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# 2023 PRESS KIT



# CHANGING THE FACE OF TECH

## AT A GLANCE



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### WHO IS ADA DEVELOPERS ACADEMY?

Ada Developers Academy is a non-profit, tuition-free coding school for women and gender-expansive adults. Founded in 2013 to solve the tech pipeline issue and help create diverse teams, we focus on serving low-income Black, Latine, Indigenous, Pacific Islander, and LGBTQIA+ communities.

less than 25% of  
software developers  
are women.

3% of female  
software developers  
are Black

2% of software  
developers are  
Hispanic/Latine

ADA IS...

Solving the tech pipeline problem

Creating diverse and equitable teams

Getting power and money into the communities that have  
been historically disadvantaged



# KEY FACTS

## MISSION

Ada's mission is to transform the technology industry by preparing women and gender-expansive adults to become software developers, while training technology companies to be inclusive and equitable in their practices. We primarily serve the needs of Black, Latine, Indigenous Americans, Native Hawaiian & Pacific Islander, LGBTQIA+, and low-income people.



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ESTABLISHED IN

**2013**



JOB PLACEMENT RATE

**94%**



SALARY INCREASE

**193%**

## VISION

We envision the equitable distribution of power and capital for Black and brown women & gender expansive people through careers in tech.

### SNAPSHOT

Category	Nonprofit, technology, education
Headquarters	Seattle, Washington
CEO	Lauren Sato
Program Duration	11 months total <ul style="list-style-type: none"><li>• 6 month in classroom</li><li>• 5-month internship</li></ul>
Service Areas	Seattle, Washington Atlanta, Georgia Washington, DC (2023) Virtual Classroom
Cohorts per year	Two
Program Cost	FREE
Graduate Rate	97%
BIPOC Student	76%
Students Identifying as LGBTQIA+	46%
Sum of Salaries from Cohort 1-13	\$68 million



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FULL FACT SHEET](#)

## SELECT COMPANY PARTNERS

Google

amazon

Zillow

CONVOY

REDFIN

lyft

indeed

NORDSTROM

Microsoft

GoDaddy

Dropbox

Uber

# OUR HISTORY



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SHEET](#)

Elise Worthy partnered with Scott Case, who was frustrated at the difficulty of hiring a diverse group of software developers. Together they co-founded Ada Developers Academy in 2013 with the following key principles: the program would be tuition-free to attract and retain the highest potential students regardless of financial means; a six-month immersion curriculum that was far deeper than other "boot camp" programs to better prepare students for developer jobs; and integrating a five-month internship into the program to facilitate the transition into the workforce. They developed a program that would become unlike any coding academy to exist before it.



**2013**

## FOUNDING DATE

Scott Case partnered with Elise Worthy and developed a program focused on women and saving tech companies money under Tech Alliance. The program would become Ada Developers Academy with just 16 students

**2015**

Ada became a project of fiscal sponsor TSNE Mission Works. Major corporate partners began to back the program

**2016**

## A FOCUS ON COMMUNITIES WITH THE LEAST ACCESS

African Americans, Gender-Expansive people, Latine people, Indigenous American and Alaskan, Native Hawaiian and Pacific Islanders, trans people as well as low-income people became key focuses.



**2018**

## SUCCESS RATE & PROGRAM GREW

Ada serves 48 students per cohort with a 99% graduation rate" or "Ada serves nearly 100 women and gender-expansive folks a year with a 99% graduation rate



**2020**

**\$10 MILLION**

Ada awarded \$10 million Equality Can't Wait grant while reaching a **94%** job placement rate

## LEADERSHIP EVOLVED

New CEO brought on to grow the work, Lauren Sato.

