



ELLE

## WOMEN IN TECH

June 18

Quince

San Francisco

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Press Recap by Allison Speer Public Relations

## Elle Magazine's Women in Tech Dinner Reaches for the Superstars

Jennifer Raiser

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There are networking events, and there are fashion events, and rarely the twain shall meet... unless you were meeting at the the first-ever Elle Magazine Women in Tech dinner at Quince Restaurant. Celebrating the X-chromosomes of tech leaders and changemakers profiled in the magazine's July issue, the evening honored thirteen distinguished women at the top of their game in both function and form. These women were bold, bright, beautiful, and badass in the very best sense, an unstoppable force of femininity and feminism that coalesced the glamorous group of Silicon Valley and San Francisco powerhouse guests into a temporary sorority on steroids.

As host of the evening sponsored by Verizon, Elle Editor-in-Chief Robbie Myers adroitly attended to the thirteen honorees, and ensured that introductions were made all around. If you need to crowdfund your concept, go get Danae Ringelmann, founder of Indiegogo. If you want to grab a byte from an engineer with 1.46 million Twitter followers, find Padmasree Warrior, CTO and Chief Strategy Officer at Cisco Systems. Danika Laszuk of Jawbone can set you up with the latest wearable technology, Sarah Friar of Square can create a whole new credit category, and Caterina Fake can serve up startups like Findery, Flickr, and Hunch. Want to meet the Martians? The perfectly named Gwynne Shotwell, President of Space X, can advise you how to pack for the eight-month voyage. (Her don't miss tip? BYOA -- Bring Your Own Atmosphere.)

Although many of the honorees and guests had only met that evening, it did not deter a rapid-fire download of meta-data about what mattered: how to get more women enrolling in engineering institutions, how to negotiate VC funding, how to get changed for a fancy dinner in an airport bathroom, which Kleiner Perkins' Juliet de Baubigny had just done just prior. And because these were women at the top of their game, they didn't shy away from the really big questions: handling difficult shareholders, managing multiple mentorships, and finding drop-dead shoes that don't make your feet numb.

No topic was off the exquisitely set table, thoughtfully equipped with ipads containing bios of the honorees and detailed descriptions of Chef Michael Tusk's exquisitely refined dinner, a test for even the most diet-conscious: tomato fantasia with herbs and basil gelee, lobster-corn risotto, a choice of wild seabass or spring lamb, and a Mars-worthy red planet of a dessert that used glassblowing techniques to render a perfect sugar sphere containing rose, lychee and berry cream. Guests lingered over cappuccino to exchange ideas, ID's and Instagrams, Tweeting and tagging one another like it was schoolyard recess. It was an unusual night in the Valley, and nobody wanted to disband the temporary girl group of stars that Elle Magazine had put at the top of the charts.

Also honored: Jessica Livingston, Cofounder and Partner, Y Combinator, Jennifer Pahlka, Founder and Executive Director, Code for America, Alison Pincus and Susan Feldman, Cofounders of One Kings Lane, Kara Swisher, Co-Executive Editor, Re/code, Genevieve Bell, VP of User Experience for Intel Labs, and Grace Woo, Founder for Pixels.IO. An equally accomplished guest list included actress Rashida Jones, Valley Girl Jesse Draper, plastic surgeon Carolyn Chang, Silicon Valley Bank's Michelle Draper, PR powerhouse Brandee Barker, travel titan Ruzwana Bashir, venture capitalist Gina Bianchi, photographer and bon vivant Douglas Friedman, Facebook's Libby Leffler, Elle Publisher Kevin O'Malley, lawyer and lobbyist Heather Podesta, retailer Sissie Twigs, chic Shoptiques Olga Vidisheva, Anne Waterman, Elle's Fashion Director Samira Nasr, TechCruch's Sarah Buhr, startup advocate Julie Samuels, and Enscient's Shelly Kapoor Collins. Space X's Gwynne Shotwell brought along her Stanford student daughter Anna Gurevich, whose poise and enthusiasm reinforced the evening's unspoken theme, that these girls are just getting started as stars of the tech universe, breathing the amazing atmosphere of their own creation

