

What works. Women Veterans who Transitioned into STEM careers and HOW: Success Stories & Best Practices



Graciela Tiscareno-Sato
US Air Force Captain & Veteran
Chief Creative Officer, Author, Publisher
Gracefully Global Group, LLC

First-born daughter of Mexican Immigrants; Big bilingual family



Dreams, Aspirations, Curiosity



Air Force ROTC Scholarship, U.C. Berkeley, 1100 mile road trip



First Flights



Commissioned by Mami and Papi Atop Cal's Campanile Bell Tower



Undergraduate Navigator Training



UNT Graduation – Oh Happy Day!



My fellow trombonist, life-long ally....



Like so many women who
serve...the Only...



After UNT...KC-135R AIRCREW training for Aerial Refueling Ops



Supersonic RZ = Precision Math



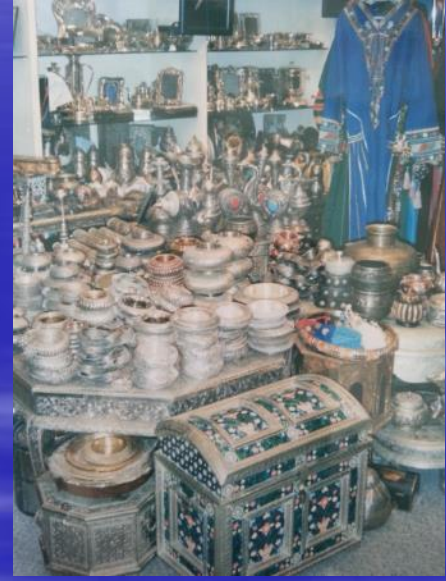
Tactical Formations

("Dragging Fighters" deployment)



1st Deployment, Saudi Arabia

Operation Southern Watch



Enjoying local fashion



Air Medal. Combat Air Operations

“Enemy Fire Was Probable and Expected”



“First Hispanic Air Force female aviator to be awarded an Air Medal”

Whether Manned...





Incirlik AB, Turkey

Or Unmanned...



Fighters off our left wing



Contact over Northern Iraq



After 9.5 years and many nations...



**What the military officer
headhunter said to me...**

The SISTERHOOD: Women Veterans were KEY to my Successful Transition into....



