

# Technology Association of Georgia Bridge Builders











FY<mark>23</mark> IMPACT REPORT

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Impact Report Designed by:
Win Cawthorne

# **Creating** Pathways

# A MESSAGE FROM THE CEO/PRESIDENT



LARRY K WILLIAMS
CEO & PRESIDENT, TAG

"In our drive for a more inclusive and equitable future in Georgia's tech landscape, we introduced Bridge Builders, an innovative Social Justice & Equity Program. More than just a program, it embodies our commitment to dismantling barriers hindering progress and diversity.

With less than 5% of Georgia's businesses being Black-owned and only 23% Black representation in the tech workforce compared to 32% of the population, Bridge Builders stands as our proactive response to these and other troubling disparities. This initiative aims to unite the technology and business community in a collaborative effort to foster meaningful change.

As highlighted in this year's impact report, Bridge Builders has enjoyed remarkable success, making significant strides in its mission to create lasting change and cultivate a future where everyone can thrive."

#### A MESSAGE FROM THE DIRECTOR

"I am pleased to share an update on the remarkable progression of Bridge Builders, an initiative close to my heart as the director. Our vision for a more inclusive and equitable tech landscape in Georgia is being realized through strategic planning and execution.

Through meticulous development, our team successfully implemented our Phase I Pilot Programs. These pilots were not only successful but also proved to be scalable models. The positive outcomes we witnessed in these initial phases have reinforced our commitment to driving meaningful change.

Bridge Builders is more than just a program; it's a testament to the collaborative spirit of the technology and business community. As we move forward, we are inspired by the overwhelming embrace and support from our community and corporate partners, and look ahead with determination to expand our impact. Together, we are creating a future where diversity and equity are at the forefront of Georgia's tech ecosystem."

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DR. LORETTA DANIELS
DIRECTOR, BRIDGE BUILDERS

# **Mission & Vision**

The Technology Association of Georgia is dedicated to removing the walls impeding progress and diversity in Georgia through the strategic goals and initiatives developed by Bridge Builders. Bridge Builders is a Social Justice & Equity initiative designed to bring the technology and business community together to drive change."

# FY23 Annual Goal - 250 Pathways By

- Creating and launching a tech succession planning program focused on inclusive promotion to senior-level positions.
- Providing access for tech entrepreneurs to gain access to funding.
- Providing a platform to help Black tech entrepreneurs with access to customer acquisition.
- Providing TAG corporate partners with access to Georgia's top Black tech talent resume database.
- Developing a registered tech apprenticeship program to help corporations fill in-demand diverse tech talent.

Received Approval as a Registered Tech Apprenticeship Sponsor





2 Successfully Launched Two
Programs - TAG Connect and TAG
Invest Connect to Create
Pathways for Entrepreneurs to
Gain Access to Capital and
Customer Acquisition

Benrolled 156 Mentees and Mentors into the Black-Tech Mid-Level to Senior Level Mentorship Program



# The Bridge to More Innovative Inclusion

The goals are clear and attainable. Bridge Builders aims to create a more equitable technology workforce that is representative of our population. Specifically, in the next five years, Bridge Builders wants to advance 1,000 Black people in technology careers through:

- Helping people gain the right skills
- Connecting entrepreneurs with needed resources
- Promoting career paths in technology

Bridge Builders advocates for minorities to achieve higher level management and executive jobs through TAG member companies, public advocacy, and programming.



# **LEADERSHIP & ADVISORY BOARD**



**Mike Neumeier** Owner, Principal & CMO **Arketi Group** 



**Catina Wilson Head of Strategy Operations & Enablement - Innovation Growth & Strategic Partnerships** Optum



**Jeffery Buzzelli** SVP & GM Comcast Business



**Keyla Cabret-Lewis** VP. DEI Aflac



**Dr. Loretta Daniels** Director **TAG Bridge Builders** 



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**Cherie Fuzzell** Senior Director Apple



Stephen D. Hassett Technology CEO/President



**Ron McMurtrie** Chief Commercial Officer Honeywell Connected **Enterprise** 



**Krish Shetty VP- Product Development & Engineering** Deluxe



**Louis Gump** 

Digital Current, LLC

President

**Michael Sullivan** Vice President & CIO Southern Company Gas



**Kyle Tothill** Managing Director & Partner eHire



**Larry K. Williams** TAG **President & CEO** 



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Michael Sullivan
Co-Chair, Social
Justice and Equity
Task Force

"The ability to be in tune with that community and adapt as the landscape around us changes is something that TAG has set the standard for support with a vision and mission statement they hold themselves accountable to. TAG took a bold stance and created a Social Justice & Equity task force I was honored to be co-chair of. The results of that committee's hard work was the foundation of Bridge Builders. Two years later this program led by Dr. Loretta Daniels has leapt into community engagement and produced great wins focusing on Black Tech professionals within the state of Georgia. It is truly impressive and will be a gamechanger for inclusivity for years to come."



