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
Promise I Made after Landing my Dream Career

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

Julia Hubbel

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 Gage, aspiring SW &ung. I'm almost 35, I'm working on a Bachelor's in Clinical Psychology. I'm pretty much finishing up, and I'm looking to get a job in the field. I'm thinking about doing a Masters, perhaps in Clinical Psychology, after I complete my Bachelor's. I have some experience in the field, but I'm looking to advance in my career. What do you think?
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...”
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.”
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.”
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:
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
“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.”
“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!
“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!


- “Defining the New Era in HCl” Fireside Chat with Tsu-Jae King Liu (Berkeley Engineering) and Leila Takayama (UC Santa Cruz)
- Four HCl 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
Clients: Universities and Veteran-Serving Organizations
We also empower and inspire male veterans in transition... but...

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.
“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
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!

Email: grace@GracefullyGlobal.com
Text me: (510) 542-9449
Let’s continue... for our women veterans
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