to business growth and improved commercial results. (500 words – 50 points)
- outline the nominee's future ambitions. (500 words – 30 points)
- at least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points).

MARTECH

This award is open to any woman working in the marketing automation industry either client-side or agency-side. this award is open to women involved in any number of the near-10,000 solutions in the exploding martech space. examples include, but are not limited to email optimisation, integrated marketing management, email service providers, marketing automation, seo platforms/tools, marketing modelling/attribution, customer relationship intelligence, content marketing platforms, social marketing management and so on.

Submissions should include:
- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9, 2024, to their organisation, the tech profession, and the wider community. (500 words - 50 points)
- Indicate how the entrant has been advocating for a more inclusive culture and demonstrate the growth her leadership has created. (400 words – 30 points)
- At least one reference from either a team member, community leader, academic or client must be included with the entry. (300 words – 20 points)

MENTOR   SPONSORED BY ◢◣ ATLASSIAN

The mentor award will celebrate a woman who, by means of advising, has helped other women progress in their careers, driving learning and development. the winner can be working and guiding others in any area within the tech industry. they will be recognised for actively helping attract more women into the technology sector and/or helping to promote women within the sector to more senior roles.

Submissions should include:
- An outline of the significant contribution the entrant has made, in the eligibility period of January 1, 2023 to February 9, 2024, to the retention, progression, satisfaction or development of individuals or groups of females within their organisation and/or the profession. (500 words – 40 points)
- A brief profile of the nominee, including significant achievements and accomplishments of note during their time with their organisation. (500 words – 30 points)
- Two individual references of no more than 300 words each, from appropriate staff members detailing their own experiences with the nominee. (600 words – 15 points each).

PEOPLE AND CULTURE

Open to individuals who have demonstrated excellence by creating and driving successful hr strategies promoting diversity and inclusion within their tech companies' employees.

Submissions Should Include:
- A brief overview of what the nominee has contributed to the equality cause in the eligibility period of January 1, 2023 to February 9, 2024, including contributing to the progression and development of women within her organisation and the wider industry. (500 words, 50 points).
- A brief profile of the nominee, including significant achievements and accomplishments of note during their time with their organisation. (500 words – 30 points).
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points).

PRODUCT

This category is open to women who are responsible for leading the success of a product within a technology company, such as, but not limited to: product director, product manager, product lead, head of product, vp of product and cpo. judges will review the entrant's innovation, strategic thinking, customer/user knowledge and ability to navigate multi-team collaboration.

Submissions should include:
- A brief overview of what the nominee has achieved for the business and its customers in the eligibility period of January 1, 2023 to February 9, 2024, to the tech profession and the wider community. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points).

PUBLIC RELATIONS

Open to women working in the tech sector in either an in-house communications or public relations role or similar as well as women working for external communications agencies that spend the majority of their working time with clients from the tech sector.

Submissions Should Include:
- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9, 2024, to the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).
- Showcase the nominee's major PR output during the judging period, highlighting at least one major project/client. Demonstrate how the nominee's idea has answered the client's brief; quality of execution, and; the effectiveness and success of this work against target (500 words – 30 points).
- At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points).

RISING STAR

The rising star category is open to any woman who is shifting paradigms, breaking new ground and smashing glass ceilings. these winners will go on to be the leading lights of the tech industry in the years to come.
open to entrants must be under the age of 30 as of 9 february 2024.

Submissions should include:
- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9, 2024, to the tech profession and the community, including contribution in the progression and development of women within her organisation and/or the wider industry (500 words – 50 points).
- Outline the nominee's future ambitions (500 words – 30 points).
- At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points)

SALES

This category is open to women who are currently in a commercial role within a technology business such as, but not limited to: sales director, account director, sales manager, business development manager, product sales manager, account manager, technical sales consultant, pre-sales consultant, pre-sales engineer, sales engineer, implementation sales consultant.

Submissions should include:
- A brief overview of what the nominee has achieved for the business in the eligibility period of January 1, 2023 to February 9, 2024, specifically the commercial results they have contributed to and evidence of delivering results for customers and clients. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)

SOCIAL IMPACT ADVOCATE

Nothing moves faster than technology and yet some of those working in this space still find the time to look after others. This award is open to women working in the tech sector who have used their position and skills to make a difference in the advancement of society or a meaningful contribution to help their fellow humans.

Submissions Should Include:
- a brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 To February 9, 2024, to society and the betterment of their fellow humans, and development of women within her organisation and/or the wider industry (500 words – 50 points).
- outline the nominee's future ambitions (500 words – 30 points).
- at least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points)

SUSTAINABILITY CRUSADER

None of us can live and thrive if we don't have a place to call home. This award is open to women working in the tech sector who have used their position and skills to make a difference in the preservation of this planet.

- A brief overview of what the nominee has contributed in the eligibility period of January 1, 2023 to February 9, 2024, to sustainability, and development of women within her organisation and/or the wider industry (500 words – 50 points).
- Outline the nominee's future ambitions (500 words – 30 points).
- At least one reference from either an employer, community leader, academic or client must be included with the entry (300 words – 20 points)

B&T PICKS

PEOPLE'S CHOICE
Via poll

LIFETIME ACHIEVEMENT
Chosen by B&T

WOMAN OF THE YEAR SPONSORED BY ▲ ATLASSIAN
Chosen by B&T