

# Atlanta Overall Score: 41.2/100 | Overall Rank: 18/50

## Basic Facts

- 5.8 million population
  - \$318 billion Gross Metro Product (2016)
  - Top industries by employment are: trade, professional and business services, leisure and hospitality
  - The Atlanta metropolitan area has been a lucrative business hub and hotbed for innovation
  - It has attracted numerous high-value businesses and corporate headquarters and has supported a thriving leisure and hospitality industry
  - Growth will continue to outpace the nation as business activity grows and in-migration stays strong
- Atlanta scored well (No. 8) on Technology Connectedness with high marks for women's smart phone and social media use
  - A No. 12 rank in the Market Policy pillar was due to a dedicated website for business creation
  - Atlanta has a weak Venture Capital presence, though the proportion of VC funding available going to women was high – in the top ten of our cities
  - However, just this year the city launched [Engage](#), which is a “collaboration with Georgia Tech and 10 Atlanta corporations to launch Engage, a ‘mentorship-driven’ accelerator program and \$15 million venture fund”

## Notable Strengths

- Atlanta finished in the top third (No. 16) in our ranking for Operating Environment
- A No.15 place in Talent it was led by broad-based high scores across the Women's Skill & Experience (No.16) and Access (No.16) categories
- Notable though was a tie for No. 2 overall, with Washington, behind Seoul, in the ratio of women to men with executive experience
- A big driver of that is likely the organization [OnBoard](#), which was the first organization in the country to recognize that “increase[ing] the number of women on boards would require an organized effort.” They have since expanded their mission to include women in leadership positions to “fill the pipeline of qualified women to be on boards”
- Though Atlanta ranks No. 21 overall on the Culture pillar, this was boosted by a No. 4 rank in Access to Mentors where they achieved a high score for the percentage of women on boards of business associations (No. 7)
- The city is also helped by having a female mayor and a large number of organizations for women in business (No. 2)

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## Areas for Improvement

- The Market Policy pillar would be enhanced by explicit procurement goals for women-owned businesses
- VC firms have not established themselves in Atlanta.
- Paid maternity leave would also boost the capital base for women
- Open data initiatives and the collection of gender based technology data would improve the city's enabling environment