

Curriculum Vitae of:

Janese Swanson

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SUMMARY

Respected and well-known professional, noted for expertise in development of educational toys, software, and tools, as well as educational content for classroom use. Creative and innovative professional educator with a background in education, information technology, product design and development, and organization and leadership with over 20 years' progressive experience. Possess exceptional public speaking, presentation, and team management skills that will easily transfer to classroom, business in education, or online educational environments.

EDUCATION

Education Doctorate in Organization and Leadership - Maintained 4.0 GPA

University of San Francisco, San Francisco, CA – 1995

Dissertation:

Elements of Gender Preference in Technology Played by Elementary School Children

Master of Education with Emphasis in Technology - 4.0 GPA

University of San Francisco, San Francisco, CA – 1990

Multiple Subjects Clear Teaching Credential (*BTSA/CLAD/NCLB certified*)- 4.0 GPA

San Diego State University, San Diego, CA – 1981

Bachelor of Applied Arts and Sciences - 3.5 GPA

San Diego State University, San Diego CA – 1980

Associate of Arts in Liberal Arts and Sciences - 3.21 GPA

Child Development Certificate and Specialist - 3.5 GPA

Palomar College, San Marcos, CA – 1979

Achieve dual degree/certification – 1979

Maintained 4.0/3.5 GPA

CONTINUING EDUCATION & TRAINING

Coursework in progress for the Administrative Credential Tier 1 - 2007

National University, San Diego, CA

CLAD Certified January 2005 Coursework CLAD - Summer 2004

Marin County Office of Education, San Rafael, CA

Coursework completed Art and Design - Spring 2002

Color Theory Marin College, San Rafael, CA

Coursework completed Mathematics - Spring & Summer 2001

Three courses in Mathematics Economics, Financial and Managerial Accounting, and Finance Dominican University, San Rafael, CA

Certification, Computers in Education – Resource Specialist - Maintained 4.0 GPA

University of California at Berkeley, Berkeley, CA – 1986

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TECHNICAL SKILLS

Hardware: Macintosh; PC; Digital Cameras; Printers; Scanners; Network Equipment; Wacom Tablet and adaptive devices.

Software: Microsoft Word, Excel, PowerPoint, Project, Sound Edit, Palm, MP3-4, Toast, Painter Classic, Claris Works, Home Page, Corel Print House, Buz Plan Builder, QuickTime, Kodak Design, Print Studio, Adobe Illustrator, PhotoShop, Acrobat, GoLive, Dreamweaver, Flash, InDesign, Premier After Effects Live Motion, Quark Express, Quicken Deluxe, Apple iLife and iWork series, Garageband, iMovie, and more.

PROFESSIONAL EXPERIENCE

Technology Coordinator and Teacher, Sage Canyon Elementary School	2005-Present
Education and Business Consultant, Film Producer, Events, Graphics, Editor, Writer	2000 —2005
Executive Vice President Radica Ltd	1998 - 2000
Founder and CEO, Girl Tech Brand and KidActive LLC	1995 – 1998
Founder and President, Kid One For Fun, Inc.	1992 – 1995
Product Manager Education, Broderbund Software, Inc.	1988 – 1991
IT Training Consultant	1987 – 1988
Computer Department Manager	1986 – 1987
First Flight Attendant, American Airlines	1984 – 1986
Computer Educator, Interpersonal Software	1984 – 1985
Flight Attendant Training Supervisor, Imperial Airlines	1983 – 1984
Substitute Teacher, San Francisco Bay Area School Districts	1983 – 1985
Classroom Teacher, Oceanside Unified School District	1981 – 1982
Student Teacher, Crestview Elementary School	1980 – 1981
Research Assistant, Children’s Village USA	1981

Qualification Highlights:

