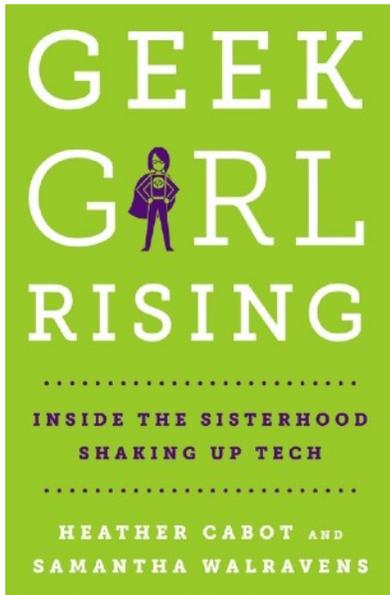


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HBO's *Silicon Valley* meets *Sex and the City* in an empowering new vision for women in tech

Optioned for television by ABC Studios and Kelly Ripa and Mark Consuelos's Milojo Productions



GEEK GIRL RISING

Inside the Sisterhood
Shaking Up Tech

by Heather Cabot
and Samantha Walravens

Praise

“This inspiring collection of success stories gives all the dish on the rise of under-the-radar women in the tech world.”—Lane Florsheim, *Wall Street Journal*

“Journalists Cabot and Walravens tell the stories of dozens of women who are working in or leading tech companies . . . A well-organized survey of the successes and occasional failures of women working in what has traditionally been a male-dominated field.” —**Kirkus**

“I don’t know much about tech, but I do know that these pioneer women are pretty dope. **GEEK GIRL RISING** gives a much needed voice to the fearless women working in Silicon Valley today. They are paving an important path in the tech world, while forming a lasting sisterhood along the way.”—**Kelly Ripa**

The mainstream story of women in tech is well-worn: Silicon Valley--a sexist, insular boys’ club--has created a hostile environment for women trying to make it in tech fields. Alongside this truth, however, there is another story—a dynamic world of female engineers, entrepreneurs, investors, coders, and more who are bucking the status quo, making space for diversity, and finding enormous success in the process. In **GEEK GIRL RISING: Inside the**

Sisterhood Shaking Up Tech (St. Martin's Press; On sale: May 23, 2017) Heather Cabot and Samantha Walravens showcase the bold visionaries who are transforming the tech industry from the inside out.

GEEK GIRL RISING is already making waves. Milojo Productions, Kelly Ripa and Mark Consuelos's production company, has optioned rights to the book in a deal with ABC Studios for a scripted television drama. Ripa and Consuelos will executive produce along with Albert Bianchini.

Cabot and Walravens are journalists who have been covering the digital world and women's working lives in various ways throughout their careers. They also both have young daughters with a passion for tinkering, Minecraft, and coding class. **GEEK GIRL RISING** grew out of their new shared passion—to better understand the obstacles facing women in tech and to learn how to eliminate those obstacles for a new generation of girls. To do that they decided to shine a light on the women who are *already* making the tech industry work for young women, mothers, and women of color. Cabot and Walravens interviewed more than two hundred and fifty people, searching out women who are innovating in all areas of the digital world. Here are just a few of these revolutionaries:

- Debbie Sterling: Founder and CEO of GoldieBlox, the first engineering toy for girls
- Michelle Phan: YouTube mega-star, digital beauty and lifestyle mogul, and CEO of ipsey, an e-commerce cosmetics company
- Natalia Oberti Noguera: Founder and CEO of Pipeline Angels, a network of women investors whose mission is to create capital for women and non-binary femme social entrepreneurs
- Sara Holoubek: CEO of Luminary Labs and crusader for work/life policies that reflect the reality of workers' lives
- Ayna Agarwal: Co-founder of she++, Stanford University's first "women in tech" group which exposes future engineers to the bold opportunities that await them in the tech industry.
- Laila Shabir: Founder of Girls Make Games, a global network of summer camps designed to get more women into the fast-growing, billion-dollar gaming industry
- Bea Arthur, Y-Combinator graduate and founder of online therapy platform In Your Corner, which she pitched on ABC's Shark Tank

GEEK GIRL RISING
Inside the Sisterhood Shaking Up Tech
by Heather Cabot and Samantha Walravens
Published by St. Martin's Press, On-Sale: May 23, 2017
Hardcover | 9781250112262 | \$26.99 | 258 pages

GEEK GIRL RISING is a galvanizing, eye-opening look at the ways women are already changing the tech world. It's a celebration of the pioneers of today and a clarion call for the next generation of girls who are ready to be the tech leaders of tomorrow.

