dev color

2024 annual report.
let's change tech for good.

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the heart of our work.

letter from the CEO.

Dear friends of /dev/color,

We are living through a moment of profound transformation. Systems built to advance equity are being tested, and the future of work is taking shape before our eyes. Advances in AI and other technologies bring enormous potential, opening new paths for innovation and connection across our industry and within our community. At the same time, many of our members are navigating real challenges, from job insecurity to the significant industry shifts driven by new technologies, all while actively leading and shaping the very future of technology and language models.

Through it all, /dev/color has remained grounded in our mission and responsive to our community. We have listened, adapted, and focused on what matters most. This moment is exactly why I do this work. It is a privilege to lead /dev/color and to share the impact we have made together over the past year.

The pace of change also feels personal. By the time my sons are in high school, we will see not only a dramatic transformation of existing jobs, but also the **emergence of entirely new roles that don't yet exist**. This represents a significant ground shift. That reality pushes me to think not only about where the world is headed, but about who is shaping it. Our members must be at the center of that conversation. When we lead, we create smarter solutions and a more inclusive future for everyone.

This year, /dev/color's work has remained deeply people-driven. Through peer mentorship, community support, events, and career development, we have supported nearly **1,000 Black technologists**. From our signature programs serving **650 members**, to the launch of our LA Chapter, to convenings like the Bold Black Womxn in Tech Brunch, our community continues to grow in strength and vision.

I am proud to be part of a movement that isn't just about who is in the room, but developing the leaders who are shaping the revolution and elevating the workforce. Together, we're building toward lasting change and a future that reflects the full brilliance of our community, by ensuring the right people are in the right seats to change the shape of technology.

Thank you for being part of this journey. Your support makes everything we do possible. On behalf of our team, board, and members, we are deeply grateful.

In solidarity,

Rhonda Allen
CEO, /dev/color

Black leadership is essential to the future of tech.

The tech industry is shaping how we live, work, and connect. Black technologists have long been at the forefront as builders, innovators, and leaders, yet access to opportunity at industry shaping levels within the field remains limited. At /dev/color, we are building a community where Black software engineers and technologists can thrive, lead, and transform the industry. We believe the future of tech must be shaped by those closest to the challenges and bold enough to design what comes next, with Black leaders present at every level.

Our vision is to unlock our collective power to reshape the tech industry, ensuring it better reflects the diversity of talent and more effectively designs technology that meets our society's rapidly evolving and complex interests and needs.

3.7% of technical roles are **held by Black professionals**, although they **make up 13% of the labor force**.

transforming the tech industry.

Our mission is to be the leading global career accelerator for Black individuals in tech, advancing their careers and empowering them to strengthen the companies and communities they serve. Since launching in 2015, we have expanded into a leading global organization that supports over 1,000 members across five city hubs—and we're just getting started.

We've learned that transformative career growth requires more than just traditional mentorship; it demands a comprehensive approach that includes peer networking, professional development, and systemic advocacy. Our unique model—founded on peer mentorship and proactive leadership development—has proven vital in preparing our members for significant advancements and entrepreneurial success.

We've seen firsthand how the systemic barriers that limit career advancement for Black professionals in tech necessitate targeted, community-driven solutions. Together, we are delivering innovative solutions that match the scale and complexity of the challenges we face, ensuring that the tech industry becomes a true reflection of the diversity and brilliance it requires to thrive.

our program model.

/dev/color's program model strategically combines community support, career advancement, and industry collaboration to empower Black tech professionals and reshape the tech landscape.

Fostering Authentic Community in Our Membership We cultivate a genuine, supportive environment that enables Black tech professionals to connect, share, and thrive together.

Accelerating Career Advancement and Wealth Building in Programs Our targeted programs provide the tools and resources necessary for career growth and economic empowerment, helping members achieve professional and financial milestones.

Collaborating Across the Tech Ecosystem Through partnerships and joint initiatives, we work to create a more accountable and inclusive tech industry that reflects and supports the diversity of its workforce.

explore our impact.

by the numbers.

At /dev/color, our impact is reflected in the many members who are at a pivotal point in their careers, actively seeking mentorship and growth opportunities to advance.

Through our intentional support and programming, we've helped a strong representation of our members rise into senior roles across industries, driving meaningful change and progress in the tech world.

