EXECUTIVE SEARCH CASE STUDY

A new chief executive *for the next generation in tech.*

Bridge Partners
Executive Search

How Bridge Partners placed the Chief Executive Officer of Girls Who Code, the international nonprofit working to close the gender gap in technology.

01 THE NEED

Girls Who Code needed its third Chief Executive Officer, following founder Reshma Saujani and Dr. Tarika Barrett, to lead the organization into its next chapter of innovation, growth, and impact. The mandate: advance the mission to close the gender gap in technology and reach 5 million girls, women, and nonbinary individuals by 2030, while evolving programming to meet the demands of a rapidly changing technology landscape, with artificial intelligence being defined in real time.

02 OUR APPROACH

Two experienced Partners from Bridge Partners co-led the search, ensuring senior-level engagement at every stage. We began with extensive conversations, including organizational leadership, Board members, staff, and external partners, to understand Girls Who Code's culture, priorities, and ambitions for its next chapter. Following that process, we defined a clear mandate for a mission-driven leader with the ability to innovate, scale, and navigate a rapidly evolving technology landscape.

Rather than limiting the search to a traditional nonprofit CEO pool, we engaged leaders across education, workforce development, technology, and other mission-driven sectors. We prioritized executives with a proven record of driving innovation and growth, building programs and organizations at scale, and using technology to expand impact. Structured interviews allowed us to evaluate each candidate consistently against the capabilities and experience most critical to Girls Who Code's future.

03 OUR RESULTS

Susan Gouijnstook appointed Chief Executive Officer.



Susan Gouijnstook
Chief Executive Officer
Girls Who Code

Bridge Partners placed **Susan Gouijnstook** as Chief Executive Officer of Girls Who Code, identifying a leader whose career sits at the intersection of education, workforce development, technology, innovation, and growth. Susan will lead Girls Who Code into its next chapter of innovation, growth, and impact, advancing the organization's mission to close the gender gap in technology and its ambitious goal of reaching 5 million girls, women, and nonbinary individuals by 2030.

Susan brings more than two decades of experience leading strategy, innovation, digital transformation, and growth across education and workforce development. Most recently, she served as Chief Solutions Officer at Jobs for the Future (JFF), where she led a 200+ person team spanning fundraising, program design and delivery, and research, while shaping an $80–$100 million portfolio and revenue strategy. Previously, she spent more than 15 years at McGraw Hill Education, ultimately serving as Senior Vice President of Innovation Strategy, Product Management, and Program Management for its $700 million+ Higher Education division. She holds a B.A. in English Literature from Queens College, CUNY, and is a founding member of Chief in Chicago.

> *"Susan brings together what this moment at Girls Who Code calls for: deep commitment to mission, a track record of technology-driven innovation, and the ability to build and scale for impact."*
>
> NEETA MEHTA · PARTNER, BRIDGE PARTNERS

girls who code

ABOUT GIRLS WHO CODE

An international nonprofit working to close the gender gap in technology. Girls Who Code has served over 860,000 students, including 425,000 alumni who are now college-or career-aged, and is at the forefront of equipping the next generation to thrive in emerging fields like artificial intelligence and cybersecurity.

READ THE FULL PLACEMENT ANNOUNCEMENT
bridgepartnersllc.com/placements/susan-gouijnstook