Justine Tanabe

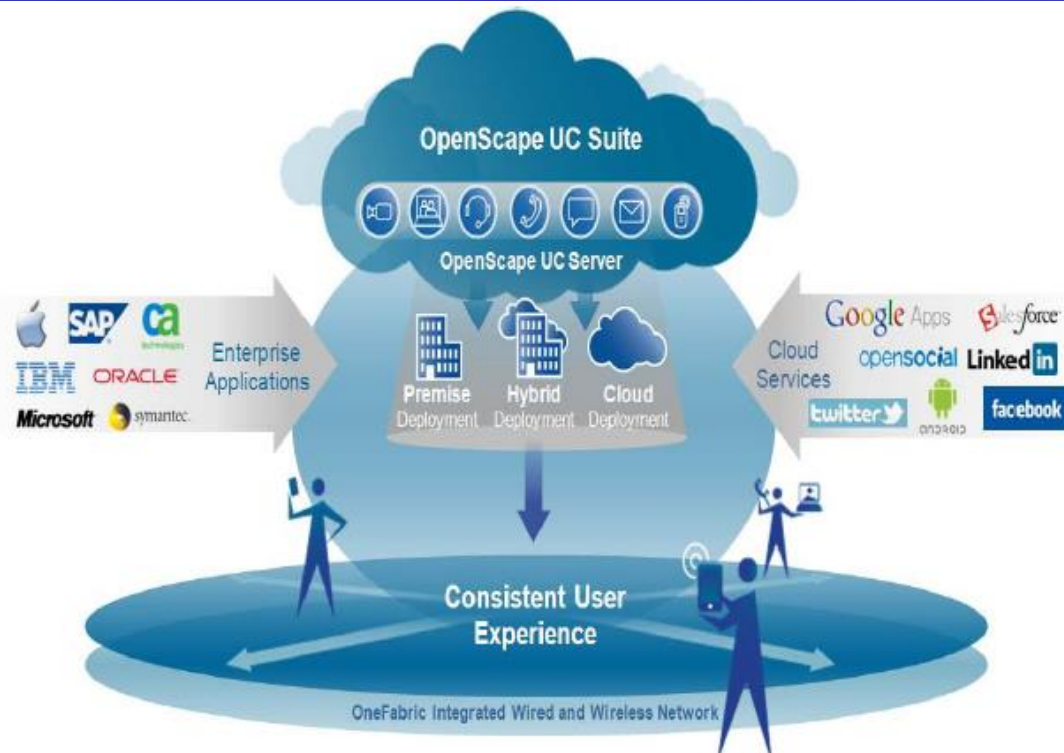


Julia Hubbel

1st corporate career: Global Telecom Industry, Global Product Marketing Manager

SIEMENS

Software-based
Purpose-built
Multi-media
Native SIP
Complete
Scalable
Reliable
Flexible
Secure
Open



Promise I Made after Landing my Dream Career

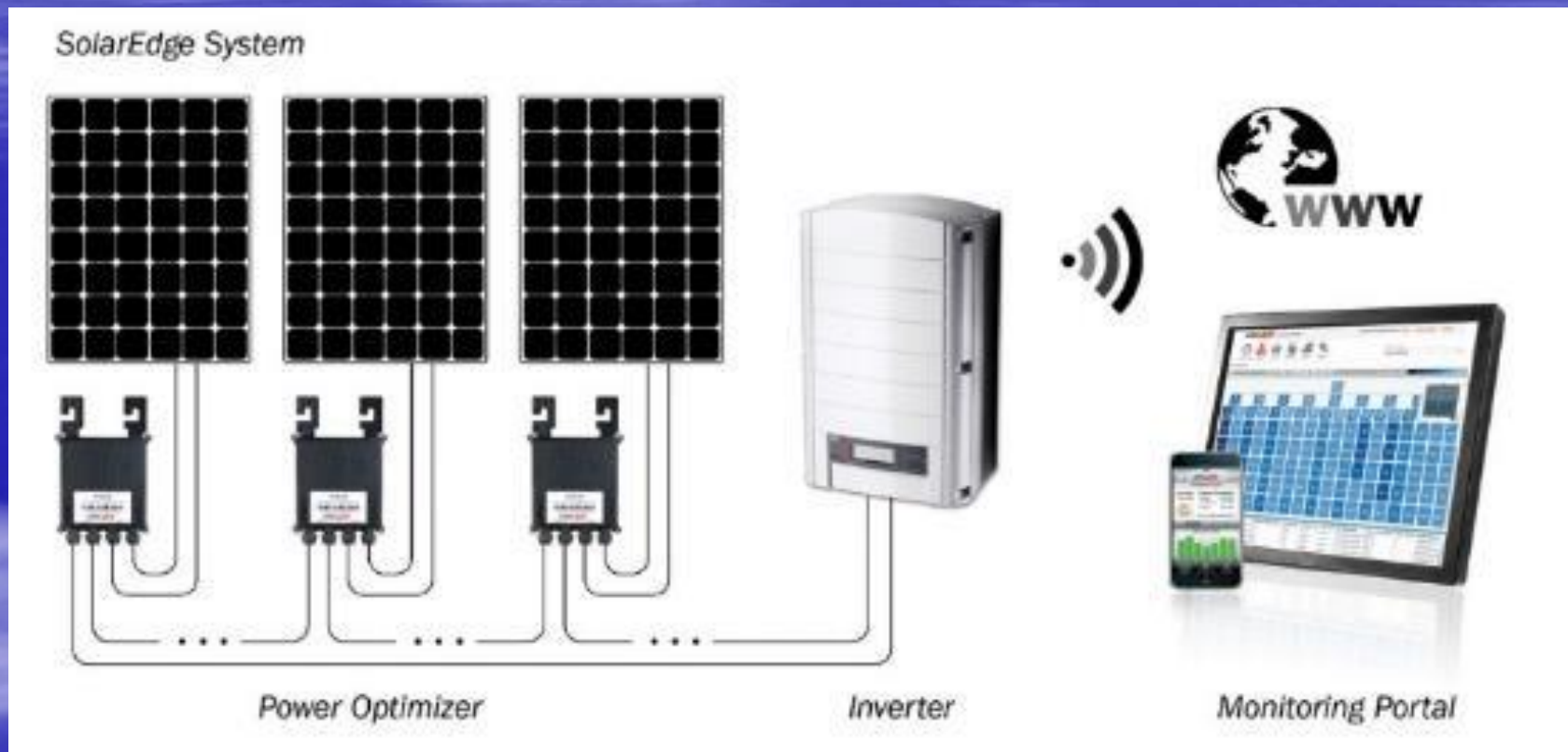


Julia Hubbel

“Graciela, just pay it forward. Help other veterans make successful transitions...focus especially on helping other women.” - Julia