615 total members

500 companies

33 states represented

6 countries represented

32% identify as women or non-binary

seniority:

7% entry level

31% mid level

62% senior level

programmatic impact highlights.

Our programs consistently deliver exceptional results, empowering members to achieve their career aspirations and drive innovation.

executive accelerator program.

100% of participants reported achieving progress toward their stated career priorities

100% a better understanding of their values, strengths, and traits as leaders

100% clarity on their career goals

More detailed impact metrics for the Executive Accelerator and our other flagship programs, including A* and specialized initiatives, can be found on pages 16-18.

spotlight on Daryl Sistrunk:

Senior Director, Data Platforms & Infrastructure at Upside and Executive Accelerator Alum

"From personalized coaching and community building to sessions on branding and strengths analysis, this program is so much more than an accelerator. It's a boot camp for established leaders who are committed to making a significant leap in their careers.

And…for leaders from underrepresented backgrounds, this kind of program is absolutely vital. It not only opens doors to executive-level opportunities, but also ensures that graduates are equipped for success with the education, tools, and support network they need to thrive once they get there."

A* program:
catalyzing career growth for Black software engineers

Empowering Connections

This year, the A* Program proudly supported over 300 Black software engineers nationwide. Our flagship peer mentoring program leverages small cohorts, or "Squads," helping members to build community, share experiences, and achieve ambitious career goals together.

driving impact and outcomes:

75% of Squad members praised strong participation, group dynamics, and in-person events

300+ Black software engineers supported nationwide

members identified in-person events, our active Slack community, and opportunities for peer mentorship and professional development as the most valuable aspects of their experience

program components.

Focused on career advancement, each Squad engages in peer coaching, accountability sessions, and strategic career mapping throughout the year. The program is designed to empower members to overcome professional challenges and expand their personal impact, nurturing future industry leaders.

executive accelerator program:
advancing Black leaders in tech

Program Overview
Our dynamic six-month hybrid program combines virtual sessions with industry leaders, in-person retreats, professionally facilitated workshops, and 1:1 executive coaching. This year we supported a cohort of eleven rising executives in transformative experiences designed to elevate their leadership skills and trajectory.

key outcomes & impact.

100%   of participants reported achieving progress toward their stated career priorities

100%   a better understanding of their values, strengths, and traits as leaders

100%   clarity on their career goals

100%   feeling better equipped with frameworks to further professional growth and goals

100%   building a bigger network of executive-level industry contacts and peer executives

100%   gaining a deeper sense of self-awareness of their leadership style and how others perceive them

89%   experienced a breakthrough "a-ha" moment working with their executive coach

program at-a-glance.

68   total programming hours

28   hours of hands-on workshops

85%   average session attendance

22   industry speakers and coaches

key components.

Hands-On Workshops: Led by certified facilitators and executive coaches, focused on practical skills for leadership and business growth.

Intimate Speaker Sessions with Industry Leaders: Executive leadership lessons with deeply experienced tech executives and board members

1:1 Executive Coaching: Individual coaching with certified executive coaches to deepen learnings from program sessions

In-Person Community Building: Networking opportunities with executive-level peers through in-person retreats and events

notable contributors.

Ovetta Sampson, Director of UX, AI/ML at Google

Arquay Harris, former VP of Engineering at Webflow and Senior Director of Engineering at Slack

Lakecia Gunter, former CTO at Microsoft

Becca Carter, former Head of Data Science at Gusto

Anré Williams, CEO, American Express National Bank

Lisa Neal Graves, Black Women on Boards, Former CEO, CMO.

future outlook:

Looking forward, the Executive Accelerator will continue to grow, support and develop the next generation of Black leaders in tech, expanding its reach and refining its curriculum to address the evolving challenges and opportunities in the industry.
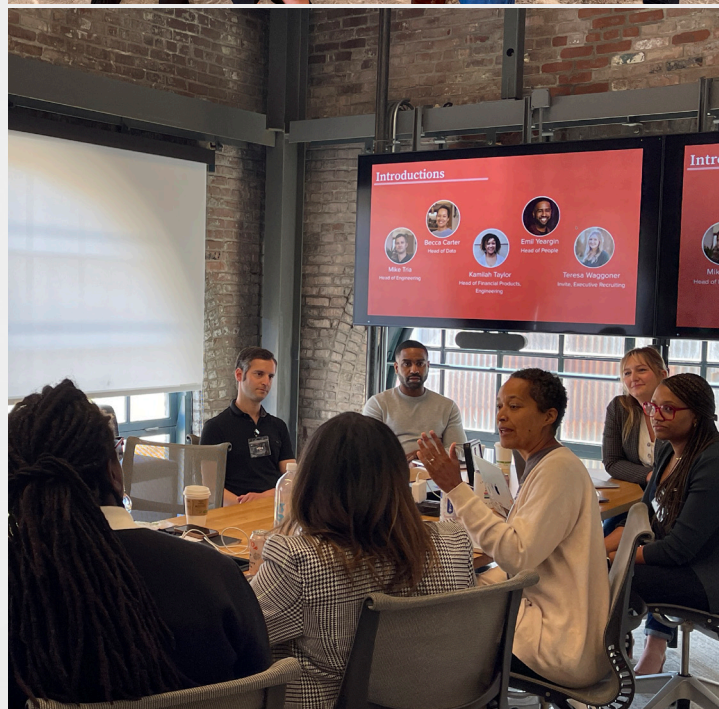
spotlight on Paris Pinkney,
Staff Engineer, Apple

Paris Pinkney joined the /dev/color community and its flagship A* program in 2018, seeking a community of engineers who shared his background. Paris not only found the impactful relationships he was looking for but also deeply engaged in /dev/color's renowned peer-to-peer mentoring, investing in the growth of fellow software engineers.

Since becoming a part of /dev/color, Paris has played a pivotal role in supporting other Black engineers in advancing their careers, securing job offers, promotions, raises, and bonuses. His journey from Marqueta to Scribd, Udemy, and now Apple highlights the power of community support. Paris has also established a significant personal brand within the tech space, becoming a well-known influencer and a source of inspiration and assistance for many in the industry.

> "From my time at Marqueta to Scribd, to Udemy, to Apple — the /dev/color family has proven the value of sharing experiences and actively listening to others' challenges. In the past two years, I've become an influencer in the tech community, helped others land dozens of job offers, and have been celebrated by leadership at work, resulting in raises, promotions, and bonuses. These are all firsts for me, and I doubt I'd have the opportunity without the inspiration and support from /dev/color." — Paris Pinkney

executive accelerator impact:
participant perspectives

We're proud to share powerful testimonials from our Executive Accelerator alumni, showcasing the program's transformative impact on their careers and leadership journeys.

"The Executive Accelerator elevated my career growth by offering skill & mindset development, networking, and the strong collective of leaders as peers. The community pushes and supports me in shaping and achieving my new leadership goals. I am very grateful for this experience."

Omo Ojeomogha
Director of Engineering, Wave Mobile Money, Executive Accelerator Alum

"A key takeaway from the Executive Accelerator experience was a greater self-awareness of my own strengths. Our retreats provided extremely valuable insights through workshops and fireside chats. Working through these experiences with my cohort, coupled with the shared reflections and discussions, significantly enhanced the overall program experience. Meeting everyone and hearing their stories highlighted how important it is to reflect on your core values and approach challenges while staying true to yourself."

Shavant Thomas
Engineering Manager, CircleCI, Executive Accelerator Alum

"The whole Executive Accelerator program offered tremendous value to me. It stretched and forced me to shed many limiting beliefs and views about myself and my potential. It validated me by showing me many have experienced the same things I've experienced.

I gained an amazing resource in our cohort and the speakers. This accelerator must exist because many Black brilliant minds in the tech ecosystem lack the tools, resources, and the 'board of directors,' so to speak, to help propel them forward. After now completing this program, I am equipped and ready to craft that for myself.

I can call in those who will advise, sponsor, and mentor me. When I think of community, /dev/color comes to mind, and the accelerator - and /dev/color as a whole - has proven that you can truly blossom in the community's safety."

Marquita Priester
Senior Software Engineer, Flexible Finance, Executive Accelerator Alum

highlighting member events:
celebrations of community and collaboration

LA Chapter Launch Celebrating the expansion of our network, the LA Chapter launch marked a significant milestone for /dev/color. Hosted by Atlassian and Intuit, this event drew 40 attendees, bringing together new members and supporters to kick off a vibrant community presence in Los Angeles.

