Since the 1980s, major U.S. corporations have embraced “diversity” as a management strategy to remedy the underrepresentation of women and racial/ethnic minority men in top jobs, replacing earlier frameworks of civil rights and equal opportunities. Diversity management programs include targeted hiring and promotions policies, mentoring programs, affinity groups, and diversity training. Scholars have been very critical of diversity discourse and policy, but little research examines the experiences and views of those targeted by these policies. In this talk, Professor Williams draws on a case study of the oil and gas industry to examine how women geoscientists experience and understand these diversity programs. In-depth interviews suggest that diversity management programs fail to effectively challenge the male-dominance of the oil and gas industry. The most popular diversity programs may reinforce gender inequality. She explores this paradox and concludes by offering alternative approaches for addressing gender inequality in work organizations.