- Possess excellent critical thinking, analytical, research, problem solving, organizational, public speaking, and communications skills.
- Advanced knowledge of and experience in utilizing, developing and integrating current and cutting-edge educational theory, strategy, methodology, and technology.
- Understand and apply the processes and procedures necessary to maintain effective project and personnel management and administration.
- Work well with people of diverse backgrounds, cultures, professional, technical, educational and socio-economic levels.
- Plan and conduct group and individualized training designed to enhance knowledge of and ability to apply new strategies, theories, methodologies and practices.
- Manage the development of, design, organize, and conduct workshops, committees, task forces and on-site instructional demonstrations.
- Develop and maintain relationships with organizational staff, including department heads and other employment and department staff.
- Design and/or customize and follow pre-designed lesson plans and prepare reports with sufficient information to determine needs and supply students with specific skills.

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INVENTIONS/SOFTWARE/EDUCATIONAL youth electronic Toys

2005-2007 *The Clicks Website for classroom and technology use.*

<http://web.mac.com/janeseswanson/iWeb/CoyoteClickers/Clicks.html>

2005 *The Art Apprentice*

<http://theartapprentice.com>

2000 *Girl Tech*

Surfer Girl TM Browser and Portable Computer

Palm Reader TM Girl

Password Phone TM Voice Recognition Phone

Password Notes TM Voice Recognition Locking Notepad

1999 *Girl Tech*

Bug Em TM Radio Transmitter

Keepsafe Box TM Infrared Coded Remote Locking Keepsakes Box

Laser Chat TM

1998 *Girl Tech*

Door Pass TM Voice Recognition Motion Sensor Room Monitor

Password Journal TM Voice Recognition Locking Journal

Radion Friend Frames TM Talking Picture Frame

Beam It TM Light Projector

1994/1995 *Kid One Licensed Toys*

VRTEX TM Hologram Hand-Held Electronic Games (Tiger Electronics)

Look-N-Learn Pictures TM (Tiger Electronics)

Discover Discs TM Counting and Shapes, Alphabet, People and Places (Tiger Electronics)

Talkboy Pen FX TM (Tiger Electronics)

Beamers TM Recording Device (SEGA)

Megaphone TM Megaphone (YES! Entertainment)

MegaMike TM MegaMike (YES! Entertainment)

Secret Pen TM (YES! Entertainment)

Yak Bak TM Series Recording Device (YES! Entertainment)

Broderbund Software Products

The Playroom TM (MS DOS, Macintosh, Apple II)

The Treehouse TM (MS DOS, Macintosh, Apple II)

Where in the World is Carmen Sandiego? TM Where in the USA is Carmen Sandiego? TM

Where in Europe is Carmen Sandiego? TM Where in North Dakota is Carmen Sandiego? TM
(Macintosh, Apple IIGS, MS DOS, Apple Network)

Algebra TM (MS DOS, Macintosh, ILS)

Calculus TM (Microsoft Windows)

HONORS AND AWARDS

Achievement and Recognition:

Technology Foundation Hero Award, San Diego, CA - 2006/2007

IDMA Award 2007

Time Warner Award 2007

Peer Nominated for Teacher of the Year Award, Del Mar Union School District 2007

National Daisy Mentor Award Girl Scouts of San Francisco Bay Area 2003

Who's Who in Executive and Business – Nationwide Register – 2001/2002

Women in Science and Technology Month – Women in Technology International – 1999

Advancement of Girls and Technology – YWCA of the USA – New Jersey – 1998

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Women Entrepreneur of the Year Nominee – San Francisco National Association of Women Business Owners – 1997
Women of the Year – Ms. Magazine – 1997
Outstanding Women Role Model Award – Girls, Inc., - New York – 1997
Annual Leading Change Award – Women in Communications – 1997

Products:

Toy of the Year Award – Parent Choice Awards – 1997
Parent Council Award – Parent Choice Software Awards – 1997
Toy of the Year Award – Dr. Toy – 1996

Internet Awards:

