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ITSMF 2020 Annual Report
Contents
**Organization Mission, Vision & Values**

**MISSION**

ITSMF increases the representation of Black professionals at senior levels in technology, to impact organizational innovation and growth. We do this by developing and nurturing these dynamic leaders through enrichment of the mind, body and soul.

**VISION**

We envision a world with barrier-free opportunities for Black technology leaders, innovators and influencers.

**VALUES**

We believe that information technology and technology platforms connect people and ideas; nurtured leaders can transform future leaders...mind, body and soul; and diverse leadership invites new perspectives needed for innovation.
ITSMF Board of Directors

Michael Buckham-White
Chairperson
Deloitte

Ibrahim Jackson
Vice Chairperson
Leading Edge Forum

D. Lena Hickman-Miott
Corporate Secretary & By-Laws Chairperson
Miottech, LLC

Fern Jonson
Finance Chairperson
PepsiCo

Marilyn Crouther
CEO and Principal,
Crouther Consulting, LLC

Art Hopkins
Consultant,
Russell Reynolds Associates

Don Neault
CEO, Certified Leadership and Executive Coach, and Corporate Advisor

Dane Bamburry
Management Associates Representative
Cox Enterprises

Bennette Veals
Management Associates Representative
The Proctor & Gamble Company

Carla Ogurinde
Immediate Past Chair

Carl Williams
Chair Emeritus

Viola Maxwell-Thompson
President/CEO
ITSMF Executive Team

Viola Thompson  
President/CEO

Sherrell Bailey  
Engagement Assistant

Cathy Butler  
Executive Assistant

Kailei Carr  
EMERGE Academy Director

Myra Herring  
Director of Events & Programming

Elaine Norman  
VP Membership & External Affairs

Renea Pierre  
VP Development & Partner Engagement

Robert Scott  
VP/Dean GIPD

Dr. Reginald Turner  
Management Academy Director

Amanda White  
Marketing Manager
ITSMF Founders
ITSMF Fellows

Previous Inductees

2019 – Earl Newsome

2018 - Linda Clement Holmes
   Paul Martin
   Michael Robinson

2017 - Shellye Archambeau
   Martin Davis
   Zack Lemelle
   Greg Morrison
   Larry Quinlan
   Sheila Talton

INDUCTED 2020
Robert Dixon
PepsiCo (ret.)
Technology Trends for 2020

- Artificial Intelligence (AI)
- 5G data networks
- IoT: (Internet of Things)
- Automation
- NLP: Natural Language processing
- Block Chain Technology
- Edge Computing
- Facial Recognition
- Extended Reality (XR)
- Predictive and Prescriptive Analytics
ITSMF 2020 Annual Report

ITSMF Membership

# of Members
200

# of Speaking Engagements
30

# of Awards Attributed to Members
33
## ITSMF Membership

### Region Summary

<table>
<thead>
<tr>
<th>Region</th>
<th>Current</th>
<th>Prior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northwest</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>West</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Southwest</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Great Plains</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Great Lakes</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Southeast</td>
<td>48%</td>
<td>47%</td>
</tr>
<tr>
<td>Northeast</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>International</td>
<td>1%</td>
<td>--</td>
</tr>
</tbody>
</table>

### Total

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Prior</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>
## ITSMF Membership Demographics

**The Management Associates**

*(ITSMF counted all Academy alumni as MA’s prior to the launch of the Associate Membership Program in Jan 2021. They did not have to opt-in when they were MA’s nor did they have membership dues)*

### Executive Members

<table>
<thead>
<tr>
<th>Role</th>
<th>Men (Current)</th>
<th>Men (Prior)</th>
<th>Women (Current)</th>
<th>Women (Prior)</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-Level (Combined)</td>
<td>53%</td>
<td>43%</td>
<td>63%</td>
<td>74%</td>
</tr>
<tr>
<td>President</td>
<td>4% NC</td>
<td>4%</td>
<td>57%</td>
<td>62.5%</td>
</tr>
<tr>
<td>VP</td>
<td>17%</td>
<td>26%</td>
<td>58%</td>
<td>69%</td>
</tr>
<tr>
<td>Director</td>
<td>25%</td>
<td>26%</td>
<td>52%</td>
<td>57%</td>
</tr>
<tr>
<td>Other</td>
<td>1% NC</td>
<td>1%</td>
<td>25%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CEO/Founder/Owner</td>
<td>15%</td>
<td>12.9%</td>
<td>66%</td>
<td>34%</td>
</tr>
</tbody>
</table>

