



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

Women now hold 4 out of 10 (41%) of lower-level STEM jobs. But there's a dramatic exodus. Half (52%) exit the industry at career midpoints, double the rate of men, owing to limited advancement, isolation and hostile workplaces. In response, as in other industries, women in STEM are striking out on their own.

THE WOMAN'S PLAYBOOK

[Learn more about the book](#)

Stay tuned for news and advice for women entrepreneurs. And, check out the podcasts.

[LISTEN TO THE WOMAN'S PLAYBOOK PODCASTS ON ITUNES](#)

Worldwide, women lead in starting green companies. "...Women are 1.23 times more likely [than men] to pursue environmental ventures."

- Diana Hechavarria

- "Are women more likely to pursue social and environmental entrepreneurship?"

Noticing the dearth of even basic data for organic and non-GMO (or, non genetically modified) commodities, [Kellee James](#) founded [Mercaris](#), a market data service and online trading platform that provides up-to-speed info for farmers, distributors, retailers and consumers in the supply chain of certified agricultural products. " [We also allow buyers and sellers of raw commodities to meet and trade online.](#)" says James.



[Dany St-Pierre](#) runs [Cleantech Expansion](#), advising investors and firms looking to expand into renewable power markets. With years of experience in the power generation industry, and actively involved in the rise of [women in wind energy](#). St-Pierre also helps green technology startups to develop their business plans and investor pitches.

Sign up for the [newsletter](#) or check timely advice-in-progress [@JoannaLKrotz](#) and [Facebook](#) as I write and report.

BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

Download [podcasts from iTunes](#), anytime.



Like us on [Facebook](#)

Follow me on [twitter](#)

View my profile on [Linked in](#)

**Email comments and ideas about women entrepreneurs
for my book and upcoming radio shows!**



[About us](#)



[Forward this email](#)



[Listen to the
shows](#)