Apple Computer - iWeb -Best Education Website 2007
GII Awards – Semi-Finalist – 1998/1999
Best of Show, California State Fair – 1997/1998/1999
Best of the Web – Cnet
4 Star Site – Magellan
Pick of the Day – MSN
Best on the Net – New York Times
Chicks Get Hip – CNN Interactive
Business Website First Place – Marin Online – 1996/1997/1998
Best Sites for Girls – The Salt Lake Tribune
Hall Pass to Cool Places on the Web – Kidwatch.com
EZ Connect
Three Clicks to the Best of the Net
SpecTECHular Resources featuring SpecTECHular Women

PUBLICATIONS

Author, “Tech Girl’s Internet Adventures,” IDG Books Worldwide, 1997
Author, Adventures On-Line, American Girl Magazine, March/April 1996
Author, Tech-ed Off, Girls Life Magazine, December 1995
Author, Empowering Girls, San Francisco Business Time, April 4, 1997
Author, View Point, San Francisco Chronicle – Business Section, May 4, 1997
Author, What’s the Difference? A Review of the Literature on Boys and Girls, Kidactive, 1997
Author, Technology – Are We Helping Our Daughters, Tech Directions, April 1998
Author, High Tech for Girls, Northern California Parent, July 1998
Author, Rekindling the Artist Within, Marin Independent Journal, January 2003

PROFESSIONAL AFFILIATIONS

International Technology Education Association 2005-2007
SIGGRAPH Board Member and Education Chair International Tech Conference 2005-2007
Board Member Latino Film Festival 2002
Board Member, Dominican University 1999 - 2002
Board Member, Women in Toys 1999 - 2000
Board Member, Lemelsohn Center for Innovation and Invention, Smithsonian Inst. 1998 -1999
Panel Member, San Francisco City College Technical Advisory Board, 1995
Board Member, Disabled Children’s Computer Group, 1991 – 1992
Video Producer, IDL and Associates, 1990 - 1992

Products

Inventions:

1998

Door Pass™ Voice recognition, motion sensor room monitor

Password Journal™ Voice recognition locking journal

Radica Friend Frame™ Talking picture frame

Beam It™ Light projector

1999

Bug Em™ Radio transmitter

Keepsafe Box™ Infrared coded remote locking keepsakes box

Laser Chat™ Sends voice recorded message via infrared

2000

Surfer Girl Browser™ Internet browser with specialized content and safety features

Surfer Girl Portable Computer™ Hand held computer with E-mail message and game capabilities

Palm Reader™ Girl places palm on the reader to play either truth or dare or have her fortune told

Password Phone™ Voice recognition phone automatically dials pre-programmed numbers by voice command. Address book protected by voice password

Password Notes™ Voice recognition locking notepad

Kid One For Fun Products Invented/Produced

Yak Bak™ Recording device, YES! Entertainment 1994

Yak Bak II™ Recording device with voice pitch, YES! Entertainment 1995

Yak Bak III™ Recording device with voice pitch sound effects, YES! Entertainment 1995

Secret Pen™ Lighted pen that makes secret messages, YES! Entertainment 1995

Megaphone™ Megaphone that features sound effects, YES! Entertainment 1995

Beamers™ Recording device with IR Beam, SEGA 1995

Talkboy Pen FX™ Tiger Electronics 1995

Discover Discs™ People and Places, Tiger Electronics 1995

Discover Discs™ Alphabet, Tiger Electronics 1995

Discover Discs™ Counting and Shapes, Tiger Electronics 1995

Look N Learn Pictures™ Tiger Electronics 1995

VRTEX™ Hologram hand-held electronic games, Tiger Electronics 1995

Broderbund Software Products Produced:

The Playroom™ (MSDOS, Macintosh and Apple II versions)

The Treehouse™ (MSDOS, Macintosh and Apple II versions)

Where in the World is Carmen Sandiego?™ (Macintosh and Apple IIGS versions; MSDOS and Apple network versions)

Where in the USA is Carmen Sandiego?™ (Macintosh version; MSDOS and Apple network versions)

Where in Europe is Carmen Sandiego?™ (Apple II and Macintosh versions)

Where in North Dakota is Carmen Sandiego?™ (Apple II version)

Algebra™ (MSDOS, Macintosh and ILS versions)

Calculus™ (Microsoft Windows)

Also published School Edition and Lab Pack versions for each product listed above.

