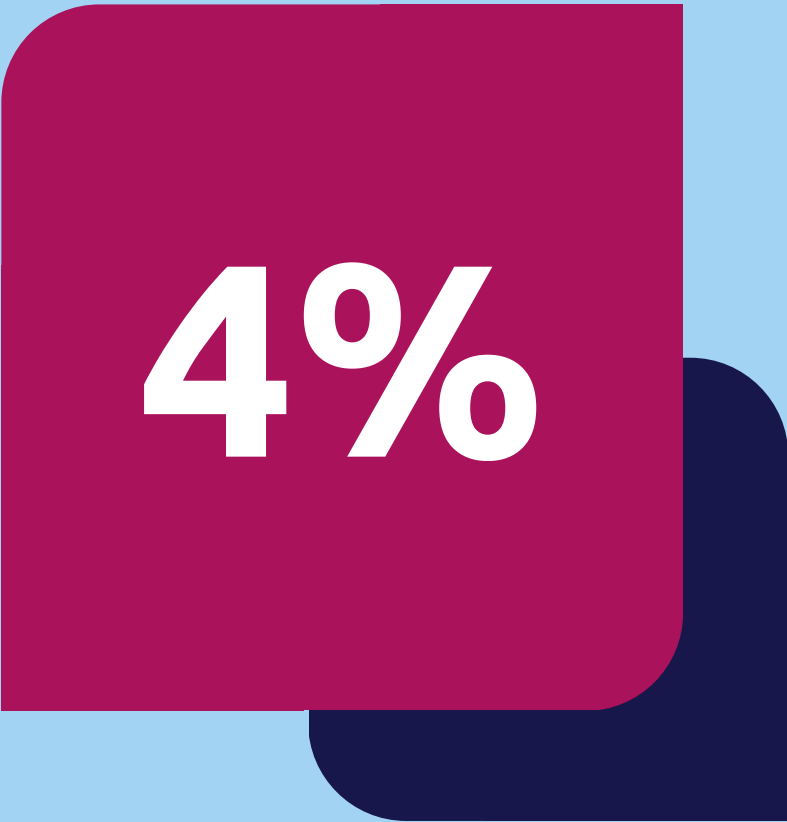




4%

***Women only account
for 21% of tech teams***

**Members of the bluesource
team share their thoughts on
working in tech and offer advice
for those getting started**





SEBREN

On International Women's Day, I'm reminded of the women who helped shaped my journey. One person, who had a profound impact on me was my first finance mentor, Birthe Pedersen. She took the time to develop my accounting skills and showed me what strong leadership truly looks like. Birthe led by example – working incredibly hard often long hours to meet critical deadlines while raising children and maintaining a demanding career as a finance controller.

From an early age, I knew I wanted a career in finance. I quickly fell in love with the technology sector when I landed my first finance role in a software company. I enjoyed working alongside brilliant tech professionals and being part of sector that is constantly innovating.

My advice to women pursuing their careers, know your worth and don't be intimidated by industries or companies that are predominantly male. Your voice, skills, leadership, and perspective are valuable.

Financial Controller

As a child, I had lots of access to Meccano and Lego, and I had my own toolkit. With my two brothers and my father, we built go-carts, fixed bikes, cars, old TV's, lawnmowers, etc. I certainly wanted to be an Electrical Engineer like my two older brothers, and my father was an Aircraft engineer.

But at the time, when I applied, this industry was not really interested in hiring girls. So, as I was good at Maths and Sciences, I was encouraged to do a BTEC National Diploma in Science and Technology at College. After doing that course, it was pretty clear that my interests were more on the technology side and I got a job as a junior Desktop support engineer which paid for me to go day release to College and then University.

Getting young girls and women interested in doing this as a career. I have never understood why there was a lack of women in this industry. I suspect that girls who are good at STEM subjects gravitate more to Finance and Science and less so, to Engineering and Technology.

I have never been a person to follow the herd. I have met some great women in IT, in my travels, but I have also met inspirational men too. I would shout out to my now deceased father and my two living brothers - who never flinched or thought there was anything odd about a young girl mucking in on these projects.

My advice to women at the start of their career is, **DO IT**. Ignore the fact that there are not many women here!

Technical Analyst

IMOGEN



I didn't grow up picturing myself in the tech industry - I've always felt like I naturally repel technology. As a child I imagined something more creative, like singing or writing. But, I've grown to enjoy the problem solving and variety that come with working in tech.

My proudest achievement is becoming confident with tools and tasks I never thought I'd be able to handle. I've grown from feeling "not technical" to being able to support campaigns and systems in a way I'm really proud of.

Across the industry, many woman still face being underestimated or not always seen in more technical spaces. I'm grateful that within bluesource my experience has always been positive and respectful, which I don't take for granted.

I was raised by a handful of strong women who influenced everything from my values to work ethic. Their support and example are a big part of why I'm here today.

My advice to women just getting started is to stay committed to producing work you can be proud of, even in small things. The consistency of that mindset builds confidence, reputation, and opportunities over time.

Business Development & Marketing Assistant

ANGELINA



“

Women no longer have an ‘if I can’ mindset. Now it’s more about ‘how I can’—be in tech, start something in tech, fund something in tech.

Shaherose Charania
(Co-founder, Women 2.0)

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