



*Kim Jones*  
ALLIANCE

PRESS KIT



# Background

Kim Jones draws on her 25 years of combined corporate and C-suite experience, coupled with her deep knowledge of leadership norms and best practices in corporate America, to develop a leading resource for women who want to advance their careers and create maximum workplace impact. She created Kim Jones Alliance (KJA) for individuals and companies looking to accelerate the progression of women in their work and careers. As part of this work, she partners with her clients to examine the structures that exist in their organizations and identify and implement solutions that create more equitable outcomes for women and other underrepresented groups, whether they be through leadership development or culture change.

## Challenging Inequities Within the Workplace

Many systems of inequity are entrenched in organizations, making it critical for companies and their leaders to gain insight into what drives these inequities so they can take strategic actions that can be effective in the face of bias and other sources of inequality. Kim examines the intricacies of these issues and strategizes with her clients on how to lead themselves and others in ways that elevate their influence and drive systemic change, with the goal of creating equitable opportunities comparable to those more readily available to men.

By evaluating how biases play out in tech and other male dominated industries, Kim works with her clients to identify ways to successfully navigate their environments and take powerful actions that will increase their effectiveness, and ultimately grow their impact within their roles. This work is critical to stem the effects of bias in male prevalent industries like tech, where an alarming 46% of women leave the field by the midpoint of their careers due to unfairness they've encountered.<sup>1</sup>

1. Brotopia, Chang, 2018.

To combat the dynamics that perpetuate women's underrepresentation, Kim educates, coaches, and consults with her clients to help them understand the mindsets and systemic conditions that may be holding them back, leveraging her training and education in anthropology to consult with individual and corporate clients about how existing norms drive inequitable outcomes in companies. This is often a critical first step to developing the knowledge and actions needed to create the changes clients desire. For individual clients, this awareness is leveraged to identify and build the skills to achieve the leadership and executive positions to which they aspire. Once in elevated roles, Kim works with them to maximize their impact and contributions to their organizations. For companies, Kim is a source for organizations that recognize they're not fully leveraging the potential of their female talent and wish to make a change. Kim designs and delivers custom roadmaps to these clients designed to support them in making the changes that result in more hospitable workplaces for women and other underrepresented groups.

### Unique Programs to Elevate Women

KJA's chief objective is working in traditionally male-dominated fields to assist them with becoming more hospitable for women while retaining the female talent already there. As such, KJA has developed courses and products that are designed to provide an equalizer for women seeking to climb the corporate ladder and reach their highest leadership potential. Through the trifecta of education, coaching, and consultancy, KJA empowers women in male prevalent fields like technology and leadership to shift both their mindsets and their behaviors to attain their professional goals. Furthermore, by embedding research and data on the ways that systemic bias shows up in companies and the strategies that effectively counteract them, Kim helps her clients examine and understand the systems of which they are a part and the actions that will best enable them to make meaningful changes within them. By doing so, she goes beyond merely highlighting the shortcomings in diversity and inclusion practices to empower her clients to take effective action.

In her work, Kim utilizes her unique background that combines expertise in information technology (IT), corporate leadership, cultural anthropology, coaching, and psychology. Kim's credentials put her at the forefront of executive coaching for clients looking to succeed in industries dominated by men and for consulting with companies looking to build more inclusive cultures. She has experience working with clients in tech, insurance, entertainment, utilities, higher education, and others. She also has experience working with a range of companies from start-ups to Fortune 250.



## Industry-Leading Leadership School for Women

Kim has developed and delivers programs geared toward building 21st century leadership skills and creating high performing, inclusive work cultures. Topics include her journey to the C-suite; building engaged and inclusive work cultures; attributes of 21st century leadership; strengths-centered leadership; delivering effective feedback; effective networking for women; attracting and retaining underrepresented workers; building resilience; fostering accountable work cultures; and effectively addressing microaggressions and gender biases.

KJA has also launched a program for women leaders in tech. This program will equip participants with the skills they need to reach their highest leadership potential in industries with predominantly male workforces.

The STEMBridge Leadership Program is an innovative, multi-modal leadership intensive where participants learn principles of 21st century leadership, develop strategies for successfully navigating male-dominant work environments, build skills to confidently lead in their highest leadership capacity, and create impact by setting compelling vision and building inclusive and engaged teams. Learning methods include on-demand online content, group learning sessions, group and individual coaching, professional goal setting, and a culminating transformative leadership and wellness retreat. Each course is limited to 15 women to create a safe, trusting, and connected community of women tech leaders (and select women in other male-dominated industries) and is by application only.





Kim Jones

Kim Jones is a career and executive leadership certified coach, speaker, facilitator, and gender equity advisor who is committed to developing leaders and elevating women in the workforce.

