

Accepting the Unacceptable Standard

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A lot of us treat corporate employment as the only standard — the only path. In this episode, Angelia McFarland challenges that assumption and welcomes Nishita Roy-Pope, a founder who made the leap from Fortune 50 executive to building two ventures of her own: WorldRoo, an EdTech startup focused on early childhood learning, and Tribe Academy, which connects diverse talent with leading corporations.

SPEAKERS

Angelia McFarland

Co-host; tech marketing veteran and founder, EOP Media

Gina Rosenthal

Co-host; technologist, product marketer, and founder, Digital Sunshine Solutions

Nishita Roy-Pope

Guest; founder and CEO of WorldRoo and Tribe Academy; TEDx speaker; former Fortune 50 technology executive. Find her on LinkedIn and TikTok at Nishita Roy-Pope.

TRANSCRIPT

ANGELIA MCFARLAND

Welcome to the Tech Aunties podcast, where we're bringing you industry context and vision from myself, Angelia McFarland, and Gina Rosenthal. On each podcast, we will share our marketing and technology industry experiences along with the team. Listen to us as we explain the past so you can have context to understand and create your own version of the future. So let's get into it.

ANGELIA MCFARLAND

Today's marketing episode is 'Accepting the Unacceptable Standard.' A lot of us feel that corporate is the standard — that we have to have a job, and that's the only way to do it. Our guest today will talk about other opportunities. Marketing is something that if you have the passion to do it, you can go do. I'm going to introduce Nishita Roy-Pope — 15-plus years in high-impact leadership roles in the tech and nonprofit sectors. She's founder and CEO of two quickly growing ventures: WorldRoo, an EdTech startup focused on empowering children to build key early learning skills including STEM, and Tribe Academy, which connects motivated, diverse talent with leading corporations including Fidelity Investments, Dell Technologies, Amica Insurance, and Nike. She's also a TEDx speaker. Welcome, Nishita.

NISHITA ROY-POPE

Thank you so much for having me. I'm so happy to be here.

ANGELIA MCFARLAND

Talk to our listeners about your move from corporate and your decision to become a founder.

NISHITA ROY-POPE

Last year, in 2022, I made the very bold decision to leave a very comfortable, flexible, well-paying corporate job — where I had been a leader in a Fortune 50 company — to be a full-time founder. To people on the outside, it might have looked impulsive. But the truth is, it was years in the making — making sure I had the right pieces of my life in place, personally and professionally, so I could make that jump. I left a ten-year corporate career to build two ventures.

ANGELIA MCFARLAND

Why did you find the need to move?

NISHITA ROY-POPE

It's both. I felt like I had reached my ceiling in corporate — I didn't see the next natural progression in terms of advancement, pay, or promotion. But the more burning passion was wanting a greater sense of personal purpose. I wanted to really own and lead something. Unless you're the top dog, we're all at the end of the day a cog in a very big machine. I had gained all this amazing experience innovating and leading global programs — and none of those ideas, even though I'd started and implemented and scaled them, were mine at the end of the day. I wanted to test whether I could do it without the safety and cover of a corporation.

NISHITA ROY-POPE

For WorldRoo: if you have a point of view on what you think is necessary for children's future, I would love to hear it. The number one skill that leaders say is missing from software engineers is communication and collaboration — not the coding. I can help solve for that. For Tribe Academy: if you're a company saying 'we can't find diverse talent' — come talk to me. I promise there is a way. You just have to be willing to work a little bit harder. If we inspire and empower people — kids, young adults — with the skills that position them for future success and make them overall good human beings, the world is going to be better.

ANGELIA MCFARLAND

Thank you so much for sharing with us, Nishita Roy-Pope, who is setting her own standard with two companies she is running now. She's on LinkedIn at Nishita Roy-Pope and also on TikTok. Thank you for joining us today on the Tech Aunties podcast. Until next time.

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