SISTERHOOD

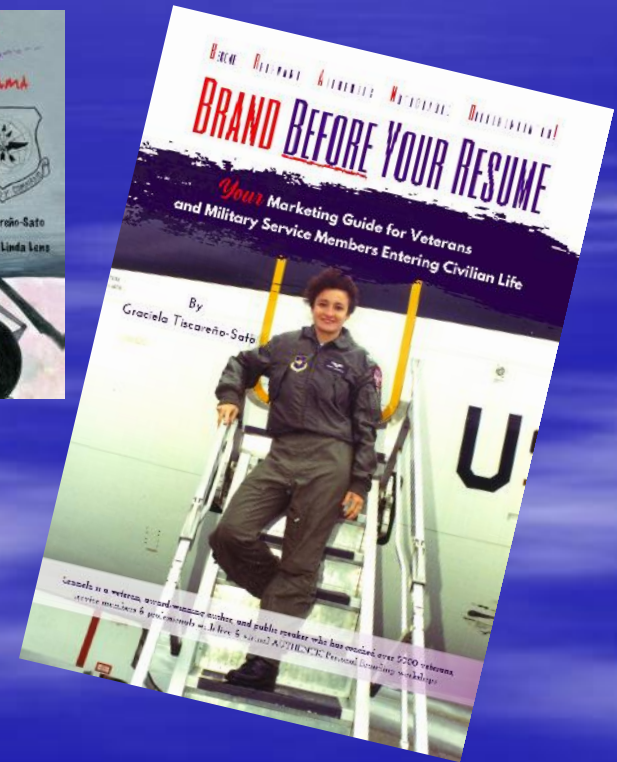
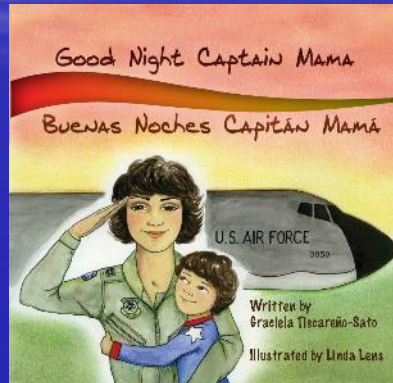
Crossover - Solar Photovoltaic Electronics Industry – Israeli startup in Tel Aviv





Wouldn't it be nice if ALL veterans learned how to showcase their tremendous value and never lost their sense of self worth during and after the transition?

