

eFinancialCareers virtual event links employers to top female tech talent

The war for talent in technology is the fiercest it has ever been as financial institutions in the U.S. compete with each other and with firms across other sectors for the best candidates. Employers are also trying to make their tech workforces more diverse – including by hiring more women – in order to combat skills shortages, inject new ideas into their businesses, and better reflect their customer bases.

Improving gender diversity in technology is not straightforward, however, because women have historically been underrepresented in the space. The eFinancialCareers Virtual Careers Event, *U.S. Women in Tech*, held on November 17, helped employers address this challenge. It allowed recruitment representatives of leading firms in the finance sector to chat online in real time with female technology professionals.

Here's what made the event a success for both employers and jobseekers:



Candidate chats scheduled in advance

Our platform allowed candidates to visit employers' booths eight days before the live event to preschedule chats and to apply for jobs.



High attendance levels

The three-hour event attracted close to 100 tech professionals, all keen to chat to employers about their career ambitions at the pre-application stage.



Major brands showcasing jobs

The event brought together eight leading firms: Ameriprise, Barclays, Bloomberg, BNY Mellon, J.P.Morgan, M&T Tech, State Street, Wellington



Powerful connections between recruiters and female technologists

More than 60 in-house recruiters had engaging chat-based conversations with skilled tech professionals at the virtual event. Recruiters were able to showcase their career opportunities, promote their employer brands, and answer questions about their hiring needs and working cultures. Over 120 completed chats took place, most of which were prescheduled.

**120
completed
chats**



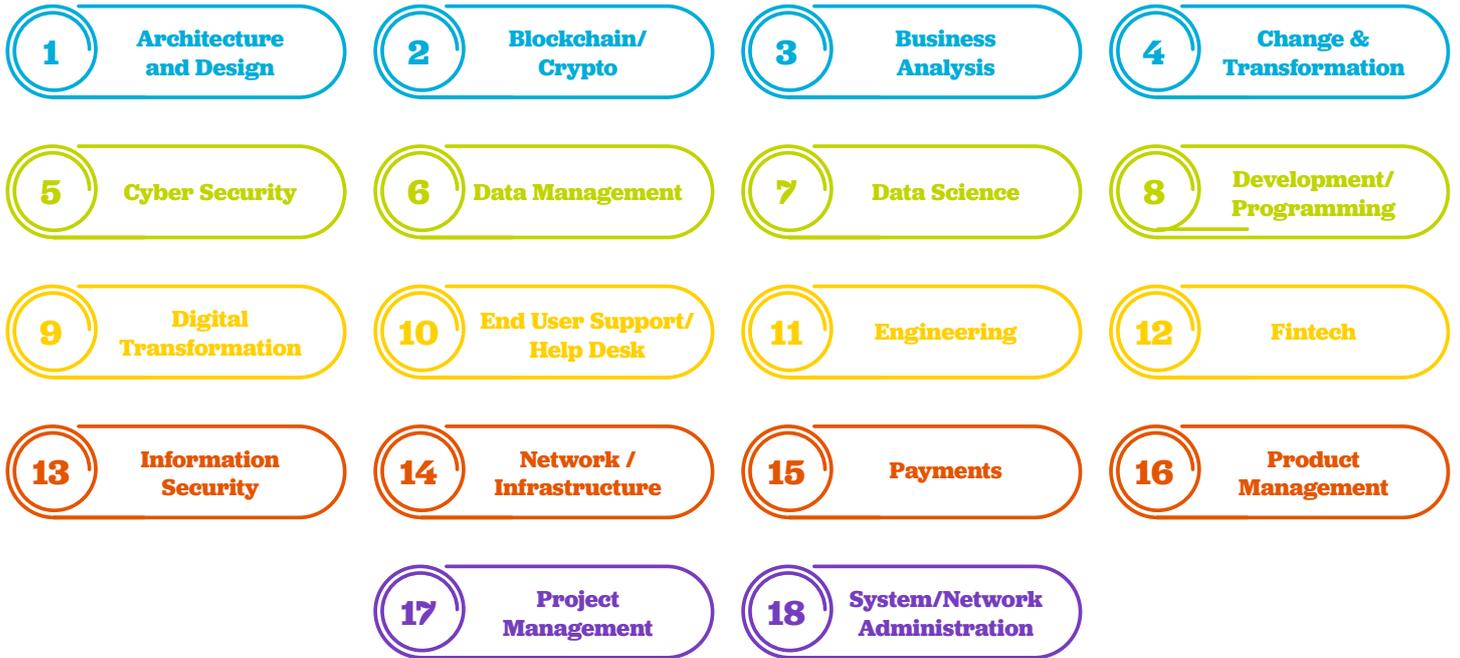


Strong tech candidate pipelines

After they had chatted to the recruiters, 95% of job seekers were rated strong enough to interview, pipeline, or screen further for recruitment.