# C SOCIAL FRONT

June 19, 2014

## ELLE WOMEN IN TECH CELEBRATORY DINNER

Elle celebrated its first annual **Women in Tech Power List** at Quince restaurant in San Francisco on Wednesday, June 18. The event honored 13 tech industry powerhouses who are profiled in the magazine's July *Social Issue*. Elle Editor-in-Chief **Robbie Myers** hosted the intimate dinner which honored guests including Genevieve Bell, Caterina Fake, Sarah Friar, and Jessica Livingston, among others.



*Jose Draper & Libby Leffer*



*Douglas Friedman & Tricia Selman*



*Daniela Lazzak, Kerrie O'Malley & Grace Wu*



*Genevieve Bell & Caterina Fake*



*Padma Warrior & Robbie Myers*



*Juliet de Baryigny & Ruzwana Barbis*



*Heather Podesta & Gwynne Shotwell*



*Shethy Kapoor Collins, Olga Vidishcheva & Ruzwana Barbis*



*Carolyn Penner & Sarah Kunst*



*Brandy Barker & Semina Nair*



*Rachida Jones*



# SFLUXE

## The Event

Elle's Editor-in-Chief **Robbie Myers** recently hosted a dinner at Quince in San Francisco to celebrate the release of the magazine's first annual "Women in Tech Power List."

Presented by Verizon, the dinner honored the 13 tech industry powerhouses who are profiled in the July issue. The women are leaders of industries ranging in everything from rugs (Ones Kings Lane) to rocket ships (SpaceX), and are trailblazers not just in their use of technology but in the impact they're having throughout the whole culture.

"We're very dedicated at Elle to looking at women and talking with women in the culture, who are building the culture, and who are starting the conversation," **Robbie Myers** said. "If there's anybody who is building the culture right now, it's women in technology."

After appearing on MSNBC's "Morning Joe" earlier in the week to discuss the list, Myers received several calls at her office telling her what a great idea it was. "One woman sent an e-mail saying 'Thanks for making my industry look sexy.'"

## Who Was There...

Joining the honorees were guests such as **Brandee Barker**, **Juliet de Baubigny**, **Ruzwana Bashir**, **Gina Bianchi**, **Carolyn Chang**, **Jesse Draper**, **Dani Dudeck**, **Douglas Friedman**, **Victoria Jaeger**, **Rashida Jones**, **Libby Leffler**, **Kelcey Morton**, Elle's Fashion Director **Samira Nasr**, Elle's Publisher **Kevin O'Malley**, **Heather Podesta**, **Trisha Sellman**, **Sissie Twigs**, **Olga Vidisheva**, **Anne Waterman** and **Victoria Yeager**, among others.

## The 2014 Women in Tech Power List honorees are:

**Genevieve Bell** – Vice President of User Experience Research at Intel Labs  
**Caterina Fake** – Founder & CEO, Findery, Cofounder, Flickr and Hunch  
**Susan Feldman** – Co-founder of One Kings Lane  
**Sarah Friar** – Chief Financial Officer and Operations Lead, Square  
**Danika Laszuk** – Vice President of Marketing, Jawbone  
**Jessica Livingston** – Cofounder and Partner, Y Combinator  
**Jennifer Pahlka** – Founder and Executive Director, Code for America  
**Allison Pincus** – Co-founder of One Kings Lane  
**Danae Ringelmann** – Co-founder, Indiegogo  
**Gwynne Shotwell** – President and Chief Operating Officer, SpaceX  
**Kara Swisher** – Co-Executive Editor, Re/code  
**Padmasree Warrior** – Chief Technology & Strategy Officer, Cisco  
**Grace Woo** – Founder, Pixels.IO.



