Jesse Martinez - Founder CareerForce
TechHire Grantee Convening
July 26, 2017
U.S. Department of Labor • Frances Perkins Building
Washington, DC
My Background
It All Started Here…
My Journey Begins...
It Leads to Here...
Fostering Tech Entrepreneurship
Access to Capital

Martha Hernández

madeBOS

Your smart career development assistant

$89,535

223% RAISED OF $40K MINIMUM GOAL

FROM

295 investors

Successfully funded!

madeBOS successfully raised $89,535 from 295 investors on July 10, 2017
Sparking IT/Tech Interest

BECOME A MENTOR
CHANGE A LIFE
REACH, TEACH & BELIEVE!
Orientation: 6:00pm - Monday July 24th @ 360 Valencia Street
How Salesforce is Solving the Skills Gap

July 25, 2017
Forward-Looking Statements

Statement under the Private Securities Litigation Reform Act of 1995:

This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions proves incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements other than statements of historical fact could be deemed forward-looking, including any projections of product or service availability, subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, new products and services, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the outcome of any litigation, risks associated with completed and any possible mergers and acquisitions, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, our limited history reselling non-salesforce.com products, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, inc. is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

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The Fastest Growing Enterprise Software Company

“Innovator of the Decade”
— Forbes
September 2016

FORTUNE 100 BEST COMPANIES TO WORK FOR® 2016
2009 • 2010 • 2011
2012 • 2013 • 2014
2014 • 2015 • 2016

Forbes
The world’s most innovative companies
2011 • 2012 • 2013
2014 • 2015 • 2016

FORTUNE 500
2016

$2.04B
FY17Q2 revenue

24K
Employees

$389B
In GDP Impact by 2020

September 2016
Salesforce 1-1-1 Model

1,000+ Companies Pledged 1% | pledge1percent.org

1% Time
1% Equity
1% Product

1.6M+ Service Hours
$128M+ Grants
29K+ Nonprofits & Education

Grants

29K+ Grants

1% Equity

$128M+ Grants

1% Product

29K+ Nonprofits & Education
Salesforce Skills are in High Demand

2 of the Top 10 jobs in 2017 Salesforce-specific

300K job postings today with Salesforce related skills

$389B in GDP impact by 2020

1.9M jobs created by 2020

Salesforce skills open up multiple career paths

- Salesforce Manager: $90k
- Salesforce Administrator: $112k
- Business Analyst: $85k
- Marketing Manager: $85k
- Salesforce Developer: $112k
- Salesforce Technical Architect: $136k
The fun way to learn Salesforce

- Guided learning paths
- Hands-on
- Real-world
- Accessible

2.5M+ earned badges
240+ available badges

Available in 6 languages
Trailhead provides a pathway to the Salesforce Economy

*In partnership with schools and workforce development organizations*

- Events and workshops
- On campus bootcamps
- Integration into courses
- Self-paced, continuous learning
CareerForce
Workforce Development
For Diverse Communities

Jesse Martinez
CareerForce Founder & CEO
Salesforce Incubator EIR
The Salesforce Incubator

- A 5-month program with a premium workspace and the best of SaaS advisors.
- Tactical, actionable content to inspire ecosystem innovation and entrepreneurship.
- A regular series of public events building a strong startup community around Salesforce.
- 13 startups focusing on building intelligent apps with Salesforce Einstein.
CareerForce Vision

To foster and develop a global tech ecosystem that promotes universal equality, diversity and inclusion, by empowering and educating underrepresented minorities in technology.
CareerForce Curriculum

SIX WEEKS - Fully Immersive & Blended
Direct outreach into underrepresented Communities

INTERNSHIPS
Access to world class training, tools and resources.

JOB PLACEMENT
Access to mentors, advisors and a path to upward mobility.
CareerForce Values

EQUALITY
Direct outreach into underrepresented Communities

EDUCATION
Access to world class training, tools and resources.

EMPOWERMENT
Access to mentors, advisors and a path to upward mobility.
CareerForce Methods

**SOURCING CANDIDATES**
Focus on Community Colleges; Also non-technical and non-engineering backgrounds

**DEFINING WORKFORCE PATHWAYS**
Leverage entire Salesforce ecosystem in becoming a Certified Salesforce Administrator

**CURATING CAREER PLANS**
Provide the skills (job, business, life and critical thinking) for internships and job placements.
Ecosystem Challenges

● Funding
● Career Counselors
● Mentors
● Resources - Simple asks
● Minimize Education Barriers
● Alumni Network - ongoing support
Final Thoughts

- Build a support network
- Collaboration; pay it forward
- Warm Intros
- Encourage to ask questions, find their voice
- A Sustainable Ecosystem
- Foster a safe environment of trust!
Thank You

Q & A