

A Blueprint for Inspiring and Mentoring the
Next Generation of Technology Innovators

WOMEN OF COLOR IN TECH



Susanne Tedrick

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Women of Color in Tech: Advocating for More Diversity and Inclusion in STEM

Susanne Tedrick Offers Inside Information, Advice, and Encouragement to Women and People of Color Looking to Enter the Technology Industry

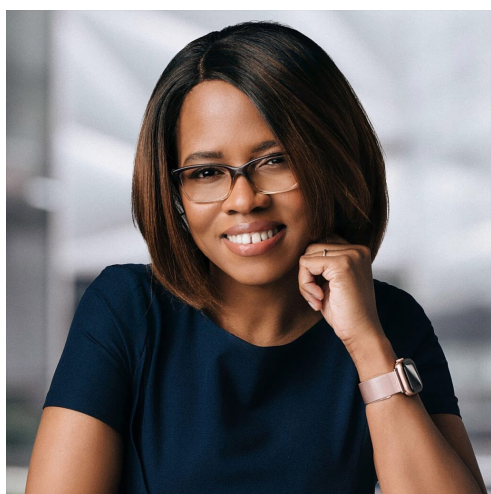
HOBOKEN, April 23, 2021 - Women of color face more obstacles than the vast majority when it comes to finding a career in technology. Nobody knows this better than Susanne Tedrick, an infrastructure specialist for a Fortune 500 company and author of *Women of Color in Tech*. Her book aims to encourage and inspire young women of color to pursue a career in STEM, where they are severely underrepresented. To help these women, Tedrick speaks of the challenges they will face, the opportunities the industry offers, and she also provides guidance.

Tedrick utilizes her experience in technology to teach about the industry and spark interest. She explains that there is more to this field than the traditional jobs associated with it, such as coding for Google. There are endless options when it comes to a career in technology, and Tedrick not only points this out but helps young women achieve these careers. She says, "I also wanted to provide actionable and practical steps they can take now to build their careers, even if that path changes in the future."

The book also takes on the challenges that minorities face when trying to break into a new industry and gives advice on how to overcome them. Tedrick touches upon specific issues, such as imposter syndrome, bias, the lack of a strong support system, mental health, and more. She arms young women with the knowledge of the obstacles that exist within the industry and further helps them with advice on how to overcome those obstacles.

Women of Color in Tech is filled with personal stories, helpful advice, and essential knowledge to help women of color enter and make their mark in STEM. Susanne Tedrick draws on her own career to illustrate how dynamic, interesting, and fun a career in technology can be. Not only does she provide the necessary tools to enter the industry, but she helps readers develop the best mindset to forge a successful career in STEM.

About Susanne Tedrick:



Susanne Tedrick is an author, Azure Infrastructure Specialist for Microsoft, and advocate for women and people of color in STEM. Her critically-acclaimed book, *Women of Color in Tech*, demonstrates her fierce commitment to those who are underrepresented and discriminated against within her field. Beyond her book, Susanne advocates for women and people of color by volunteering for numerous nonprofits, serving CompTIA on the Advancing Tech Talent and Diversity Executive Council, and working as the producer and host of Wiley Diversity in Tech Webinar Series. She was recognized for her accomplishments in advocacy in the tech industry with CompTIA's 2020 Diversity Technology Leader Spotlight Award.



Q & A

What encourage you to pursue a career in tech?

I've always had an interest in tech, but for me, it is an industry that is always that is constantly innovating and evolving, which makes it very engaging and fulfilling for me. I also love the fact that technology is a tool that can be used to address a number of societal issues to make life better for everyone.



Why are you committed to advocating for more women of color to pursue a career in tech?

I feel that we're not going to be able to solve society's most pressing issues if we do not have diverse voices at the table when creating technological solutions - and especially women of color. Also, tech is one of the few fields that has a great deal of advancement opportunities, and giving women of color not only the opportunity to build personal wealth, but generational wealth.

Even though we have been having the conversation in earnest about increasing the participation of women and people of color in STEM fields for the better part of five decades, the number of women and people of color in STEM professions is still remarkably low.

What can readers expect from reading Women of Color in Tech?

For those reading the book, they can expect a discussion on the variety of tech careers that are out there, beyond coding specific and data center focused jobs, that will allow them to blend their skills, interests and passions. They will also learn how to prepare for these careers, whether this is the 1st or 10th job, and how to navigate the challenges that women of color cited as reasons why they left tech altogether.

What advice do you have for young women interested in pursuing a career in tech?

In addition to building technical skill, it is important to build you network of peers, mentors and sponsors. You need skill, but you will need those who will be willing to advocate for you for new opportunities, as well as being there when things get tough.

What can readers expect from you next?

In addition to upcoming speaking engagements like for Nokia and National Sports Forum, I will be hosting a bi-monthly webinar series for Wiley on Diversity in Tech. The first webinar, "Becoming Better Allies", will take place on May 13 at 2:00 PM ET. Additionally, I've become an educational consultant for Unable, an EdTech start-up, where I will be developing educational challenges for 13-18-year-olds on topics, including diversity and inclusion and technical sales.

Review

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REVIEWS



WOMEN OF COLOR IN TECH

A Blueprint for Inspiring and Mentoring the Next Generation of Technology Innovators

by [Susanne Tedrick](#)

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In her debut business book, Tedrick shares her experiences as a woman of color working in technology and offers guidance for others looking to pursue similar career paths.

Tedrick describes the variety of work and workplaces that fall under the heading of “technology,” making it clear that careers in technology extend well beyond writing code at Google and Facebook. She details the variety of jobs available—including data science, computer networking, cybersecurity, and technical sales, among many others—and lists the education and certification readers will likely need for each type of job. The guide provides copious links to industry organizations, training resources, and further reading and covers standard job hunting and career development aspects like writing a resume, building a LinkedIn profile, networking, and negotiating salaries. The author recounts particular challenges that women and people of color face in the workplace and in technology roles—offering stories of how she has dealt with microaggressions, hostility, and dismissiveness. She helpfully outlines how she moved past the setbacks to pursue success and includes advice from other women of color. The book is most valuable in its close focus on the realities of the tech world, providing detailed information in a well-organized format about the many options that go far beyond coding, like project management and user experience design. Tedrick’s writing is clear and readable (“Much of a UX designer’s time is spent making sure that they understand the needs of both the business and the end user of the product or service they’re working on”), making this a solid resource for readers without specialized knowledge of the industry. While these lessons are valuable for anyone exploring a tech career, addressing the needs of women of color gives Tedrick a unique hook and sets the book apart from the rest of the career development pack.

Solid guidance from a woman who has made her mark in a technical role.



Women of Color in Tech is available for purchase
through the links below

amazon **BARNES & NOBLE**

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