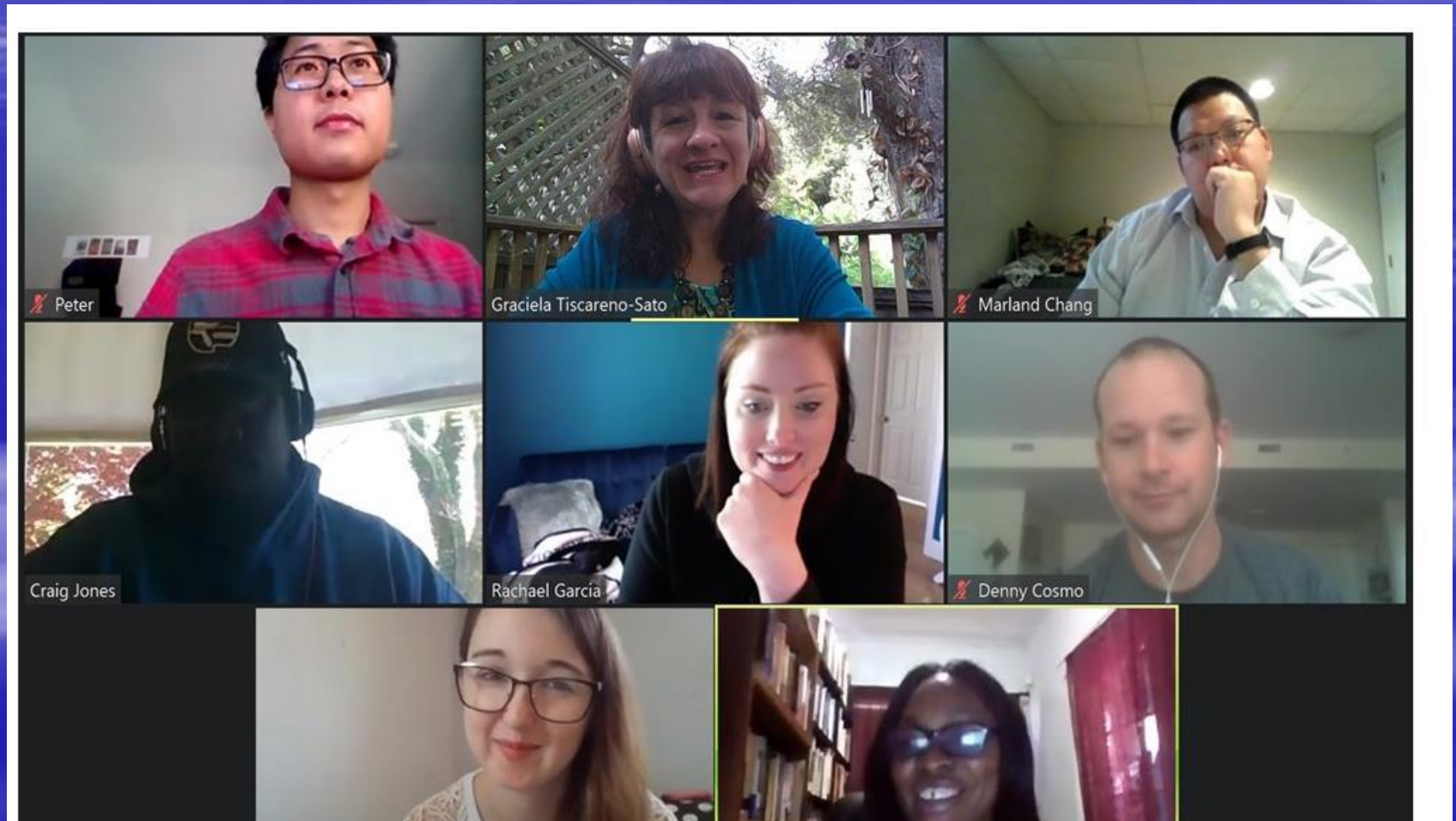
Entrepreneurship – Founder of educational publishing firm with eCommerce platform, professional services...



GracefullyGlobal.com/COMMERCE

**I'm a Storyteller who
helps veterans become
EPIC storytellers of
their FUTURE
differentiated VALUE...**

Virtual, AUTHENTIC Personal Branding Workshops & Branding Exercise for Veterans...



...followed by 1:1 Coaching –Co-creating Personal Branding WITH vets

Hi. I'm Greg, ^{medical} aspiring SW &
 fellow Senior, Dr. Philther. I'm setting
 pace goals, Edge short rank & deeping
 pangs & supplying PPI in var global work
 experiences. I'm ~~bookkeeping~~ ^{terracing}, I'd
 How want deeping pangs & serving in your
 Greg - Age: i Lost find sum Elders in the
 sitting after completely MSGW



COACHING Founder, Defense Ready Tactical.

