Episerver Launches Global “Digital Ninety-Nines” Campaign, Celebrating Women In Tech

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International Womenâ€™s Day campaign recognises the contributions and inspirations of women in IT, digital marketing and tech

In celebration of International Womenâ€™s Day, Episerver, a leading provider of digital marketing, content management and digital commerce solutions, has today announced the launch of the â€œDigital Ninety-Ninesâ€•, a new campaign that showcases the work of women within IT, digital marketing and tech.

Named after Amelia Earhartâ€™s 1929 international organisation of women pilots, the Digital Ninety-Nines campaign includes input, interviews and support from high profile women across Microsoft, IBM , investment firm Provasi Capital and technology appliances supplier Electrolux, as well as Episerver.

The campaign content can be found online episerver.com/digital99s, and includes a series of podcasts from leading women throughout digital marketing, IT and tech. The series kicks off with an interview from Heather Hanson, Global Head of Marketing Technology at Electrolux, describing her move from a traditional IT role into a global digital marketing position. This is followed by a podcast from Laura Hood, VP of Product Marketing at IBM Marketing Cloud, discussing her experiences in computer science, software development and product communications.

Each of these podcasts will be available for download on iTunes, SoundCloud and YouTube, as well as on the Episerver site.

Commenting on the launch of the Digital Ninety-Nines, Youtse Sung, Senior Manager of Global Marketing at Episerver, said, â€œAfter more than twenty yearsâ€™ operation in digital marketing software, Episerver has witnessed rapid changes withi the technology space.

One change that needs to move faster, however, is the inclusion of women within meaningful IT and technology leadership roles.

â€œWomen only make up 17% of the UK technology sector â€“ a figure that drops even lower for senior positions â€“ so we are using this yearâ€™s International Womenâ€™s Day as an opportunity to raise awareness of the central role women can play in digital marketing and IT.

Launched in the spirit of Amelia Earhart, who carried the torch for so many aviation firsts, the Digital Ninety-Nines sets out to shine a light on the great work being carried out in our industry. However, rather than focusing on specific gender issues, our campaign focuses on using the views and experiences of female experts to inspire marketers and contribute new insights.â€•