



**GoDaddy®**

# **GDWIT – How we built it up and inspire our customers**

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# Who is GoDaddy?

- Customer target group: SMB
- More than 18 million customers worldwide
- Partner for anyone with an idea to get online with a professional website
- More than 7,000 employees with locations worldwide (USA, EMEA etc.)







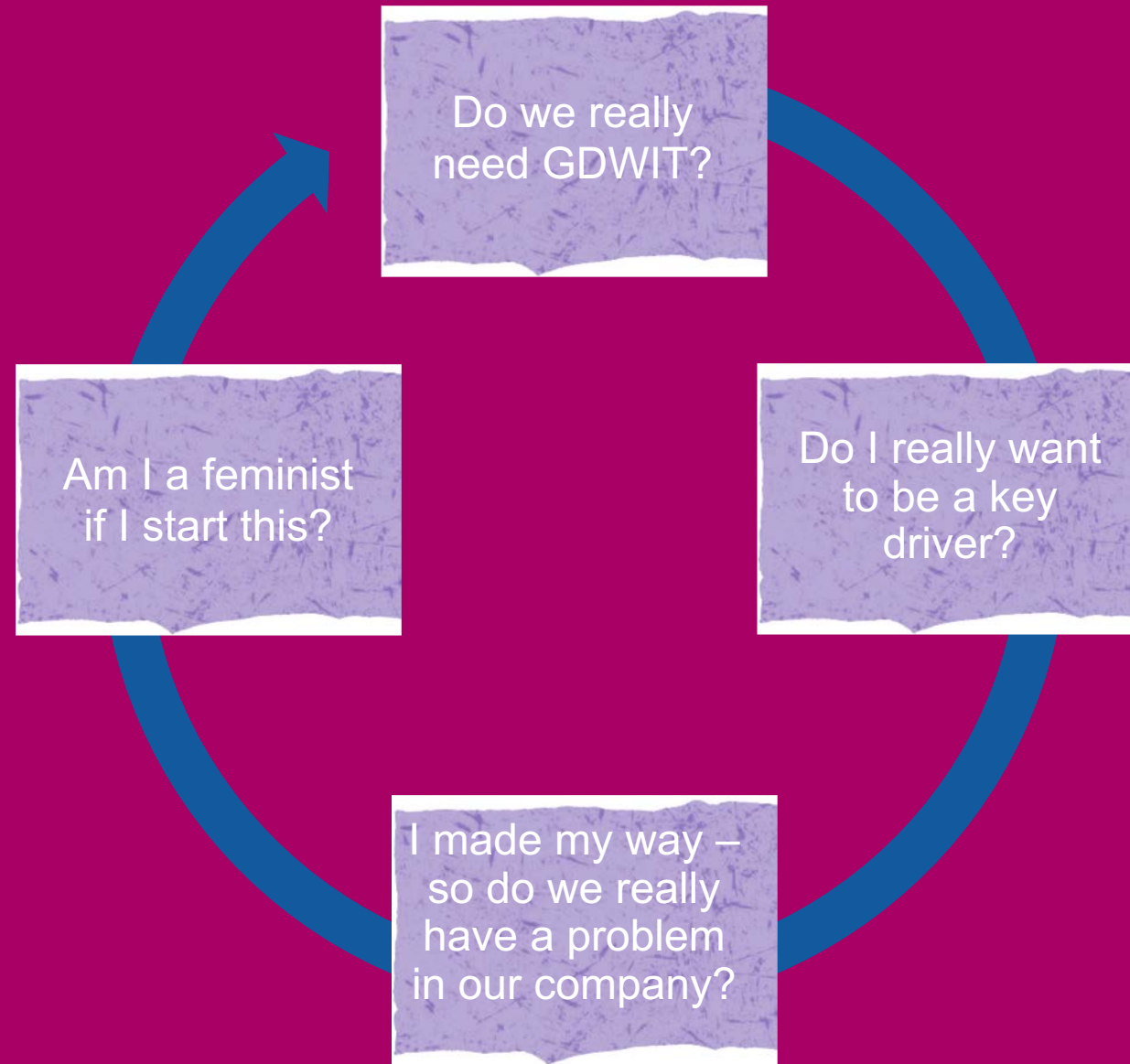
## What is GDWIT about?

GoDaddy Women In Technology (GDWIT) is a volunteer-driven employee resource group whose mission is to close the gender gap in technology.

To this end, GDWIT is focused on 3 key areas:

- Creating an environment that makes GoDaddy an attractive place to work for top women in the tech industry
- Facilitating career advancement for women at GoDaddy
- Contributing to the broader industry discussion around gender equity in a meaningful way while strengthening our recruiting pipeline

# Stage 1: Doubts



# Stage 2: Growing and Learning

From statistics, Women only and diversity.

WoMen





## Stage 4: Inspiring customers

**“Boy, was I surprised what I found!**

It turns out that GoDaddy has done a complete 180, and is now cited as a company for other organizations to model in the era of the #metoo movement; that they are now leading the pack in women in tech; and, after meeting with team here in Berlin, that their entire company philosophy has evolved into one of the most positive and progressive companies in tech.”

— Susie Kahlich, Founder of [prettydeadly.org](https://prettydeadly.org)



# Inspiring customers

## Make the right choice





# Key Learnings

- WIT is about diversity (WoMen)
- WIT improves a company's reputation and influences the consumer behavior
- WIT initiatives attract and keep (diverse) customers and great employees
- Keeping this community alive requires effort and time - but it is worth it and important and fun!





# Questions?

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