



GENDER EQUITY IN TECH MAKES CENTS

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getcities 🌟 Hard truth: Only 12% of people in tech roles are women, (and we don't even have the data for other marginalized genders yet!) 🌟

The truth is, there's an extreme lack of data on underrepresented genders in the tech space, but if women only account for such a small percentage, what does that mean for other marginalized genders?! 🌟

Ultimately, not only does equity create substantial value in any organization - it makes CENTS! Did you know that achieving gender equity in the tech industry would be worth an estimated \$320-390 BILLION dollars in total market value? That's a lot of growth, talent, ideas, and dollars being left on the table! 🌟

Research has cited many findings that indicate clear correlations between companies that prioritize equity by hiring marginalized genders and higher levels of revenue, profits, and market value. So why is it that more often than not, underrepresented genders & races don't get a seat at the table? 🌟

We're cracking the CODE to gender equity! Join us in bridging the gender gap. Leave a 🔥 if you're ready to get fired up about creating equity in tech. 🌟

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