Broad technology skill sets

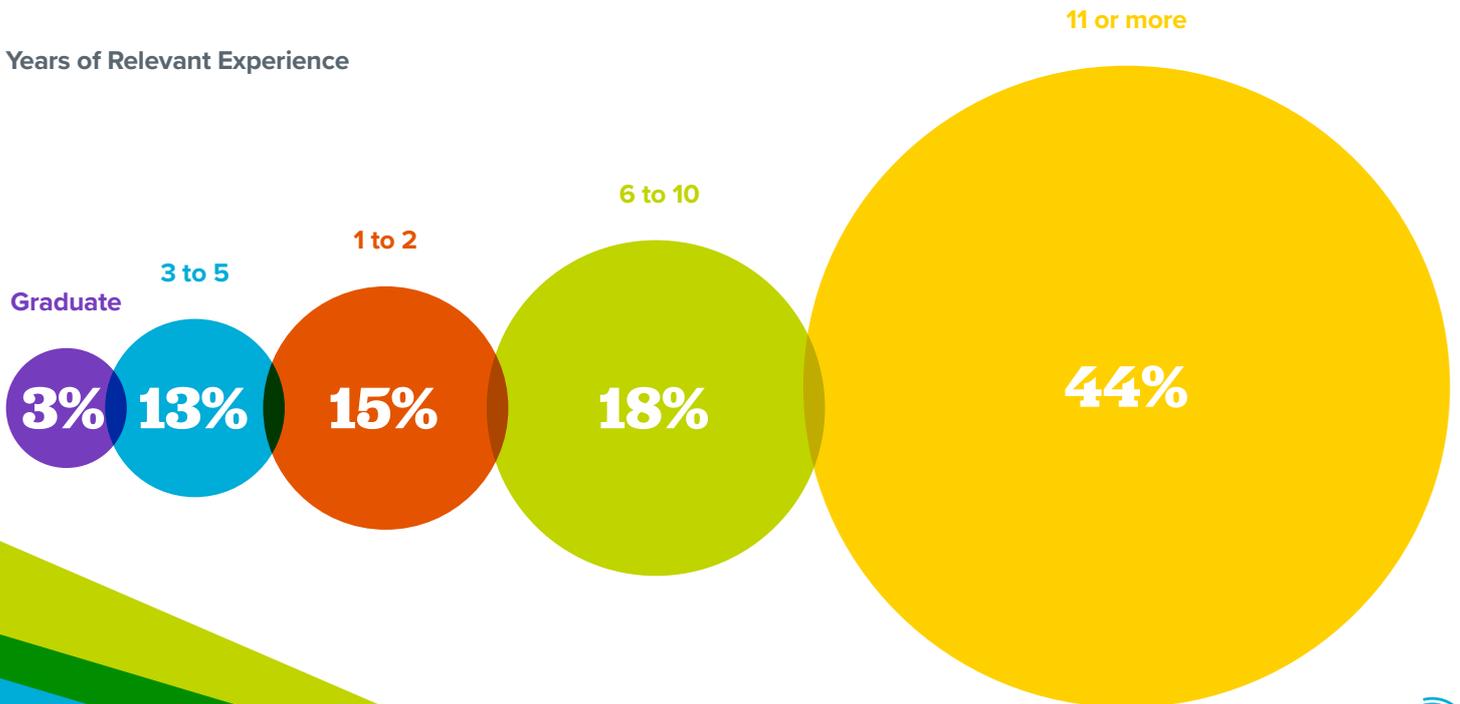
The event allowed employers to reach professionals working in a range of sought-after job functions, including:



Wide range of experience levels

Recruiters had access to tech professionals across a range of experience levels, including senior specialists. The largest percentage of event attendees had 11 years' experience or more.

Years of Relevant Experience



Engaging panel session

As well as chatting to employers, candidates also had the opportunity to listen to an engaging panel session about technology careers and interview skills. The discussion was hosted by Rainy Gill, Marketing Director of eFinancialCareers, and featured Karen Ho, Head of Fixed Income Trading Technology at Barclays Investment Bank, and Cindy Joseph, CEO of The Cee Suite consultancy and a former Head of Americas Diversity Recruiting at Goldman Sachs.

Panel session with Cindy Joseph, Karen Ho and Rainy Gill



More virtual careers events to come...

Following the success of *U.S. Women in Tech*, eFinancialCareers is running further Virtual Careers Events in the U.S. and globally, allowing recruiters to engage with skilled finance and tech professionals who are actively looking for their next career move.

Our unparalleled expertise in finance and financial technology gives you the opportunity to screen, engage and recruit top talent – either in a single location, or from the comfort of your home office. Save time and effort in your recruitment journey. Remotely connect, interview and hire with confidence, speed and efficiency.

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Virtual Careers Events



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