“Authentic Personal Branding for Military Veterans” Online Course

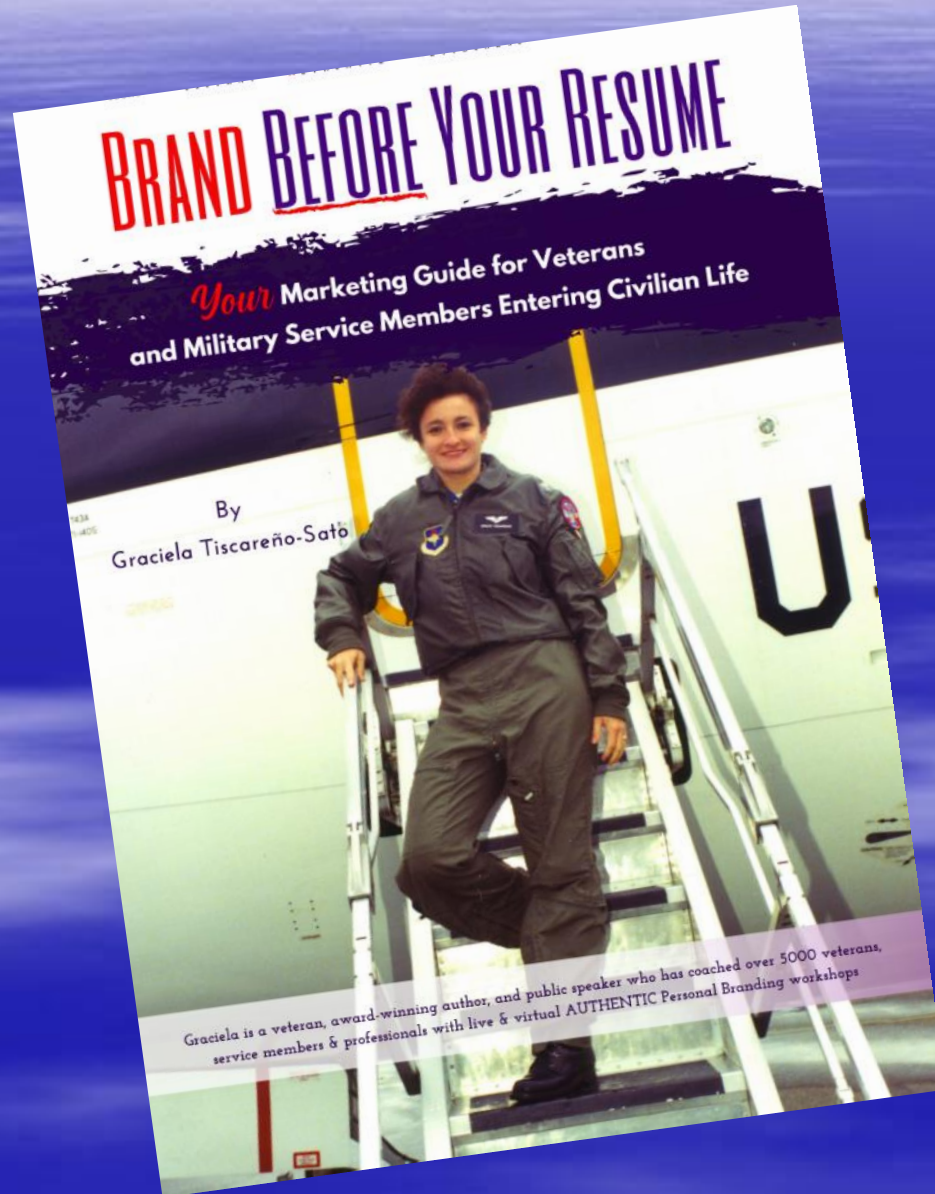
Memorable? Differentiated?

“I’m Chris, student veteran at Towson University and future State Department employee. I’m the communications guy who found himself on duty one night in Afghanistan during a sandstorm, patching broken radio antennas with duct tape. I’m a creative problem solver when time is of the essence...”



**Forward looking:
HIRE ME!**

1st Marketing Mindset Guidebook BY a veteran FOR military vets & spouses



Uniquely
featuring 25+
personal
branding
examples created
BY veterans.

**Because I've been
doing this innovative
work for over eight
years...**



**SUCCESS story: Lorraine's
military-to-civilian transition**

Approach #1: same functional role + new license for civilian workforce



6 years servicing Navy aircraft

3 important decisions Lorraine made during transition. #1

Referred for warehouse job (paycheck while networking with civilian mentors)



Why is this important? Post-military career transition can be a very LONELY time.



“Conversing with Laura about the industry, not feeling so alone, is what gave me the confidence to continue applying to places. I ended up getting hired at local MRO working on MD-80s, DC-9s and other engine removals.”

SISTERHOOD

3 important decisions Lorraine made during transition. #2

She showed up on LinkedIn looking like the *professional she wanted to be NEXT.*

“I updated my LinkedIn profile 100,000 times.”