Appearances

April 14, 2000, Chicago, IL
National Council of Teachers of Mathematics Conference
Guest Speaker

2001

January 30, 2001, UCSF Medical School
Speaker on gender in Education
Keynote Speaker

April 4, 2000, Winsted, CT
Northwestern Connecticut Community College
Guest Speaker

February 20, 2001, Stanford University
"History of Computer Game Design"
Technology, Culture and Business" & "Gender,
Violence and Social Issues"
Panelist

March 31 – April 2, 2000, Baltimore, MD
Feminist Expo 2000
Speaker & Panelist

March 3, 2001, California Luthern University
Girls and Technology
Keynote Speaker

March 29, 2000, New Orleans, LA
Online Toys 2000
Guest Speaker

March 10, 2001, University of Illinois, Chicago
ACMI conference Millineum Girls
Keynote Speaker

March 25, 2000,
Girl Scouts of Santa Clara County
She's in the Money Conference
Guest Speaker

April 2001, Take Your Daughter to Work Day
Expressions New Media
GSUSA
Keynote Speaker

March 18, 2000, San Bruno, CA
Expanding Your Horizons
Women in Management, Skyline College
Panel Member

2000

September 2000, Miami, FL
Miami-Dade County Public School
Technology Convention
Guest Speaker

March 6, 2000, San Francisco, CA
CILT 1999 Handheld Design Awards Judging, Exploratorium
Judge

June 27, 2000, Palo Alto, CA
Women's Interexchange at Stanford
Guest Speaker

February 15, 2000, New York, NY
American International Toy Fair
Guest Speaker

May 4, 2000, San Jose, CA
So You Want to Be a Millionaire -
Cool Careers to Get You There, Microsoft
Panelist

February 8, 2000, Murray Hill, NJ
Lucent Technologies
Guest Speaker

April 27, 2000, San Francisco, CA
Take Your Daughter to Work Day, UCSF
Vendor Booth

February 4, 2000, Long Beach, CA
Youth Market Xchange
Guest Speaker

April 27, 2000, Columbus, Ohio
Take Your Daughter to Work Day, LIMITED
Keynote Speaker

January 17, 2000, Portland, OR
CHIFOO
Guest Speaker

1999

December 4, 1999, San Jose, CA
Girl Scouts of Santa Clara County
Guest Speaker

November 9, 1999, Palo Alto, CA
BayCHI, Xerox PARC
Guest Speaker

October 22, 1999, Cupertino, CA
Web Grrls
Guest Speaker

September 27, 1999, San Francisco, CA
Women In Multimedia 40+
Guest Speaker

September 17, 1999, Akron, Ohio
Inventor's Hall of Fame
Keynote Speaker

August 30, 1999, Petaluma, CA
GO GIRL Bill Testimony

July 1 - 5, 1999, Marin County, CA
Marin County Fair
Exhibitor

July 22, 1999, Kennedy Space Center, FL Shuttle
Launch hosted at NASA

June 24, 1999, San Jose, CA
Internet Society Breakfast
Speaker

June 4, 1999, Las Vegas, NV
FAO Schwarz Girls and Tech Event

May 19, 1999, New York, NY
Women in Toys

May 8, 1999, San Francisco, CA
USF Tech Conference

April 27, 1999, Oakland, CA
Chabot College
Guest Speaker

April 17, 1999, Las Vegas, NV
Toy/Game Inventors' Forum
Keynote Speaker, Moderator

