

Diversity/Careers in Engineering & Information Technology

Technical Workforce and Supplier Diversity

[Excerpt]

“Technical opportunities in communications, hospitality & entertainment”

...WICT encourages its members to be mindful of their customer bases. “Women make an estimated 80 percent of consumer spending decisions,” explains Alex Dombronovich, WICT’s VP of business development and marketing. “Companies that strategically adjust to the economic influence of women will find themselves far ahead of those that don’t.”

She thinks it’s clear that “Women within the industries are best positioned to align cable and other technology businesses with the mind-set that drives women’s purchasing behavior.” Engaging women from the inception of a technology product through to production and marketing, she believes, “Will ensure an industry’s share of the estimated \$12 to \$40 trillion in purchasing power that women will control over the next decade.”



Diversity Careers

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