Bold Black Womxn in Tech Brunch A gathering designed to empower and inspire, the Bold Black Womxn in Tech Brunch saw 50 attendees come together to share experiences and strengthen community. This event celebrated the brilliance, sisterhood, and resilience of Black women in technology.
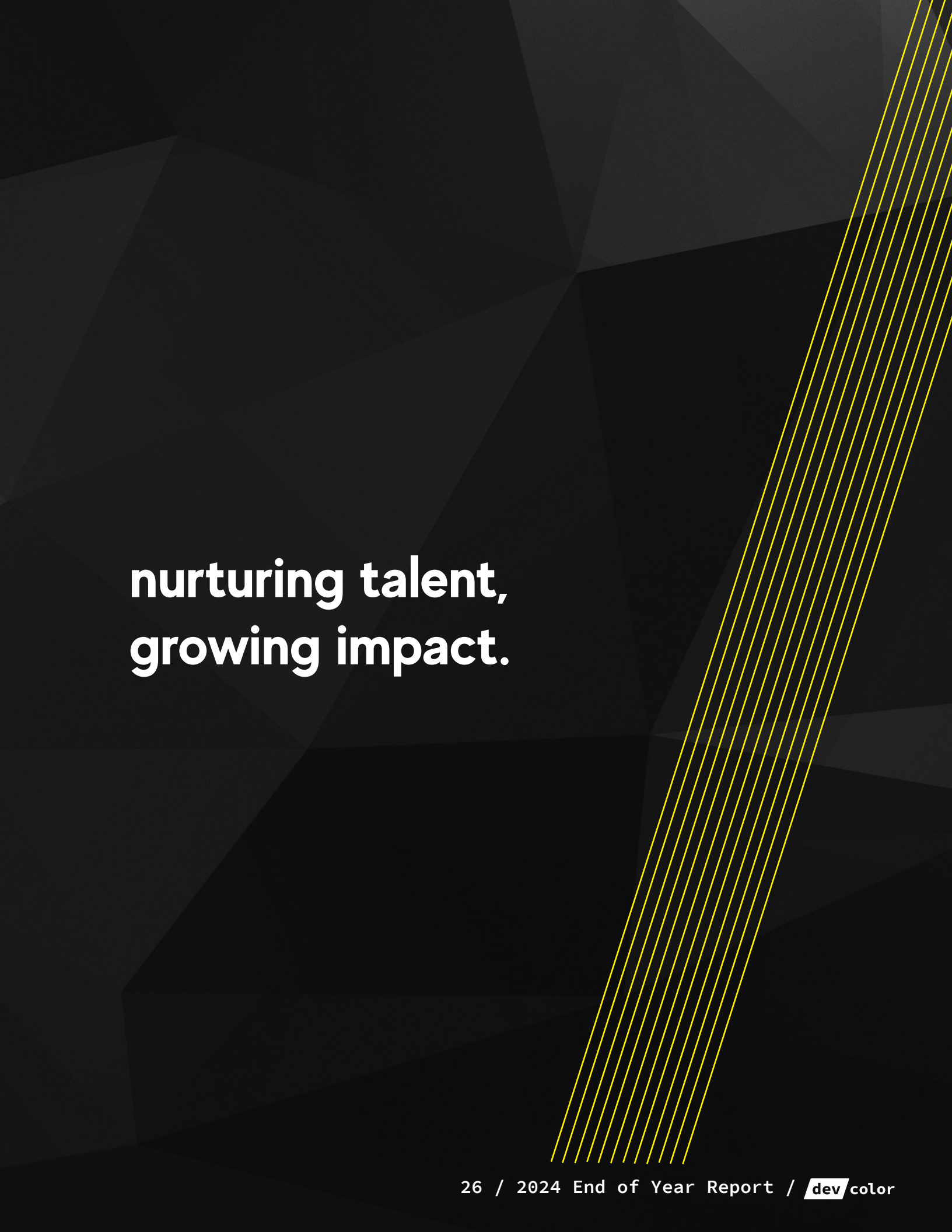
Member Summit Our annual Member Summit convened 50 participants for a day of intensive learning, networking, and strategic planning. This key event provides a platform for members to connect with industry leaders, explore new ideas, and strengthen ties within the tech community.

