

FOR IMMEDIATE RELEASE

Women in Technology Panelist Announced for Bay Area Summits

GoPro's Wendy Pfeiffer to Speak on Panel at CIO and CISO San Francisco Summits

Chicago - April 19, 2016: CDM Media is pleased to announce Wendy Pfeiffer, Head of IT Operations at GoPro, as one of the panelists for the "Women in Technology" session at CIO and CISO San Francisco Summits on April 26, 2016 in San Francisco, California.

Pfeiffer is an experienced operations and technology leader with over 25 years in the technology world. She has spent the last year in her current role with GoPro.

She will participate as a panelist for "Women in Technology". The importance technology plays within an enterprise will only continue to gain momentum as more developers, engineers and programmers enter the workforce. As these segments continue to grow, so does the need for diversity of the workforce within the technology field. For a field that is severely constrained by a talent and skills gap, this influx of qualified women can only be a good thing. Beyond the basic ability to deliver on identified capabilities, a diverse workforce offers a whole that is greater than the sum of the parts, bringing different insights, capabilities and strengths. Finding ways to drive and increase diversity in IT then should be a key focus for every IT executive.

Takeaways include:

- Identify the importance behind the diversity in technology, opportunities and capabilities
- Discuss the importance of cultivating diversity at the grass-roots level and building post-secondary programs that drive female awareness of and interest in IT
- Understand the hurdles that exist that limit the prevalence of women in IT and what steps must be taken to lower, if not eliminate, them

To learn more about the event and register today visit:

CIO San Francisco Summit: <http://www.ciosanfranciscosummit.com/>

CISO San Francisco Summit: <http://www.cisosanfranciscosummit.com/>

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About CDM Media

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