March 13, 1999, Marin County, CA
Tech at Home Convention
Keynote Speaker

January 23, 1999, Mountain View, CA
Cosponsored YWCA Tech Grrl Day

January 21, 1999, Columbus, OH
DeVry Institute
Keynote speaker

1998

November 18, 1998, San Rafael, CA
Miller Creek Parents' Group
Guest Speaker

October 4, 1998, DuPage Co., IL
Girl Scouts of Du Page
Guest Speaker

September 15, 1998, San Jose, CA
Wired Magazine's Educational Summit Guest Speaker

August 6, 1998, Palo Alto, CA
Churchill Club Startup '98
Panelist

June 27, 1998, Palo Alto, CA
National Coalition of Girls Schools
Keynote Speaker

June 24-26, 1998, Santa Clara, CA Technology
Summit
Women in Technology
Panelist

May 14, 1998,
Boys and Girls Clubs USA, Redwood City, CA
Role Model Project: An Income of Her Own
Keynote Speaker

April 29, 1998, San Jose, CA
Women of Vision: Career Action Center Honoree

April 25, 1998, Chicago, IL
Girl Scouts of DuPage County Council
Guest Speaker

April 24, 1998, Las Vegas, NV
TGIF: Toy & Game Inventor's Forum
Guest Speaker

April 23, 1998, UCSF, San Francisco
Take Your Daughter to Work Day
Keynote Speaker

March 1998, Washington, DC
Lemelson Center
for the Study of Invention and Innovation
Guest Speaker

March 23-27, 1998, Washington, DC
The Lemelson Center: Smithsonian Institute “Inno-
vative Lives” Presentation

March 20-21, 1998, Monterey, CA
International Business and Trade Conference Key-
note Speaker

March 13-15, 1998, Calgary, Canada
Odyssey ‘98: On Girls and Technology Keynote
Speaker

1996-1997

November 1997, North Brunswick, NJ
National Tech Girl Day
Guest Speaker

February 1997, New York, NY
Honorarium, Girls Inc.
Recipient of 1997 Girls Live Award

July 1997, San Jose, CA
Professional Business Women’s Conference Guest
Speaker

June 1997, San Francisco, CA
National Coalition of Girls Schools
Keynote Speaker

May 31, 1997, Chicago, IL
Book Expo America, Executive Briefing featured
with John Kilcullen
CEO of IDG Books

May 29, 1997, San Jose, CA
PBWC Conference
“Keeping up with Technology”
Guest Speaker

May 1, 1997, Los Angeles, CA
Children in the Media Conference
Panelist / Working Group

May 1997, Palo Alto, CA
Center for Learning Technologies, SRI Research Sympo-
sium member

May 1997, Mountain View, CA
Women of NASA
Guest Speaker

April 29, 1997, Santa Clara, CA
Girl’s in Technology Computer Games
Panelist

April 24, 1997, Palo Alto, CA
Sun Microsystems
Take Your Daughter to Work Day
Keynote Speaker

April 23, 1997, San Rafael, CA
Marin Chamber of Commerce Luncheon
Keynote Speaker

April 10, 1997, Menlo Park, CA
Pacific Graduate School of Psychology
An Evening with Dr. Swanson
President’s Lecture Series

March 19, 1997, San Francisco
Yerba Buena Gardens Studios
for Technology and the Arts
Keynote Speaker

January 14, 1997, Los Angeles, CA
The Anderson School at UCLA
Alumni Speaker Series

September 28, 1996, Marin County, CA
AAUW Conference
Keynote Speaker

September 27, 1996, Menlo Park, CA
Children Now
Round table Symposium

Publication and Press

Articles- 1999 - 2000

Levi Straus Ad Campaign Richard Avedon Photo
Glamour October 2000
InStyle September 2000
Marie Claire September 2000
Vogue September 2000
City Billboards
Sony Style June 2000
Time, February 28, 2000
Marin Independent Journal, Feb. 12, 2000
WIRED, February 2000
USA Today, February 7, 2000
The Parent Paper, February 2000
Latina,, January 2000
SkyMall, early Spring 2000
Southwest A/L Spirit, January 2000