Robbie Myers, Julie de Baubigny



Shelby Kasper Collins, Olga Vidisheva, Ruzwana Bashir



Rashida Jones



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# ELLE's Women in Tech Power List dinner

ELLE Editor-in-Chief Robbie Myers hosted a private dinner at Quince in San Francisco on June 18, 2014 to honor the professionals included in ELLE's inaugural Tech Power List. The individuals will be profiled in the magazine's July "Social" issue.



## Women In Tech

Photos by **Drew Altizer Photography**

Elle magazine hosted its first annual Women in Tech Power List, honoring the 13 tech industry powerhouses who were profiled in their magazine. Elle's Editor-in-Chief, Robbie Mayers, hosted an intimate dinner at Quince restaurant in honor of the women who were featured.



## A power party for women in tech - move over, dudes

Catherine Bigelow

Not counting such high-profile femmes as Yahoo CEO **Marissa Mayer** and Facebook COO **Sheryl Sandberg**, the top jobs in tech remain the domain of the geeky XY chromosomes.

But Elle Editor in Chief **Robbie Myers** is sure that balance is shifting. And to prove that point, she's published the inaugural Women



in Tech Power List, which debuts in the July issue.

But first, there was a party June 18 to celebrate these 13 talented women at Quince restaurant, where Myers and Elle Publisher **Kevin O'Malley** partnered with Verizon to host a chef **Michael Tusk** dinner for 75 female leaders (including actress **Rashida Jones**, Kleiner Perkins VC **Juliet de Baubigny**, Silicon Valley Bank CMO **Michelle Draper** and Facebook Strategic Partnerships manager **Libby Leffler**) and one very good lensman, photographer **Douglas Friedman**.

Dr. **Carolyn Chang** found the social aspect of the fete inspiring.

"I love meeting so many new, dynamic women," she said. "And it turns out, 'Valley Girl' **Jesse Draper** and I are on the same National Geographic special in August."

Leading this year's list: Intel Labs' VP **Genevieve Bell**; Findery founder-CEO **Caterina Fake**, Square CFO **Sarah Friar**, Jawbone VP **Danika Laszuk**, Y Combinator co-founder **Jessica Livingston**, Code for America founder **Jennifer Pahlka**, Indiegogo co-founder **Danae Ringelmann**, SpaceX President-COO **Gwynne Shotwell**, Re/code co-founder-editor **Kara Swisher**, Cisco CTO **Padmasree Warrior**, Pixels IO founder **Grace Woo** and One Kings Lane co-founders **Susan Feldman** and **Alison Pincus**.

"These are women who are not only bringing us the culture of tech, they are remaking the culture of tech," toasted Myers. "The ladies are its creators."

Yet they're not just pushing product. Friar, CFO of Square, also believes in adding value to community around her.

"We just moved to Mid-Market, next door to Twitter. And every Friday, we volunteer in the area," she said. "That was Jack's (co-founder **Jack Dorsey**) idea for us to work against the 'Broken Window Theory.' "

**Gala gals:** Down in Atherton, **Lisa Goldman** convened her power posse (**Staci Cole**, **Rachael Bowman**, **Calla Griffith**, **Nicole Curran**) to host Summer Soiree, an alfresco fete on her oak-tree-dotted grounds, where San Francisco Symphony supporters rallied in advance of their opening-night gala.

Reveling in the warm summery night, guests supped on a McCalls cocktail buffet as the hipster Hot Pockets band serenaded poolside.

"Lisa is so smart," marveled Patrons' Dinner co-chair **Eliza Cash** of her gala chairwoman. "Half our committee is from San Francisco, half from Silicon Valley. And we've sold more \$100K tables than ever before."

Indeed, Goldman has been dazzling with her duties - a few weeks ago, she delivered delish mini cakes to publicize the Sept. 3 gala that stars **Bonnie Raitt**, pianist **Yuja Wang** and celebrates the 20th anniversary of maestro **Michael Tilson Thomas**.

Gala proceeds benefit the Symphony's free music education programs for Bay Area students. The Patrons' Dinner is *thisclose* to sold out. But tickets for the Symphony and Symphonix Suppers (held at City Hall) remain, and operators are standing by.