**TODAY**





# KEY EXECUTIVES

## EXECUTIVE TEAM



**Lauren Sato**  
Chief Executive Officer



**Alexandra Holien**  
VP of Revenue and Strategy,  
Deputy Director



**Bethany Lindsey**  
VP of Education and  
Innovation



**Danielle Ishem**  
VP of Equity and Policy



**Charline Zavaleta**  
Chief of Staff



**Alina Brunner**  
VP of Finance

## KEY TEAM MEMBERS

### **Marketing & Communications**

Marissa Rowell  
Rakia Wells

### **Admissions**

Rachel Palfini  
Camilla Mejia

### **Development**

Kaya David  
Lauren Kastanas

### **Career Services/Internships**

Sylvia Artiga Monreal

### **Program Directors**

Tara Merriweather  
Emily Schifferling

### **Corporate Learning & Culture**

Christine Newman

### **PRIMARY POINTS OF CONTACT:**

#### **Dir. Business Development**

Gina Ruccione

#### **Dir. Admissions and Student Affairs**

Brenda Martinez

# SPOKESPERSONS

Ada's key executives available for media interviews



**Lauren Sato, CEO**

***“Our systemic inequities are being exacerbated. Doing something about it feels urgent to me”***

Lauren Sato (she/her/hers) is the Chief Executive Officer of Ada Developers Academy, a non-profit, entirely cost-free coding school for women and gender-expansive adults. Creating greater economic power and agency for BIPOC women and gender expansive folks means a better world for everybody – and that’s exactly what drives Lauren’s work at Ada.

Lauren is dedicated to creating market-driven solutions to our most intractable social problems. Prior to joining Ada in January 2020, Lauren spent 15 years working in startups, exploring talent development, social finance, user-generated content tech, and coworking. Lauren is thrilled to be leading Ada as it leverages the tech industry - the wealth engine of our time - to redistribute economic power and solve a massive gap in the tech talent market.

[Read Full bio](#) | [Download headshot](#)



**Alexandra Holien, Deputy Director**

***“In order to get these communities respect, we have to get money into their pockets”***

Taking chances and getting uncomfortable is how Alexandra Holien became the VP of Revenue & Strategy and Deputy Director of Ada Developers Academy. Her father imparted a “work hard” mindset onto Alex that she uses today to make an impact and break generational ideals. Now she is on a mission to make sure her hard work has impact!

Ada Developer’s Academy is dedicated to changing the face of tech. The non-profit is an entirely cost-free coding school for underrepresented communities. Alex works closely with the CEO and the Ada team to develop growth and impact strategies that improve the tech industry at large. Ada exists to provide a pathway to tech for folks historically denied access,

[Read Full bio](#) | [Download headshot](#)





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### Black Lives Matter

At our very core, Ada exists to create economic justice. We know that access to our country's highest paying jobs is, and has always been, primarily limited to white men. Here's what we are doing at Ada to combat racism in and through our work everyday.

### Resources for Students & Alum

To ensure our students have access to the critical support services they may need to navigate mental health, emotional trauma and learn the tools necessary to advocate for themselves and others during their tenure at Ada and ongoing careers, we have created several free programs available to current Adies and alum.

- Mental Health therapy program for all students
- Affinity group meet-ups
- Racial equity facilitation

### Black Adies Support Fund

We do the work to change our systems and power structures, we know that our Black community continues to experience acute and on-going trauma.

We have been offering individual and group therapy, affinity groups, digital happy hours, and somatic healing sessions, and we could use your help in ensuring that we are able to continue these offerings.



GeekWire

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Trending: Bellevue's boom: City's tech industry is poised to eat Seattle's lunch

### Ada Developers Academy going independent in hopes of expanding its tech diversity impact

BY KURT SCHLOSSER on November 24, 2020 at 8:42 am

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Ada Developers Academy graduates at a graduation event Jan. 7, 2019. (Jenny Crooks Photo)

Ada Developers Academy, the Seattle-based tuition-free software development boot camp for women and underrepresented sexual, gender and racial minorities, is spinning out from its parent organization and going independent.

