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Report
Diversity in Tech and Product

The technology industry is at a crossroads. Despite the incredible advancements and innovations taking place across the sector, there remains a significant lack of diversity in tech.

It is a well-documented fact that women are consistently underrepresented at all levels, and so the importance of diversity in tech cannot be overstated. A diverse workforce promotes an ecosystem of changemakers, bringing a variety of perspectives, experiences, and ideas to the table, leading to better product development, greater innovation, and increased profitability.

The entire Renovata and Company platform actively encourage our clients and network to take meaningful action to increase diversity and inclusion in their workforce and product development processes.

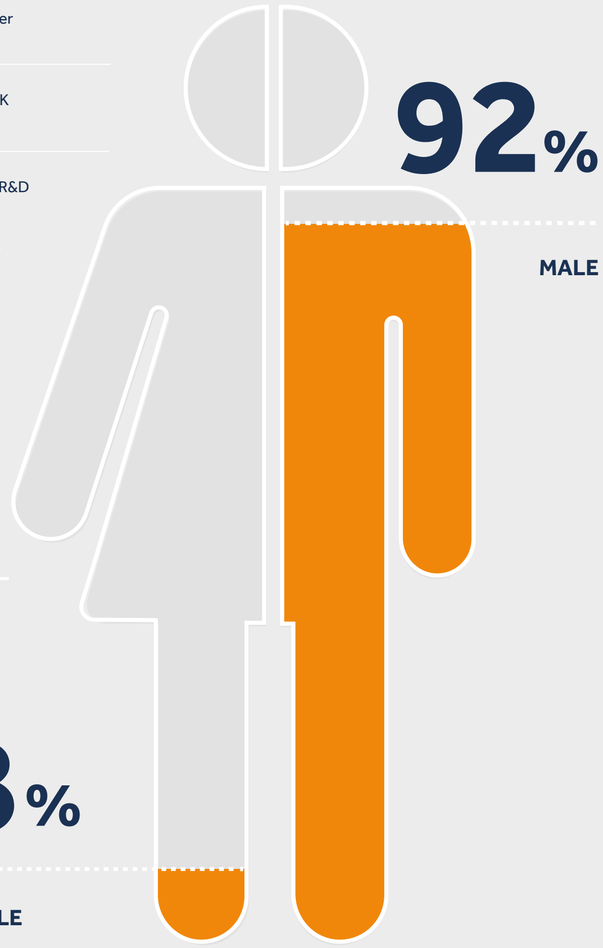
In this report, we explore the state of diversity in tech, product development, engineering, and the increasing lack of female talent as they progress throughout their career.

Diversity across recent projects

PROJECT	MALE	FEMALE	PROJECT DETAIL
Senior Product Manager	59%	41%	Seed stage B2C Healthtech app B2C tech/eCommerce or healthtech experience needed
Head of Product	57%	43%	Seed stage UK start-up B2C, lifestyle, media, consumer tech, ecommerce, creative, content experience needed
Director/VP Product	79%	21%	Series D B2B SaaS business UK, EU and US search - headhunting from upper quartile SaaS and B2C tech companies
Engineering Manager	44%	56%	Series A B2C start up searching across US & UK Fintech & Payments experience
Head of Engineering	71%	29%	Series A UK B2B SaaS start-up in life sciences R&D UK & Europe search
Director/ VP Engineering	95%	5%	B2B SaaS telematics and robotics start-up, searching for experience in similar industries UK and EU search

Talent Insights

LEVEL	MALE	FEMALE
Product Manager / Senior Product Manager	59%	41%
Head of Product	71%	29%
Director/VP Product	76%	24%
Engineering Manager	89%	11%
Head of Engineering	91%	9%
Director/VP Engineering	92%	8%



SOURCE

LinkedIn Talent Insights

GEOGRAPHIES

UK, Germany, France, Norway, Sweden, Denmark, Netherlands, Spain

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Product and Tech Searches

Increased Seniority = Decrease in Diversity

EU SEARCH DATA	CANDIDATES	FEMALE TOTAL	%	PROVEN	%	VIP LEVEL / STEP UP	%
B2B SaaS (Enterprise)	128	13	**10%**	5	**4%**	8	**6%**
B2C Internet	340	82	**24%**	26	**8%**	56	**16%**
B2C Internet	243	48	**20%**	19	**8%**	29	**12%**
B2B SaaS (Enterprise)	180	14	**8%**	4	**2%**	10	**6%**
B2B SaaS (SME)	245	37	**15%**	15	**6%**	22	**9%**
Average B2B:			**11%**		**4%**		**7%**
Average B2C			**22%**		**8%**		**14%**
Average Total:			**15%**		**5%**		**10%**

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Engineering Searches

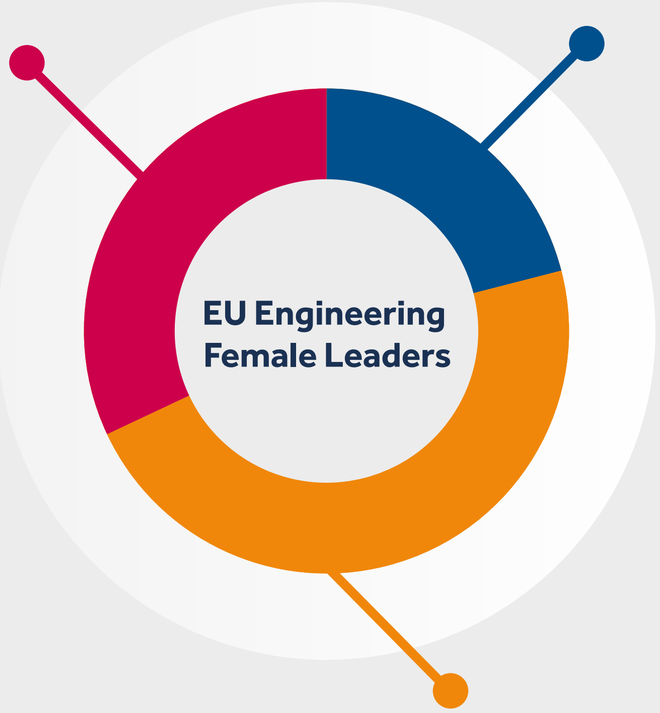
CTO - leader of team **100+**
VP - leader of **50 – 100+**
Head - leader of **less than 50**

EU SEARCH DATA	CANDIDATES	FEMALE TOTAL	%	PROVEN	%	STEP UP	%
B2B w/ 50 - 100 FTE teams	188	11	**6%**	4	**2%**	7	**4%**
B2C w/ 50 - 100 FTE teams	358	18	**5%**	11	**3%**	7	**2%**
B2B w/100+ FTE Teams	207	22	**11%**	10	**5%**	12	**6%**
B2C w/100+ FTE Teams	197	16	**8%**	4	**2%**	10	**5%**
Average B2B:			**7%**		**3%**		**4%**
Average B2C			**6%**		**3%**		**4%**
Average Total:			**7%**		**3%**		**4%**

EU Engineering Diversity

32%
VP

21%
CTO



47%
Head/Manager