

## **MEDIA CONTACT**

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### **Women's Resource Center Hosts Women in Tech Information Session about Careers in Fast-Growing Industry**

**January 20**

*Guest speakers include the new director of the Coding Academy at State College of Florida and women in technology roles at the Sarasota-based firms, Dealers United and SouthTech.*

(Sarasota-Manatee) Women make up half of the overall workforce yet hold only about a fourth of STEM-related jobs in the U.S., with less than 20 percent of computer science degrees going to women, according to Code.org. Women's Resource Center (WRC) is hosting an online webinar to encourage more women to consider the lucrative option of the technology sector at any stage in their career. The session is part of WRC's monthly Career Connections program that links women to quality jobs and funded training programs.

The free informational webinar is on January 20, noon-1 p.m. Participants can attend by phone or computer and will be able to ask questions via a chatbox. Panelists include the new director of the Coding Academy at State College of Florida (SCF) and women in leadership roles at the Sarasota-based firms Dealers United, an automotive digital marketing firm, and SouthTech, a leading IT solutions company. Those interested

can register at [www.mywrc.org/WomeninTech](http://www.mywrc.org/WomeninTech) or call (941) 256-9721 for more information.

“Employment in the tech industry continues to expand at a faster rate than many other sectors. And the pandemic has shifted many jobs to be remotely based, vastly expanding the options for women considering this field,” explains Lori Gentile, director of client services at WRC.

A study by The National Center for Women & Information Technology showed gender-diverse technology organizations produce work teams that stay on schedule and under budget and demonstrate improved employee performance. This has led to tech companies targeting more female applicants. Roles such as programmers, coders, support specialists, software engineers, web developers, systems administrators, and cybersecurity specialists are all in high demand.

Pete Petersen, CEO of Dealers United, says that Ava Pandeloglou, head of client services at Dealers United, will be one of the webinar guests. “We are thrilled to partner with the Women’s Resource Center and encourage more women to pursue careers in technology and digital advertising. We’re proud to have two female leaders on our leadership team at Dealers United, both under the age of 30, who influence major business decisions and continue to drive our company’s success.”

WRC also offers free individual career coaching. To learn more about this Career Connections information session or other services available at WRC, please call 941-256-9721 or visit [mywrc.org](http://mywrc.org).

**About the Women's Resource Center:**

For more than 37 years, the Women's Resource Center has been dedicated to engaging, educating, enriching and empowering women of all generations and socioeconomic levels. Today, WRC serves thousands of women and families in Manatee and Sarasota counties. Its vision is to provide unique strategies and programs that strengthen women through life's transitions and provide balance, confidence and determination, which not only meet their immediate needs, but also provide hope for the future. To learn more, visit [www.MyWRC.org](http://www.MyWRC.org).