Stacie Hagan
Chief People Officer &
Operations Leader

"As a TAG member for many years and past board member and chair, I've experienced how TAG opens doors to new business insights and opportunities and incredible relationships with tech professionals across the state. Those doors must be open and welcoming for all technology professionals. Serving as co-chair of the Social Justice & Equity task force, with the full support of TAG's board, offered a means to take action on that belief and ensure Georgia's technology community thrives through genuine inclusion that inspires innovation."



**Mike Neumeier** APR, CEO of Arketi Group

Co-Chair, Social Justice and Equity Task Force

"Arketi is committed to doing whatever we can to strengthen and expand our innovation ecosystem. Bridge Builders is a catalyst for change in our tech-driven community, opening doors and creating new opportunities for technology professionals and leaders in Georgia."

# TAG SUCCESSION PLANNING FOR TECH LEADERS CERTIFICATE PROGRAM

15 **PARTICIPANTS ENROLLED** 300%

10 COMPANIES **REPRESENTED** 333%



Bridge Builder launched the **TAG Succession Planning for Leaders Certificate Program to** help corporations identify and support their existing highpotential future tech organizational leaders to ensure leadership continuity and help to achieve the organization's strategic goals.

Building a solid leadership pipeline in the technology sector requires integrating cultural inclusion and nurturing and developing talent at all stages in an organization's business plan. Succession planning is the most effective technique for ensuring individual preparation and future growth. Dr. Daniels and team, thank you for the outstanding learning!

## **Jeffrey Augustino**

Flexile Capacity Systems, Delivery Manager II **TEKsystems** 























# BLACK TECH MID-LEVEL MENTORSHIP PROGRAM

156

**MENTEES/MENTORS** 

104%

**GOAL ATTAINMENT** 



This mentorship program is designed to provide mentees with the opportunity to build a relationship with and learn from senior executives.

Mentors have the opportunity to share their learned and lived experiences to help mid-level Black tech professionals advance in their careers.

# **ESTIMONIALS**

# **MENTORSHIP IMPACT**

#### **MENTOR**

"My mentee continues to make progress. First meeting with my other mentee was quite promising."

"The sessions are going great. My mentee is taking the feedback and running with it...and asking for more."

"Diverse group with a lot of perspectives to share with each other, we are having an amazing time!"

"Great first session with one of my mentees. My mentee and I clicked very well and hopefully, I was able to help her begin this process smoothly. I look forward to working with my two mentees over the next 6 months.

#### **MENTEE**

"My mentor is guiding me in the right direction based upon my goals."

"My mentor is keeping me on track with my personal development and with my goals. I have received a promotion and he is guiding me on how to update my profile and begin networking as well as some continued education goals."

"My mentor has a wealth of information, willing to share, offers small assignments to channel focus and goal setting, and is insightful."

"Really enjoyed meeting my mentor! He took the time to share his story and then to listen to my needs. We are already setting goals with a plan for our time together and I'm looking forward to his insights."

# **TAG Tech Apprenticeship**

# **Program Overview**

Our unique Tech
Apprenticeship program
provides a straightforward,
step-by-step track to in
demand jobs. The tech
industry is seeking to embrace
diversity, equity, inclusion, and
accessibility in its workforce,
and Bridge Builders is proud to
lead the way.





# PHASE I PROGRAMS - WORKFORCE DEVELOPMENT

# BRIDGE BUILDERS & SKILLSTORM TECHNOLOGY CERTIFICATE TRAINING SCHOLARSHIPS

TAG Bridge Builders and SkillStorm are committed to promoting equity and diversity in the workforce.

Applicants are invited to apply for this scholarship, tailored to serve minorities in Georgia looking to advance their tech careers!

Successful applicants will receive a full-ride scholarship for their preferred tech certification course, including the exam voucher.







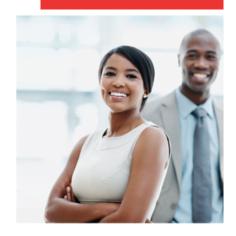
# **BLACK TECH TALENT RESUME DATABASE**

In collaboration with IBM® and ThisWay® Global, Bridge Builders has established a strategic partnership to offer members a cutting-edge talent acquisition solution. The database leverages IBM Watson Orchestrate digital worker and ThisWay's platform, enabling TAG users to seamlessly identify and recruit qualified diverse tech talent.

This innovative approach streamlines workflow, enhances organizational diversity, and ensures that top candidates are promptly identified for every job. TAG's initiative marks a significant step towards breaking down barriers and advancing Black tech talent in the workforce.

279
RESUMES
MATCHED

\*In Development\*



# **TAG CONNECT**

Black tech entrepreneurs presented their business models to enterprise leaders, with Home Depot and Comcast serving as host sponsors. The shark-tank-style format facilitated direct engagement with decision-makers, fostering partnerships for long-term success.

This initiative empowers Black tech entrepreneurs by providing visibility, access to valuable procurement opportunities, and creating vertical connections. Georgia's Black tech businesses strive for sustainability and industry diversity, contributing to mutual innovation and growth.