Kickoff Season Spanning seven in-person and virtual events, Kickoff Season convened 579 members to align on squad goals, foster connection, and start the year with purpose. Through thoughtfully curated gatherings and shared resources, this series laid a strong foundation for engagement and collaboration throughout the year.

Member-Led Professional Development Series In Q2 and Q3 of 2024, members hosted five skill-building sessions attended by over 100 peers. These events showcased the depth of expertise within our community and delivered actionable insights on topics ranging from technical proficiencies to leadership development.

nurturing talent,
growing impact.

looking forward:
our strategic plan

We are so proud to celebrate our 10-year anniversary in 2025. What began as a small gathering of Black software engineers in Silicon Valley has blossomed into a dynamic movement, and we are more excited than ever to look ahead. As we reflect on the past decade, we are filled with pride and gratitude for the powerful community we've built—a community that accelerates careers, fosters mentorship, and opens doors for Black engineers, technologists, and executives. And as we look to the future, we know the next 10 years will hold even greater possibilities for both our members and the tech industry at large.

In the year ahead, we are focused on strengthening and expanding key initiatives that will continue to drive our mission forward. We will expand our programs, provide direct support to Black technologists, and fortify the infrastructure that has powered a decade of impact. Among the initiatives we're excited to pursue are:

A* Program: Strengthening mentorship opportunities and community building so that, despite any challenges, Black individuals continue to thrive in tech, ensuring long-term success and resilience.

The Executive Accelerator: Continuing to empower Black leaders at the forefront of tech.

The Summit: A unique opportunity for networking, professional learning, and community building, bringing together members, experts, and allies to support Black leaders in tech.

Chapter City Lead Initiative: Adding City Leads in our Chapter Cities in New York, Atlanta, Seattle, the Bay area, and Los Angeles, allowing members to take an active role in shaping their local communities, with more in-person events and deeper connections. Expanding our leadership presence across key cities like D.C. and Texas, increasing community and encouraging meaningful engagement.

With these efforts and more, we will continue transforming the tech landscape and creating lasting impact for Black technologists in the decade to come.

vision for the future.

"I am thrilled to join the Board of Directors at /dev/color, an organization that has been pivotal in my professional journey over the past six years. The community and support I've received here have significantly contributed to my career advancement.

I look forward to leveraging my experience and passion for technology and diversity to help further /dev/color's mission of empowering Black software engineers." – **Priscilla Alfaro, Engineering Manager, Chime**

top level financials.

Corporations: $2,469,829
Individuals: $98,564
Program & Other Income: $174,869
Total Revenue: $2,743,262

Expenses
Management & General: $1,543,003
Program Expenses: $647,975
Total Expenses: $2,190,977

the power of partnership.

our board of directors.

Our Board of Directors comprises distinguished leaders from various sectors within the tech industry. Each member brings a wealth of experience, a deep commitment to diversity in tech, and a personal connection to the /dev/color mission. Their combined expertise and guidance are instrumental in steering our efforts to empower Black software engineers and technologists.

New members are indicated with an asterisk (*).

Priscilla Alfaro Engineering Manager, Chime*

Rhonda Allen CEO of /dev/color

DeVaris Brown Board Chair, Co-founder + CEO, Meroxa*

Grant Oladipo COO, Pulley*

Jason Norman CEO, KOOLADE

Kamilah Taylor Head of Financial Products Engineering, Gusto

Aneesha Raines Former Head of Engineering, O(1) Labs; Fractional VP of Engineering and Coach

Aston Motes Angel Investor

Brian Mariner Software Engineering Manager, Apple

Damien Peters Founder, Wealth Noir

Window Snyder Founder and CEO, Thistle Technologies

our institutional supporters.

In 2024, /dev/color collaborated with a group of partners whose support has been essential in advancing our mission. We are deeply grateful for your contributions, which have strengthened our community and driven meaningful change for Black individuals in the tech industry. Your support helps propel our vision of a more equitable, innovative, and representative tech space. We extend our thanks to the following organizations for their continued dedication and support:

Atlassian

Chan Zuckerberg Initiative

Etsy

Gates Foundation

Gusto

Intuit

LinkedIn

Match

Omidyar Network

Pinterest

Reddit

SF Federal Reserve Bank

Salesforce - Slack For Good

Someland (Silicon Valley Community Foundation)

Target Foundation

Xperi

fueling the future of tech.
devcolor.org