LORRAINE DIAZ MALDONADO

A&P MECHANIC | ENGINE SUBJECT MATTER EXPERT

AIRCRAFT MECHANIC | VETERAN
AVIATION | DEFENSE | AEROSPACE



- Military Aircraft
- Turbine Engines
- Flight Line
- Fuel Cells
- Fuel Systems
- Pneumatics

3 important decisions Lorraine made during transition. #3 (LEAD!)

“APPLY ANYWAY even if you don’t have 100% of qualifications. Don’t give up!”



3.5 years to
LEAD
mechanic!

Featured by National Business Aviation Association:
<https://nbaa.org/news/business-aviation-insider/2020-nov-dec/aspiring-professionals-working-business-aviation-requires-adaptability-flexibility/>



SUCCESS story Alyana's transition (in progress)

I chose these women because...similar careers yet diverging pathways into civilian workforce; rep ambitious women veterans WELL

Alyana Reyes

U.S. Navy, Aviation Machinist Mate



3 important decisions Alyana has made during transition. #1

“I didn’t want to take the common and safe path (aeronautical engineering); I already know this technical stuff. I wanted to learn NEW things, especially after learning about the work done at the oil analysis lab.”



#2 Civilian Career Choice Driven by Curiosity and Intellect

“I want to keep adding to my knowledge. I enjoy doing the analytical thinking...hands-on experience in the Navy, understanding the mechanical stuff, interacting with engineers, visiting the oil analysis lab (understanding how chemistry of fuel affects engine performance)...makes me want to pursue chemical engineering, the degree I started before I joined the Navy.”



Alyana Reyes' **“oil analysis lab” smile!**



**Aviation mechanic to chemical
engineer – brilliant transition!**

Decision #3, pro tip for successful STEM transition

“My friend was six months from separation and created her LinkedIn profile so I created mine too. I started my transition process TWO years before planned date. I suggest you start *at least a year out* before you transition. I used the search bar to find companies like Lockheed, Boeing to see WHO worked there. I learned how to write cold call emails to them and they started reaching out to me. ...before I decided to pivot.”



What's commonality in these 3 stories?

- 1. KNEW what career we wanted next; many vets do NOT!**
- 2. Had self confidence to start reaching out**
- 3. Used SISTERHOOD for referrals, networking, and informational interviews**
- 4. CREATED our own support networks in FUTURE industries**

My Observations after Training Thousands of Veterans

- Officer (vs. enlisted) transition experience
- Difference: THE NETWORKS that exist/don't



Enlisted transition experience – typically NO professional networks



- Lorraine created a network to bridge F-35s to business aviation while working in a warehouse first



- Alyana started TWO years early; got tour of oil analysis lab; creating network NOW & has student veteran plans

PRIZES go to those with strong initiative; do ALL women vets have that confidence and willingness to cold call strangers?

**WE must be that first network.
SISTERHOOD!**

Best Practice: Encourage Women Veterans to Show Up in Tech Ecosystem NOW!



5TH ANNUAL WOMEN IN TECH SYMPOSIUM

THE NEW ERA IN HUMAN-COMPUTER INTERACTION

MARCH 12, 2021
9 AM TO 6 PM

BE PART OF THE #NEWHCI
REGISTER TO ATTEND: [WIT2021.EVENTBRITE.COM](https://www.eventbrite.com/e/women-in-tech-symposium-the-new-era-in-human-computer-interaction-tickets-120444415489)

CITRIS BANATAO INSTITUTE WOMEN IN TECH INITIATIVE UNIVERSITY OF CALIFORNIA Berkeley Engineering

MAR 12

Women in Tech Symposium:
The New Era in Human-Computer Interaction

by CITRIS and the Banatao Institute

Follow

\$0 - \$50



Registration for the Women in Tech Initiative at the University of California's flagship event is now open!