ESS COVERAGE

~

TAG Connect event created to uplift black entrepreneurs sells out

TAG Connect event created to uplift black entrepreneurs sells

Watch on Voulube

2 EVENTS

12
ENTREPRENEURS

14 BUYERS

200 ATTENDEES

100%
GOAL ATTAINMENT



# TAG INVEST CONNECT

\$15K COMPETITION PRIZES

90 ATTENDEES

50
INVESTORS

TAG INVEST CONNECT is an annual event that connects Black tech entrepreneurs with the opportunity to pitch to investors looking for innovative startups.

This event is open to Black technology business startups stages ranging from pre-seed to seed.

An exclusive event connecting investors with Black tech entrepreneurs. These early-stage Georgia-based startups will have an opportunity to connect with 40+top-tier investors in this dynamic event.



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# TAG INVEST CONNECT WINNERS

# **\$10k First Prize Winner**



Marcus King, Co-Founder/CTO Lavni, Inc.

# **First Prize Sponsor**



# **\$5k Second Prize Winner**



Andre Peart, CEO Untapped Solutions

**Second Prize Sponsor** 







Larry McHugh Investor, Atlanta Technology Angels

"Invest Connect was a great opportunity for early stage Black Tech entrepreneurs to meet with well established investors. I was honored to co-chair this event where six under-represented founders had the opportunity to present to a room full of forty venture capital and angel investors. This competition resulted in two leaders receiving non-dilutive cash awards. Invest Connect is part of TAG's Bridge Builders program, which is focused on closing the gap in opportunities for underserved entrepreneurs."

Chair. TAG Invest Connect

"I thoroughly enjoyed my time as Co-Chair of TAG Invest Connect. My reason for serving as co-chair was to create pathways to investment for the top black venture scalable founders in Georgia. By facilitating TAG's inaugural Invest Connect, we introduced these founders to an audience of the top investors, managing directors and tech executives in Georgia, giving these founders the type of critical exposure underrepresented black founders typically lack. I am truly thankful for the opportunity to serve in this capacity as Co-Chair and I look forward to remaining engaged with TAG in 2024 and beyond."



Avoilan Bingham

General Manager,
Drive Capital

Co-Chair, TAG Invest Connect

# hypepotamus

MEET THE STARTUP WINNERS FROM INVEST CONNECT, A PITCH COMPETITION FOR DIVERSE FOUNDERS by Maija Ehlinger November 13, 2023





# TAG INVEST CONNECT ATTENDEE SURVEY RESPONSES

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#### **INVESTOR RESPONSES**

100% Yes

Did this event provide you the opportunity to have access to innovative minority tech businesses?

100% Yes

As an Investor, did you have an opportunity to connect with any of the attending entrepreneurs?

Avg.
Response
Rate
4.25

How would you rate your experience from 1-5?

#### **ENTPRENEUR RESPONSES**



As an entrepreneur, were you able to network with investors in attendance?

Avg.
Response
Rate
4.67

How would you rate your experience from 1-5?

# **Creating Pathways**

TAG Bridge Builders Impact Awards honor individuals who have engaged in building bridges that create pathways to successful tech careers or business ownership through passion and innovative change.

These leaders have had a profound impact on Georgia's Black tech workforce and entrepreneurial landscape. We are honored to celebrate their commitment.





# **Creating Pathways**



# STACIE HAGAN

CHIEF PEOPLE OFFICER & OPERATIONS LEADERS



#### **Technology Association of Georgia**

Bridge Builders Impact Award

2023

Presented to:

#### Stacie Hagan

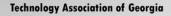


# **Creating Pathways**



# **STEVE HASSETT**

TECHNOLOGY CEO/PRESIDENT



Bridge Builders Impact Award

2023

Presented to:

#### Steve Hassett







# **Creating Pathways**



Honeywell

# RON MCMURTRIE

CHIEF COMMERCIAL OFFICER



#### **Technology Association of Georgia**

Bridge Builders Impact Award

2023

Presented to:

#### Ron McMurtrie



# **Creating Pathways**





# **MICHAEL SULLIVAN**

RETIRED CIO AND VP



#### **Technology Association of Georgia**

Bridge Builders Impact Award

2023

Presented to:

#### Michael Sullivan





### LOOKING AHEAD IN 2024

2024 is the year of Strategic Inclusion. Research shows that inclusive and diverse thought produces innovation. Phase II of the **Bridge Builders business model** includes expanding our reach to create pathways to generational wealth for disadvantaged Georgians through access to tech careers and business growth.

Our vision for 2024 is geared towards creating a positive impact and driving meaningful change in the tech community. Focusing on strategic inclusion in the tech industry is essential for creating a more inclusive and profitable environment.

Our next phase includes these innovative tech workforce and business growth solutions:

- Increasing the number of participants in the Mid-Level to Senior-Level Mentorship Program for professional advancement to senior leadership roles.
- Strengthening our commitment to helping Georgia's employers take new and innovative approaches to filling the tech-talent pipeline with AI-matched resumes
- Providing our TAG Corporate members with non-traditional tech talent through the TAG Registered Tech Apprenticeship candidates, which touts an 89% retention rate
- Offering AI coaching to pre-seed and seeddisadvantaged entrepreneurs to prepare business plans and loan preparation
- **Expanding TAG Connect to include a Corporate-Business Mentorship platform**



















**"FLEETCOR"** Honeywell