1999

McCall's, December 1999
YM, December 1999
Wired, December 1999
Cosmo Girl, December 1999/ January 2000
Toy Wishes, Holiday 1999
Marin Independent Journal, November 1, 1999
Family PC, November 1999
YM, November 1999
Ebony, November 1999
PC upgrade, Fall 1999
Gateway, Fall 1999
New York Times, "Circuits", September 30, 1999
Akron Beacon Journal, September 17, 1999
Press Democrat, September 15, 1999
St. Petersburg Times, September 13, 1999
Newpointer, September 8, 1999
Marin Independent Journal, August 31, 1999
Florida Today, August 18, 1999
The Dallas Morning News, August 17, 1999
Arlington Morning News, August 1, 1999
San Francisco Examiner, August 1, 1999
16 Magazine, August 1999
Kidscreen, August 1999
Marin Independent Journal, July 19, 1999
Teen Girl Power, July 1999
Las Vegas Sun, June 3, 1999
Redbook Magazine, June 1999
Girl's Life, June 1999
Good Housekeeping, May 1999

Marketing to Kids, May 1999
Family PC, May 1999
Playthings, May 1999
Marin Independent Journal, March 11, 1999
Marketing to Kids, March 1999
Chicago Tribune, March 16, 1999
Women In Toys, Spring 1999
Playthings, April 1999
New York Times, February 27, 1999
Time, February 22, 1999
New York Times, "Circuits" February 18, 1999
Toy Fair Times, February 8, 1999
Playthings, February 1999
KidScreen, February 1999
Reynoldsburg News, January 27, 1999
Bexlay News, January 27, 1999
The Columbus Dispatch, January 23, 1999
Inventor Digest, January 10, 1999
Daughters, January 5, 1999

Articles- 1996-1998

1998

Think, December 1998
Women In Toys, Fall 1998
Northern California Parent, July 1998
The Denver Post, June 11, 1998
Playthings, June 1998
Working Mother, June 1998
The New York Times, May 21, 1998
The Oakland Tribune, April 29, 1998
Marin Independent Journal, April 23, 1999
Playthings, April 23, 1998
Marin Independent Journal, April 29, 1998
Parade Magazine, January 4, 1998

1997

Disney Adventures Magazine, November 1997
Women's World, Sept. 16, 1997
The Christian Science Monitor, August 5, 1997
San Francisco Chronicle, August 1, 1997
Business Week, August, 1997
Working Mother, August 1997
MacHome Journal, August, 1997
Working Woman Magazine, July/August 1997
San Francisco Chronicle, July 27, 1997
San Francisco Chronicle, July 15, 1997
US News & World Report, July 1997
The School Board Journal, July 1997
LA Parent Magazine, July 1997
Digital Diner, July 1997

Publication and Press

Chicago Tribune, June 29, 1997
The Los Angeles Times, June 9, 1997
The Chicago Tribune, May 1997
The Economist, April 20, 1997
Working Mother, April 1997
San Rafael Business, April 1997
Child Magazine, March 1997
NY Post, February 13, 1997
Wall Street Journal, February 10, 1997
San Jose Mercury News, February 9, 1997
Marin Independent Journal, February 9, 1997
MS "Women of the Year" issue, January 1997
Wired, Jan/Feb. 1997

1996

San Francisco Examiner, August 4, 1996
San Jose Mercury News' West Magazine,
July 28, 1996
San Jose Mercury News, July 22, 1996
San Francisco Examiner, July 7, 1996
Marin Independent Journal, July 6, 1996
San Francisco Focus, July 2, 1996
San Francisco Examiner, April 25, 1996
Newsday, February 1996