About this Event

- **"Defining the New Era in HCI" Fireside Chat** with [Tsu-Jae King Liu](#) (Berkeley Engineering) and [Leila Takayama](#) (UC Santa Cruz)
- **Four HCI panels** on health, food, games, and justice, hosted by UC Davis, UC Merced, UC Santa Cruz, and UC Berkeley respectively
- **Deep-dive breakout sessions** with Facebook on AR/VR, Sandia Labs on Cybersecurity, and more!
- **"Two Approaches" conversations** with experts from Tesla and other tech leaders and researchers
- **"Sustainable Disruption: Ensuring an #InclusiveHCI Future Is Not Enough" Closing Talk** with [Melody Ivory](#) (Thrivafy)
- **Career Fair** connecting participants with leading tech companies seeking HCI, UI, UX talent

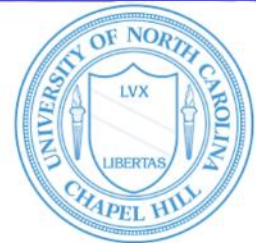
Register at Eventbrite:

<https://www.eventbrite.com/e/women-in-tech-symposium-the-new-era-in-human-computer-interaction-tickets-120444415489>



WOMEN IN TECH INITIATIVE
UNIVERSITY OF CALIFORNIA

Clients: Universities and Veteran-Serving Organizations



B.R.A.N.D. BEFORE YOUR RESUME

By Graciela Tiscareño-Sato



Raul Zarate

Veteran of Marine Corps |
Studying Mathematics and
Computer Science



Graciela, I have the job and I start in August with Intel! Thanks again for the help. Speaking with you really did help me get this job. I read out loud the ways to describe myself and they loved it. People need to hear you! No way you can nail your dream company without the info on branding you teach

**We also
empower
and inspire
male
veterans in
transition...
but...**



SISTERHOOD –

Lisha – USN IT manager to civilian Cybersecurity Analyst



“Thank you for all of the work that you do to empower us. Sometimes we don't recognize our "greatness" until our paths cross with Fearless & Empowering women like you who "shine your light" and encourage & show us how to shine our own lights. Continue motivating, encouraging, inspiring & speaking life into all you touch!” - *Navy veteran Lisha at Operation Dress Code, San Diego, California*

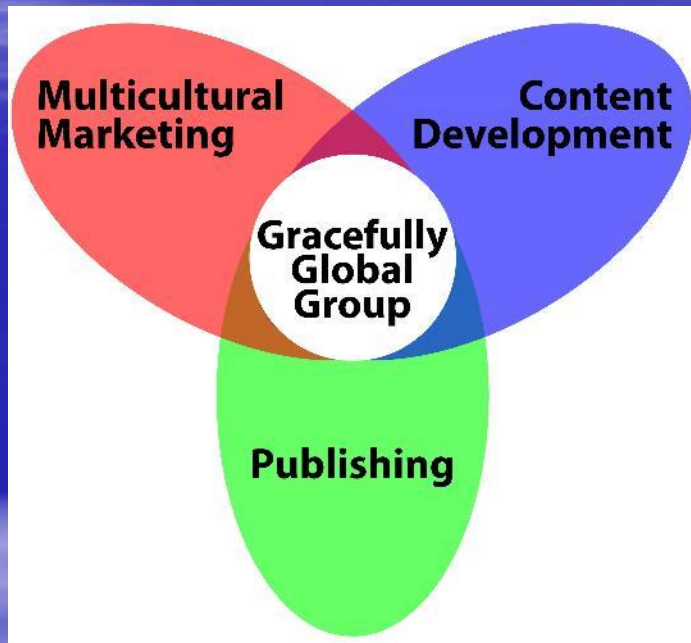
What veterans are saying...

“You really helped inspire self-confidence and self-esteem in people you talk to and train. You helped take our passion and put it into powerful words.”



*-Kristin Fox, Army veteran, AUTHENTIC
Personal Branding workshop at Univ. of Idaho,
Student Veterans of America Pacific Northwest
Regional Conference*

Major Milestone as Entrepreneur



**...MWBE Certifications Federal/State
Ready to aid Diversity & Inclusion Initiatives
to hire more women veterans...**



**Ready to serve the
transitioning military service
members, milspouses and
veterans in YOUR
community.**

Call us at (510) 542-9449

Let's stay in touch!



Graciela Tiscareno-Sato



Graciela Tiscareno-Sato

Email: grace@GracefullyGlobal.com

Text me: (510) 542-9449

Let's continue...



Strengthening the Pipeline
from Service to STEM

A Convening on the Future of
Women Veterans in STEM

March 2-5, 2021

...for our women veterans

What works. Women Veterans who Transitioned into STEM careers and HOW: Success Stories & Best Practices



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