For more information, or to set up an interview with Heather Cabot and Samantha Walravens, contact:

Rebecca Lang, Publicity Manager at Rebecca.Lang@stmartins.com or 646-307-5573

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ABOUT THE AUTHORS



Heather Cabot is an angel investor, writer and adjunct professor at Columbia University Graduate School of Journalism. She is a member of Golden Seeds angel investing network, a Pipeline Fellowship alumna, and an investor/advisor to numerous women-led ventures including Project Gravititas, Cisse Trading Co, and DayOne Response. She is also a member of The Li.st, a network that supports and advocates for women in technology. Cabot is a former *ABC* news anchor/correspondent and served as Yahoo! Web Life Editor from 2007-12 in which she reported on digital trends for TODAY, CNN, MSNBC, Fox News and syndicated daytime talk shows. She's written for The Huffington Post, Psychology Today, Parents, The SHE network, Women 2.0, USA Today and Yahoo!. Cabot first got interested in this topic as a researcher on the 1995 PBS documentary "*Minerva's Machine: Women and Computing*," which profiled female pioneers, including US Navy Rear Admiral Grace Hopper, who programmed some of the very first computers, helped develop the high-level programming language COBOL and popularized the term "debugging" for fixing computer glitches.



Samantha Walravens is an award-winning journalist and editor of the *New York Times*-acclaimed book, *TORN: True Stories of Kids, Career & the Conflict of Modern Motherhood*. She writes about women, career and work-life issues for publications including Forbes, The Huffington Post, Disney Interactive and Modern Mom and speaks to audiences nationwide on the topic of work-life success, including groups at Google, Goldman Sachs, Deloitte, UBS, Northern Trust, the Society of Women Engineers and Princeton University. She has been a guest on the Today Show, Good Morning American and NPR. Samantha started her career as a technology reporter for PC World magazine in San Francisco, led product marketing at Tumbleweed Software, and is currently uncovering the stories of women changing the face of technology for Geek Girl Rising. She is a member of Pipeline Angels, an angel network that invests in female-led companies, and serves on the Alumni Schools Committee for her alma mater, Princeton University.

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Praise for

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“This inspiring collection of success stories gives all the dish on the rise of under-the- radar women in the tech world.”—**Lane Florsheim, *Wall Street Journal***

“Since it’s the tech world that’s building our future, it’s vital women play a part—and **GEEK GIRL RISING** is the roadmap for the next generation of women not just to get involved but to lead their own tech startups. The challenges are real, but **GEEK GIRL RISING** shows women how to rise to those challenges and overcome them. It’s the rallying cry we need for a diverse, connected, and sustainable world.”
— **Arianna Huffington, CEO Thrive Global**

“**GEEK GIRL RISING** is an inspiring who’s who in tech resource that is a must-have for anyone looking to understand the main players using the power of business, sheer grit, and a lot of heart to start, build, fund, and support companies founded by women – the same companies driving the innovation currently changing the landscape of the tech community.”—**Kristy Wallace, President of Ellevest Network**

“**GEEK GIRL RISING** shines a spotlight on the growing number of women who are blazing a trail through the male-dominated world of tech. Uplifting, fast-paced, and carefully researched, this book is a clarion call for women to keep leaning in—and for men to recognize potential where it has too long been overlooked.”
—**Adam Grant, New York Times bestselling author of *Originals* and *Give and Take***

“Change is finally coming to the tech world because Silicon Valley sisters are doing it for themselves. And **GEEK GIRL RISING** proves it. Essential and hopeful reading both for women - and men- who are working or want to work in the digital space. It’s been an uphill battle for women in Palo Alto but, as Heather Cabot and Samantha Walravens meticulously report, their voices are starting to be heard and as the data shows, everybody benefits.”
—**Joanna Coles, Chief Content Officer, Hearst Magazines and Board Director, Snap**

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“An important book I will be sharing with everyone on my team. As a woman in Silicon Valley and an ardent believer in breaking stereotypes, I found *Girl Geek Rising* to be a new manifesto for bridging the gender gap. Cabot and Walravens have conducted intensive research and bring - for the first time ever - a comprehensive and large scale picture of what it is to be a woman in tech. Riveting for men and women alike.”

—**Zainab Ghadiyali, co-founder/CEO at wogrammer, former tech lead at Facebook**

“There is nothing more powerful than role models, and **GEEK GIRL RISING** provides the stories and the inspiration from the women who are creating our future. Technology is changing our world, and the women in this book are front and center of today’s technology revolution. Heather Cabot & Samantha Walravens take us into this world as seen from the eyes of many extraordinary women.”

—**Telle Whitney, CEO and President of the Anita Borg Institute and cofounder of the Grace Hopper Celebration of Women in Computing**

“**GEEK GIRL RISING** is a collection of powerful stories about the current and next generation of women technologists and leaders...It’s an ideal book for all up-and-coming tech leaders, whether you are a student, in the ideation phase or a female entrepreneur trying to get a seat at the big table. Learn what’s changed and what hasn’t – and how to navigate successfully.” —**The Women’s CLUB of Silicon Valley**

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