### Management Associate Members

<table>
<thead>
<tr>
<th>Role</th>
<th>Men (Current)</th>
<th>Men (Prior)</th>
<th>Women (Current)</th>
<th>Women (Prior)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL MEMBERS</td>
<td>Current</td>
<td>Prior</td>
<td>48%</td>
<td>49%</td>
</tr>
<tr>
<td>C-Level</td>
<td>3.8%</td>
<td>3%</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>VP Level</td>
<td>11.18%</td>
<td>10%</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>Director Level</td>
<td>25.59%</td>
<td>25%</td>
<td>49%</td>
<td>48%</td>
</tr>
<tr>
<td>Sr. Manager Manager</td>
<td>59.11%</td>
<td>62%</td>
<td>47%</td>
<td>52%</td>
</tr>
<tr>
<td>Unknown</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CEO/Founder/Owner</td>
<td>1.47%</td>
<td>12.9%</td>
<td>20%</td>
<td>62.5%</td>
</tr>
</tbody>
</table>
Global Institute for Professional Development

# of GIPD Alums: 543
Robert Scott/Robert Dixon as interim EA directors.
Pivoted to 100% virtual delivery of academies due to pandemic.
No lost in the magic of what we do
Continued expansion of LOC workshops (delivered virtually).

<table>
<thead>
<tr>
<th></th>
<th>Emerge</th>
<th>Executive</th>
<th>Management</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Participants in each Academy</td>
<td>29</td>
<td>15</td>
<td>54</td>
</tr>
<tr>
<td># of Graduates</td>
<td>29</td>
<td>15</td>
<td>53</td>
</tr>
<tr>
<td>Customer Satisfaction Survey Results</td>
<td>4.87</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>
GIPD Management Team Profiles

Dr. Reginald Turner
Management Academy Director

Robert Dixon
Executive Academy Director (interim)

Kailei Carr,
Emerge Academy Director
## Scholarship Awardees

<table>
<thead>
<tr>
<th>Name</th>
<th>University</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taylor Roper</td>
<td>Howard University</td>
<td>$5,000</td>
</tr>
<tr>
<td>Jessica Miller</td>
<td>Drexel University</td>
<td>$5,000</td>
</tr>
<tr>
<td>Blessing Adogame</td>
<td>Drexel University</td>
<td>$5,000</td>
</tr>
</tbody>
</table>
ITSMF Events

2 Virtual Symposiums
12 Virtual Leadership Series
4 Family Meetups
11 Member Meetups
7 Elevate Meetups

2020 Theme Shift: Work Reimagined

ANDRE DICKENS
City of Atlanta

KEITH FOSTER
Atlanta Police Department (ret.)

TERRANCE GATTIS
Author, Educator, and Pastor

RALPH HARPER
DPLOYIT, Inc.

IBRAHIM JACKSON
Leading Edge Forum
S1-20: Virtual ◆ 571 attendees
Session Highlights:
• Breaking Through: Forging Opportunity in an Exclusive World
• Shift: Leadership Reimagined
• Emotional Intelligence: The Differentiator in Leadership
• Foresight to Insight to Action Promise or Peril? A Multi-Dimensional Look at Tech and Health

Speaker Highlights: Martin Rodgers, Tia Buckham-White, Shellye Archambeau, Gabe Cervantes

S2-20: Virtual ◆ 633 Attendees
Session Highlights:
• The New/Next Normal | Do No Harm? Privacy, Cybersecurity and the Pandemic
• Full Spectrum Thinking
• Mastering the Chemistry of Change
• Reimagining Diversity and Inclusion

Speaker Highlights: Bob Johansen, Gabe Cervantes, Cassandra Worthy, Damon Williams
ITSMF Marketing

