



## Looking to Boost Participation

That women were not often in speaking roles at last January's North American Bitcoin Conference sparked much criticism. [A Miami strip club](#) for a party generated enough criticism to change industry conversation to action.

"We'd love to see the various blockchain and cryptocurrency gatherings and conferences commit to having 50 percent more coverage in the mainstream tech news websites and magazines covering women who are building companies. One of the Token Women's co-founders and public relations director of Boise, Idaho-based marketing firm Oliver F. & Partners said, "We need to make sure that with everything happening in one place, one demographic deciding how this stuff gets built out and how we use it. We need to hold ourselves so that we can hold each other and the industry accountable for not being left behind again."

## Pivotal Roles at IBM

There have been a few signs of progress.

Women are calling out the industry, determined to prevent history from repeating itself. "We need to make sure that with everything happening in one place, one demographic deciding how this stuff gets built out and how we use it. We need to hold ourselves so that we can hold each other and the industry accountable for not being left behind again." Group, at a February gathering of women, as quoted in *Wired*.

Two women – Bridget van Kralingen, senior vice president of global industries, platforms and blockchain, and Donna Dubinsky, who has played pivotal roles with IBM's blockchain initiatives.

The business and tech media are tracking gender equity and related issues closely, well aware of the heightened attention to gender pay equity research and advocacy. Groups, such as the online CryptoSister, are forming so women can meet and support each other.

About 250 people attended the first Women in Blockchain conference held in late April at the University of California, Berkeley. The Summit featured an all-woman panel on women in blockchain.

Advocates for metrics and accountability are rapidly emerging. "If you can't measure it, you can't improve it," says an intelligence company Querlo, which in 2013 started supporting digital education for Afghan women. "There are an inclusive culture. Each company can select and adapt them as needed. Simply put, it's less about any one yardstick and more about understanding one's colleagues."

---

### Joanne Cleaver

Joanne Cleaver is a Chicago-based freelance, business and lifestyles journalist based in Chicago. Her work has appeared in a variety of publications. In her career, she was the deputy business editor at the Milwaukee Journal Sentinel.

---