Television Segments

Today Show Mother of Invention 2000
Wild@Start 2001
Tech TV 2000
ZDTV: Silicon Spin, December 14, 1999
NBC: TODAY SHOW, November 24, 1999
Discovery Channel: Your New House, October 5, 1999
NBC: Early TODAY, October 4, 1999
Syndication: Journey 2000: "Techno Girls", September
1999
ABC: World News, August 30, 1999
NBC: WMAQ – High Tech Segment, August 14, 1999
WB:KTLA – Morning Show, August 13, 1999
CLTV: Computer Connection, August 9, 1999
WGN:WGN Morning News, August 4, 1999
KRON:Weekend News, August
CBS:KX11 -Texoma News at Noon, July 29, 1999
FOX:WTVT – Good Day Tampa Bay, July 28, 1999
NBC: WFLA - Harris & Co Live, July 21, 1999
CNN:Wall Street Journal Report, July 3,1999
CBS:April 24, 1999
PBS:March 26, 1999
ZDTV: March 17, 1999

CNN:Financial News: February 12, 1999
CNET: The Web: July 1998
CBS:Eyemark, Wild Wild Web: January 26, 1998
ABC: Nightline, December 1997
KRON:Channel 4
CNN: August 1997
CNN:Digital Jam, CNN FN: April 10, 1997
CNET: The Site, September 1996
CNET: The Web, June 1996
MSNBC:Girls in Technology, August 1996

Radio Segments

Internet:www.radiowallstreet.com, January 7, 2000
WHPC-FM:Log On, November 27, 1999
KPCC-FM:Talk of the City, October 26, 1999
NPR:The Merrow Report, October 19, 1999
Cyber Radio:September 2, 1999
WZOK-FM:Morning Show (Chicago), August 5, 1999
WKIE –FM:KISS George & Melissa Show (Chicago),
August 5, 1999
First Net Technology: Angel Network Radio Hour, July 30,
1999
WTMP-AM:C & C Morning Show (Tampa/St. Petersburg),
July 27, 1999
Radio Tour:March 27, 1997
National Public Radio: "Morning Edition", March 5, 1997

Statements From The Press

“Girl Tech is no pretty-in-pink playground. It is a site with a distinctly intelligent feminist agenda.”
Bronwyn Fryer - Journalist, The New York Times

“Janese’s approach to business embodies the adventurous spirit she encourages in girls. We support her and her company’s efforts wholeheartedly.”
Isabele Stewart - President, Girls, Inc.

“Swanson has the knowledge and power to do something different in developing products for girls.”
Rona Mahoney - Journalist, Ms. Magazine

“Girl Tech is helping redefine the role of girls on the Web and in our world.”
Sofie Formica - Host, The Web, CNET

“Dr. Swanson plays an integral part in educating a generation of girls that technology is, in fact, for them.”
Michele Mintz - National Director, YWCA

“People running these businesses are motivated as much by a desire to help girls as to tap into a \$7 billion consumer segment. The results are effective and fun.”
Print Magazine, July 1997

“The products appeal to girls’ interests - they aren’t just boys’ toys in girls’ packaging.”
LA Parent Magazine, June 1997

“Girl Tech not only wants to help change the way girls see themselves, they want to help change the way they see the world.”
Chicago Tribune, June 1997

“Girl Tech is definitely where the action is.”
Ms. Magazine, May 1997

“Swanson’s research only confirmed the extreme dearth of girls’ technology products, and the extent to which girls were being turned off by what the industry had to offer.”
SF Examiner, March 1997

“So long as there are companies like Girl Tech emerging onto the scene, there’s hope for girls everywhere to learn about and play with technology.”
CNET, The Site, Jan. 1997

“Janese Swanson is poised to deliver the leadership and innovation required of such a challenging endeavor.”
CNET, The Site, Jan. 1997