WEBSITE ENGAGEMENT

30,000 Page Views
# Statement of Financial Position

## December 2020

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>1,612,838</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>589,814</td>
</tr>
<tr>
<td>Prepaid and other assets</td>
<td>9,079</td>
</tr>
<tr>
<td>Investments</td>
<td>350,604</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>2,562,335</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>86,786</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>1,393,808</td>
</tr>
<tr>
<td>EIDL loan payable</td>
<td>150,000</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>1,630,594</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>2,562,335</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th>($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without donor restrictions</td>
<td>831,741</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>100,000</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>931,741</td>
</tr>
</tbody>
</table>

ITSMF 2019 Annual Report
### Statement of Activities
Year Ended December 2020

#### REVENUES AND OTHER SUPPORT

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership dues</td>
<td>248,548</td>
<td></td>
<td>$248,548</td>
</tr>
<tr>
<td>Contribution</td>
<td>726,793</td>
<td>726,793</td>
<td>726,793</td>
</tr>
<tr>
<td>Grants</td>
<td>25,000</td>
<td>100,000</td>
<td>125,000</td>
</tr>
<tr>
<td>Program income</td>
<td>98,603</td>
<td></td>
<td>98,603</td>
</tr>
<tr>
<td>Special event (net of direct costs of $14,750)</td>
<td>600,642</td>
<td></td>
<td>600,642</td>
</tr>
<tr>
<td>Interest/dividend income</td>
<td>5,516</td>
<td></td>
<td>5,516</td>
</tr>
<tr>
<td>Other support</td>
<td>140,177</td>
<td></td>
<td>140,174</td>
</tr>
<tr>
<td>Realized gains/losses</td>
<td>6,533</td>
<td></td>
<td>6,533</td>
</tr>
<tr>
<td>Unrealized gains/losses</td>
<td>16,555</td>
<td></td>
<td>16,555</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,868,367</strong></td>
<td></td>
<td><strong>$1,968,367</strong></td>
</tr>
</tbody>
</table>

#### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>1,383,677</td>
<td></td>
<td>$1,383,677</td>
</tr>
<tr>
<td>Management and general</td>
<td>285,878</td>
<td></td>
<td>285,878</td>
</tr>
<tr>
<td>Fundraising</td>
<td>234,419</td>
<td></td>
<td>234,419</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>1,903,974</strong></td>
<td></td>
<td><strong>$1,903,974</strong></td>
</tr>
<tr>
<td>Change in net asset</td>
<td>(35,607)</td>
<td>100,000</td>
<td>64,393</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>867,348</td>
<td></td>
<td>867,348</td>
</tr>
<tr>
<td>Net assets, end of year</td>
<td>831,741</td>
<td>100,000</td>
<td>931,741</td>
</tr>
</tbody>
</table>
## ITSMF Development

### 2020 Corporate Sponsors

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Farm Insurance Company</td>
<td>$2,036,229.16</td>
</tr>
<tr>
<td>PepsiCo, Inc.</td>
<td>$769,756.75</td>
</tr>
<tr>
<td>Amazon Web Services</td>
<td>$434,971.00</td>
</tr>
<tr>
<td>Microsoft Corporation</td>
<td>$412,240.90</td>
</tr>
<tr>
<td>Accenture LLP</td>
<td>$239,125.00</td>
</tr>
<tr>
<td>Cisco Systems, Inc.</td>
<td>$200,570.25</td>
</tr>
<tr>
<td>Global Leadership Forum (GLF)</td>
<td>$189,350.00</td>
</tr>
<tr>
<td>Capital One Services</td>
<td>$115,000.00</td>
</tr>
<tr>
<td>National Center for Women &amp; Information Technology</td>
<td>$100,000.00</td>
</tr>
<tr>
<td>Deloitte</td>
<td>$98,085.00</td>
</tr>
<tr>
<td>WalMart</td>
<td>$83,106.63</td>
</tr>
<tr>
<td>McKesson Corporation</td>
<td>$71,450.00</td>
</tr>
<tr>
<td>Blue Cross Blue Shield of Michigan</td>
<td>$64,000.00</td>
</tr>
<tr>
<td>Hewlett Packard</td>
<td>$60,263.50</td>
</tr>
<tr>
<td>Capgemini</td>
<td>$58,970.25</td>
</tr>
</tbody>
</table>

**Total Revenue**

$1,968,367
Community Engagement

**Strategic Alliance Partnerships:**
BDPA, HITEC, ICMCP, NPower, NSBE

**Community Outreach:**
Colbert Museum Magnet School