The New York Times

### Philanthropists Award \$40 Million to Help Advance Gender Equity

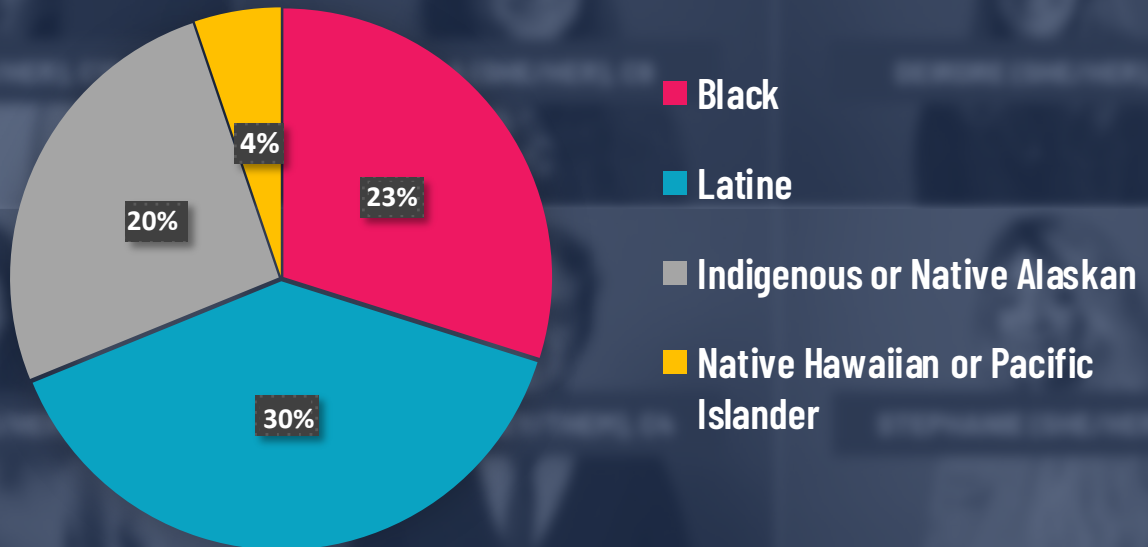
The Equality Can't Wait Challenge rewarded initiatives focused on individual empowerment and broad-scale policy change.

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# THE NUMBERS

## STUDENT DEMOGRAPHICS\*



96

STUDENTS

30

AVG AGE

74%

BIPOC

47%

LGBTQIA+

\*This data is collected from 2021 Cohort 16

## DIGITAL PRESENCE

### WEBSITE TRAFFIC

Website Visits **100k +**

Male Visitors **47.8%**

Female Visitors **52.2%**



**3.4K**

PAGE LIKES



**6.5K**

PAGE LIKES



**3.0K**

FOLLOWERS



**6.3K**

FOLLOWERS



# TESTIMONIALS

SAHANA (SHE/HER), C7

LAUREN (THEY/THEM), C4

STEPHANIE (SHE/HER), C11

Ada has developed a special formula for taking people with an interest in tech, and turning them into people who can contribute to a code base on day one.

**BRIDGET FREY**  
CHIEF TECHNOLOGY OFFICER, REDFIN

R

Not only have the employees that we have hired through Ada internships continued to grow in their careers, given the strong foundation they started with, but they have all been strong carriers of our core values.

**REBEKAH BASTIAN VP OF COMMUNITY & CULTURE, ZILLOW**



I was given an opportunity for training and a career that I would have never gotten without Ada Dev Academy. The program rewards grit and determination, and the Ada community fosters an environment of support and empathy that contributes to the success of all of their students. I encourage everyone who is eligible to be brave and apply.

**KAT COHORT 10**  
**PERREIRA (SHE/HER)**

Diversity and Inclusion in the workplace is a top priority for Skytap. We know we still have a long way to go, but also recognize, we would not be where we are today without Ada. We have learned a great deal on the importance of having diverse talent and perspectives and inclusion in the workplace at all levels. Our organization absolutely reaps the rewards by having more diversity in thought as we build a great product for our customers.

**JILL DOMANICO**  
CHIEF PEOPLE OFFICER - SKYTAP, ADA  
ADVISORY BOARD MEMBER, EMERITUS

It takes creativity to be a software engineer, it takes problem solving, it takes tenacity, communication skills...so having a really diverse team is incredibly beneficial.

**LAUREN (THEY/THEM)**  
COHORT 4

Ada has fostered the kind of community where the challenges posed by its rigorous nature are surmountable with the expansive and active support network of Adies and staff members.

**STEPHANIE MARCHANTE (SHE/HER)**  
COHORT 11

# TOOLBOX

## DOWNLOADS

- ⬇ [All assets](#)
- ⬇ [Full Fact Sheet.pdf](#)
- ⬇ [Company history.pdf](#)
- ⬇ [Logos.zip](#)
- ⬇ [CEO: Lauren Sato Bio](#)
- ⬇ [CEO: Lauren Sato Headshot](#)
- ⬇ [VP: Alexandra Holien Bio](#)
- ⬇ [VP: Alexandra Holien Headshot](#)

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