



CODING ISN'T ALWAYS THE ANSWER

ADRIENNE WEISSMAN  
CHIEF CROWD OFFICER  
@G2ADRIENNE



## Experience



### Chief Operating Officer

Facebook

Mar 2008 – Present • 9 yrs 10 mos



### Vice President, Global Online Sales & Operations

Google

Nov 2001 – Mar 2008 • 6 yrs 5 mos



### Chief of Staff

Treasury Department

1984 – 1991 • 7 yrs

BA, Economics

1987 – 1991

## Experience

### CEO



Zuckerberg Media

Jan 2013 – Present • 5 yrs

New York City



### Executive Producer

Dot. (Children's Television Show)

Nov 2015 – Present • 2 yrs 2 mos

New York, New York

In November 2015, the CBC announced they had greenlit 52 episodes of "Dot," a children's animated television show based on a children's book by Randi Zuckerberg, about a techie-girl and her adventures. In addition to Randi, the show is also executive produced by the Jim Henson Production Company, as well as Industrial Brothers Animation in Canada.

The team is now hard at work on 52 episodes that will highlight the most exciting new trends in technology, alongside a powerful message of when to use tech/when to put it down, with the hope of inspiring more young girls to develop a love for technology, coding, and building.

The show also has a strong educational aspect and is guided by top consultants from Common Sense Media, among other childhood/tech experts.

Bachelor of Arts (B.A.), Psychology

1999 – 2003

# THE SKILLS THAT MATTER

## Here are 7 skills to add to your resume:

- Achievements. Rather than simply listing your daily duties under each job, you should strive to include things you've achieved. ...
- Writing and Communication Skills. ...
- Decision-Making Skills. ...
- Tech Skills. ...
- Leadership Skills. ...
- Ability to Work on a Team and Solo. ...
- Degrees and Certifications.

# TAKEAWAYS

- Learn more about the various roles within tech
- Network with female leaders; ask them the skills they seek in talent
- Follow notable female figures within tech; learn about their path and stories
- Listen, learn, succeed, fail, try again, repeat



**Adrienne Weissman**