

Press Release

**For Immediate Attention: September 25, 2014**

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**Off to the Races: Bethany Williams' Emcees Women’s Event at Churchill Downs Racetrack that Aims to Propel More Women into Tech Leadership Roles**

Louisville,KY – When companies have more gender diversity among their leadership, they make more money—yet fewer women than men apply for high-profile C-suite positions, negotiate for raises, and make it to the top of their industries. Why aren’t more women stepping up to lead? Or perhaps the better question: What is holding them back?

The Women in Technology conference will seek to address these issues at the Churchill Downs racetrack in Louisville, Kentucky this Friday, September 26. It will be emceed and moderated by Bethany Williams, advocate on women in business, strategist to Fortune 500 companies, and author of CEO of You: Manage Your Career and Earnings for Guaranteed Success. Williams will moderate a panel discussion at this women-only event, and ask female executives in technology and business about why scores of talented women professionals are losing out on jobs in technology and other traditionally male-dominated fields—and how to turn the tide.

Keynote speakers will include Carol Bruggerman, assistant executive director of the National Fastpitch Coaches Association, and Pam Stackhouse, Bellarmine University's associate director of athletics, who will discuss the male-dominated field of athletics. Afterward, a panel of women leaders in IT will discuss the state of women in technology. The event begins at 10:30 a.m. and will close with horse races at the racetrack.

Williams, a senior leader at a technology company herself, is passionate about encouraging more women to take seats at the leadership table, having fought to secure a place there for herself.

As a young widow, Williams had to work her way up the ranks of corporations as a single parent, without a coach or mentor, and learned the hard way that you don’t get what you don’t ask for. Now, she is dedicated to addressing the most pressing issues facing women in the workplace, including the ways in which women undersell themselves, office cultures and policies that are unwelcoming to women, the tendency of women to scale back their involvement at work because of family demands, and stereotypes in the workplace.

“When girls aren’t taught to compete and win the way boys are, and they often aren’t, their careers can suffer down the road,” says Williams. “But I believe no matter how you were raised or the faulty belief systems you possess, you can propel yourself toward increased profitability and career achievement with the right strategies and tools. All women can.”

Williams is a frequent speaker on topics concerning women, including finding success in a competitive global market, breaking the glass ceiling, earning more pay, personal branding, and more. Her recent, popular TEDx talk (<http://youtu.be/y3E0P2AP2UM?list=PLm211684ujpproqdL37CRzlBm8iNw6nYz>) focused on how to keep your job in a tumultuous economy and build a career you love. She has authored four books, including Winning Strategies for Women, Brand You, and Live Your Dreams. She lives in Dallas, Texas.##

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