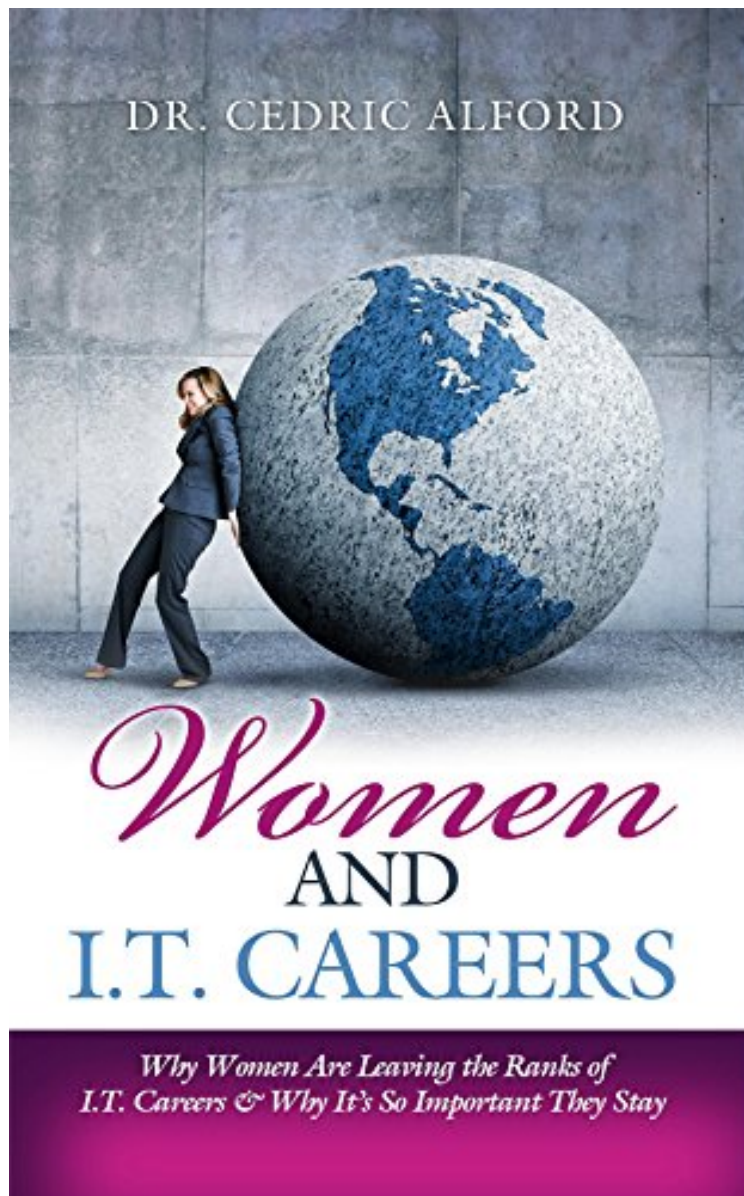


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Cedric Alford

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Women and I.T. Careers: Why Women are Leaving the Ranks of I.T. Careers and Why It's So Important They Stay:

The under-representation of women in IT leadership roles is an alarming statistic that has the potential for global implications. Written in a clear and concise manner, this book is the culmination of Dr. Cedric Alford's dissertation research on this greatly unexplored phenomenon, and identifies the barriers women face by telling the stories of 10 women who hold IT leadership positions, highlighting their triumphs and struggles. It also contains personal thoughts and beliefs based on the experiences he encountered throughout his 22 years in the IT industry, most while holding executive level positions. Possible solutions for IT leaders, organizations, students and educators are offered to end this pressing problem and to retain women as a global priority in the present-day IT world. Cedric Alford, *Women and IT*, *Technology books for women*, *less women in IT careers*, *Gender inequality in IT*, *Bill Gates*

About the Author Dr. Cedric Alford is an accomplished leader with over 20 years of experience in marketing, technology and business strategy. He has profound experience in designing and executing data-driven marketing strategies for industry leaders across various sectors, including financial services, healthcare, education, professional services and retail. An innovative and visionary thinker with a track record of leadership and mentorship, Dr. Alford has held the professional titles of Visiting Professor of Marketing and Management, National Director and Vice President. His current role is a Marketing Solutions Executive for the Microsoft Corporation. He is a recognized expert in Software as a Service (SaaS) with exceptional communication skills necessary for securing internal support for initiatives, building and energizing high-performing teams and forging collaborative partnerships that lead to superior results.