

## **Promoting and connecting powerful women in IT: The team behind SIM Women Tampa Bay**

“There’s a lot of very inspirational women out there who have walked this path before. We would like to bring more of them into our group to inform, educate, and inspire the work we are doing.”

With over 15 years of experience guiding and supporting divergent groups in innovative technology, Jennifer Greenman knows the importance of representation and uniformity for women in IT.

“There is immense power in female connections, and I am excited to watch other rising leaders grow and succeed,” Greenman said.

In 2021, Greenman was Co-Chair for SIM Women Tampa Bay, a group that celebrates diversity, inclusion, and equity of women leaders. There, she continually highlighted and supported the unique advantages women bring to computer science.

“I hope that we have inspired a shared understanding and awareness, and maybe even perspective, on the value and special benefits that women in technology can bring to their respective organizations,” Greenman said.

Now, Greenman is CIO of Cancer Treatment Centers of America and Vice President of SIM Tampa Bay alongside President Bert Bertagna. Greenman still supports SIM Women Tampa Bay and the SIG’s current Co-Chairs, Kelly Burchell and Madhavi Othuluru.

Burchell’s passion for business and technology began in 2019 at PricewaterhouseCoopers (PwC). There, she learned about the future of technology and became acquainted with data analytics, digital upscaling, and robotics.

“I’m not a programmer by trade. I’m not an infrastructure person by trade... but when it comes to the power and influence technology has on a business, that’s the side of executive leadership that I want to be on,” Burchell said.

Burchell has worked with SIM Women Tampa Bay since its start in early 2020. However, due to the pandemic and sudden social distancing orders, it was difficult to network with other women in IT.

“There was supposed to be a big event at the Tampa theater. We had twenty tickets, and we were going to meet beforehand and go together. It was going to be our big kickoff. Then, the world shut down. The pandemic really did do a number to things,” Burchell said.

In 2021, Burchell and Greenman kickstarted an effort to host online meetings and events with other women in the area.

“We started with some virtual connections, virtual lunches, and virtual roundtables. We wanted to get our community together,” Burchell said.

As Co-Chair of SIM Women Tampa Bay and Director Office of CIO and Chief of Staff at PwC., Burchell strives to foster inclusivity for women leaders in IT. The first step: increasing memberships in SIM Women.

“There are less females in the IT community, and it sometimes, subconsciously, influences us not to go to events or sign up for thing,” Burchell said. “But with SIM Women, you won’t be the only female in the room anymore. Now there’s more than one voice.”

Greenman agreed: “We are very focused on networking events, both for getting to know each other and for communicating our shared experiences. There’s something very rewarding about that, and even therapeutic at times, too.”

Greenman believes that Burchell and new SIM Women Co-Chair Madhavi Othuluru are the perfect fit for promoting and connecting other influential leaders within the chapter. Together, they hope to increase memberships and create a cohort of women leaders.

“Our focus is to strengthen the amount of women we are bringing to this forum, which I think is going very well,” Othuluru said. “Getting to know people and increasing the presence of women in this group is heading in the right direction. But, we still want to create goals on how to take it further.”

Othuluru joined SIM Women Tampa Bay in 2021. Besides her involvement in the SIG, Othuluru is also a board member for the Crisis Center of Tampa Bay and Executive Director for JPMorganChase.

“Partnering with SIM Women and representing women on the technology front is very important to me. I’m a very strong proponent of women in technology, so SIM was a natural transition to represent that passion and move it forward,” Othuluru said.

In 2020, Othuluru was honored as a 40 Under 40 professional for her positive impact on the community in the *Tampa Bay Business Journal*. Though her passion and desire to make a difference in the IT community are still driving forces today, her love for science, technology, engineering, and mathematics began at an early age.

“I grew up in India, and STEM is something that is kind of embedded in our education system. That’s pretty much what I knew growing up,” Othuluru said. “As I got older, I started realizing how much I actually enjoy technology and continued to get my education in computer science.”

Othuluru hopes to continue inspiring women to advance their careers in technology, much like the Founder of SIM Women and President of Lamoreaux Search, Kristen Lamoreaux.

“Inside of SIM Women, we don’t talk a lot of tech. We talk leadership,” Lamoreaux said.

Lamoreaux created the idea for SIM Women during the 2006 Tri-State CIO Event in New York City. The group had just broken for lunch when she noticed something unusual: there was no line for the women’s restroom.

“I started to ask myself, ‘Why are there so few of us? We know there are more. Why are they not here?’” Lamoreaux said.

After speaking with the few other women present at the event, Lamoreaux concluded that only 22 out of the 350 attendees were women. It was in that moment that she decided to contact every woman in IT that she knew. Her goal was to create an inclusive and diverse cohort that propels women leaders.

Now, SIM Women has over 1100 active members in both Canada and the United States and is one of the main drivers for chapter growth. In one year, SIM Houston added 50 new members in connection with SIM Women.

“It’s about expanding the community, expanding the networking opportunities for our members, and expanding leadership development,” Lamoreaux said. “There’s nothing we can’t do.”

The effort to connect more leaders is ongoing. On Monday, May 16, SIM Women will hold their 7th National Leadership Summit at the Westin Forrestal Village in Princeton, New Jersey.

As praised on the website, the Summit offers “an amazing community and networking, plus thought leadership and solutions across these tracks: EXEMPLIFY, EMPOWER, and EDUCATE.” Members can save their seats for the event [here](#).