As a former C-Suite leader in Information Technology, Kim consults with corporate clients looking to bridge the gap between their gender equity intentions and results, and offers coaching to women in male-dominated industries to reach their highest leadership potential. In her work with organizations, she advises her clients on changing the cultural systems that create and perpetrate obstacles to women making their greatest professional impact.

In her work with individuals, Kim provides coaching to professional women who want to make a bigger impact through their work, who are navigating the challenges of being underrepresented in some of the most important industries of the 21st century, including leadership and tech, and who are looking to implement effective strategies for working in environments where they may feel undervalued, overlooked, and like imposters.

Kim leverages her business and leadership expertise, as well as her training in coaching and cultural anthropology, to guide her individual clients in developing the skills, authenticity, resilience, confidence, perseverance, and cultural acumen necessary for professional growth, while creating practices to balance professional objectives with overall well-being.

In her work with companies, Kim consults, advises, and speaks on gender equity and leadership topics aimed at elevating corporate performance. She works with companies who aspire to more fully leverage the potential of their female talent by designing custom roadmaps for making culture changes that result in more hospitable workplaces for women and other underrepresented groups.



Prior to launching her consulting and coaching business, Kim held executive-level positions for several Fortune 250 companies in various cross-functional roles, most recently serving as divisional CIO and SVP, Information Technology for Farmers Insurance Company. In this position, she led teams of over 1,000 people to develop and implement the company's technology vision and strategy. In previous roles, Kim led various facets of business operations for both large companies and start-ups.

Kim holds a master's degree in anthropology, MBA, and a bachelor's degree in psychology from California State University, Northridge. She is an ACC-certified coach through the International Coaching Federation and is a Gallup certified strengths coach. She holds additional certifications from Hogan, MHS, and from the Yale University School of Management, Women's Leadership Program.

# Subject Matter Expertise

- How to navigate gender inequity in organizations
- Understanding culture norms and how they drive unfairness and inequity in companies.
- Strategies for successfully challenging workplace biases
- Strategies that facilitate women's advancement in male-dominated spaces like technology and leadership
- Principles of 21st century leadership
- Navigating power dynamics in the workplace
- Empowering female executives to play the political game to achieve "good" power
- Analyzing how women can best achieve their potential in male-prevalent industries
- Fostering engaged and inclusive work cultures
- Developing the skills for inclusive and high performing teams
- Lessons learned from Kim's journey to the C-Suite
- How to increase the representation of women in the workplace



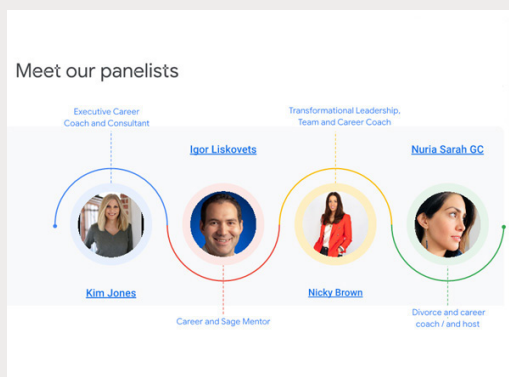
# Speaking Events



## SXSW Panel Discussion: Revolutionizing Workplace Wellbeing For Women Of Color

**Hidden forces threaten the wellbeing of women of color.**

In this session, Kim and the other speakers explore the multidimensional aspects of wellbeing by taking into account the emotional tax, familial responsibilities, and silent financial barriers faced by women, as well as provide sustainable and scalable solutions. Together, we can build healthy work environments that empower women to achieve personal and professional success.



## Google Panel Discussion for Female Breadwinners ERG

**Highlighting the benefits of executive coaching for female breadwinners as they rise in their careers.**

In this panel discussion Kim and the other speakers discuss the pursuit of creating a workforce that better reflects their users and fostering a workplace that cultivates a sense of belonging for all.



## PennyMac wEMRG: Journey to the C-Suite

**Designed for women aspiring to achieve leadership positions as they navigate the journey to the top.**

In this session, participants focus on developing leadership skills needed for professional advancement. They explore creating a unique path to leadership using individual strengths, learn effective management techniques, address gender biases, and craft a professional brand aligned with leadership strengths. The program emphasizes overcoming obstacles as opportunities for growth.



# Workshops Given



## UCLA Extension

### Workshop topics included the following:

- The Top 5 Strategies for Building a Resilient Life
- ☐ Women, Wealth, and Wisdom Seminar



## UCLA Extension's Technology Management Program

### Workshop topics included the following:

- Fostering Engaged and Inclusive Work Cultures
- ☐ Building Engaged and Inclusive STEM Cultures



## Columbia Business School Alumni Club of NY

### Workshop topics included the following:

- Core Competencies of Leadership – Delivering Effective Feedback
- ☐ Creating Your Path to the C-Suite
- ☐ Up Your Networking Game – From Avoider to Evangelist



# Media Contact

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