Ladies Be Architects
2018 Architect Community Survey Results
About US

Group Leaders

Gemma Emmett – Solution Architect
Bluewolf, an IBM Company – UK

Gemma founded Ladies Be Architects in November 2017, whilst on her own #JourneytoCTA. Based in the UK, Gemma has 16 certifications and 10 years’ experience working with the Salesforce platform. At Salesforce World Tour London 2018, she became the proud winner of the coveted Golden Hoodie.

Charly Prinsloo – Technical Architect
Deloitte Digital US

Charly joined Ladies Be Architects in April 2018. Based in Austin, Texas, Charly is 16x Certified and on the home stretch of her #JourneytoCTA. She has 13 years’ experience working with the Salesforce platform.

Susannah St-Germain – Technical Architect
Boston Scientific

Susannah joined Ladies Be Architects as a co-lead in September 2018. Based in Boston, Massachusetts, Susannah is a 14x certified Colombian-American Salesforce Architect. She has 7 years’ experience working with the Salesforce platform and is a co-lead of the Boston Salesforce Administrator User Group and RADWomen Code coach.
280 Respondents from 26 Countries

NORTH AMERICA
- Canada
- United States

SOUTH AMERICA
- Brazil
- Colombia
- Uruguay

EUROPE
- Belgium
- Czech Republic
- England
- France
- Ireland
- Italy

ASIA PACIFIC
- Australia
- India
- Japan
- New Zealand
- Russia
- Singapore

Ladies Be Architects
Experienced Community

Majority of our community are industry veterans

- <3 Years, 11%
- 3-5 Years, 24%
- 5-10 years, 48%
- 10+ Years, 17%

Ladies Be Architects
About our Future CTA Candidates

60% of respondents are committed to taking the CTA board and 35% of respondents are considering taking the board. That’s 220 potential CTA candidates!

Of the respondents who plan to take the CTA Board:

- 54% Plan to take it in the next 2 years
- 38% Plan to take it in the next 12 months
- 8% Plan to take the board 3-5 years from now
Salesforce Experience

Of the respondents who plan to take the CTA board:

- 46% 5 – 10 Years
- 26% 3 – 5 Years
- 14% < 3 Years
- 14% 10 + Years
Demographics
Of the Future CTA Candidates:

- 60% Men
- 40% Women
- 55% White
- 30% Asian
- 7% Hispanic
- 4% Multi-racial
- 3% African American
- 2% Have served in the military
- 8% Identify as LGBTQ+
- 60% come from a “traditional” tech background
- 40% do not have a “traditional” tech background
What is the biggest obstacle on your #JourneyToCTA?

- Time: 42%
- Experience: 14%
- Tech. Knowledge: 14%
- Confidence: 10%
- Find a Mentor: 10%
- Cost: 9%
- Location: 1%
Our CTA Candidates
Surveyed 46 people who have been before the board

74% Passed
*Only 60% passed on their first try
Demographics
Of our CTA Community

- 88% Men
- 12% Women
- 65% White
- 32% Asian
- 3% Hispanic
- 6% Have served in the military
- 3% Identify as LGBTQ+
- 29% have 10+ years Salesforce experience
- 47% have 5-10 years of Salesforce experience
- 18% have 3-5 years Salesforce experience
- 6% have less than 3% Salesforce experience
Describe in one sentence how the CTA experience was for you.

- Challenging yet worth it
- Intense and transformational
- Encouraging
- Awesome learning experience.
- Challenging but fantastic
- Extremely tough
- Very fulfilling
- Challenging but rewarding
- Rigorous and rewarding
- As honored and grateful
- Exhausting and challenging
- Stressful
- One of the hardest challenges if my life
- The journey to CTA is actually more enriching than the destination
- Great exam with lots of pressure
- Intense
- A learning experience
- Tiring
- Valuable
- Pretty nerve-wrecking and intimidating, but definitely worth it
- Challenging but not so frustrating
- Encouraging
- Intense and transformational
- Extremly tough
- Beneficial and grounding
- Very fulfilling
- Challenging but fantastic
- Challenging, at times unpleasant or frustrating, yet incredibly motivating and rewarding
- Challenging but rewarding
- Intimidating but empowering, a really tough but amazing learning experience
- I found the review board really exciting, as it was a real opportunity to test myself against real experts.
- An experience where the journey changed me as much as the destination
- The hardest professional undertaking of my life but the most rewarding by far.
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If you could request one change to the CTA exam, what would it be?

- More exam locations
- More coaching available to the public
- More partial assessments
- More mock exams
- More transparent feedback from review board attempts
- An official mentoring program to candidates that truly qualified to be present on the review board.
- More consistent judging
- Board in the candidate language
- Broader focus on the new Clouds
- More diverse judges
- More detailed feedback
- Continue to be more transparent around what is needed. The steps over the past year have been great.
- Less focus on the nitty gritty details of SSO flows

Ladies Be Architects
THANK YOU

Ladies Be Architects