



## **A Personal Note from Gail Mercer-MacKay, President of Mercer-MacKay and proud member of IAMCP Women in Technology**

Welcome to Microsoft WPC 2014. It has been an exciting year getting ready to celebrate together. As we gather this week in Washington, DC, we have a unique opportunity to connect as women to share ideas and be inspired to create change that will impact all of us.

In my role as the Global Chairperson of IAMCP WIT, I am thrilled to witness our momentum. New IAMCP WIT communities are being launched each month around the world and I want to thank the hundreds of hours of effort from many volunteers across our eco-system who have committed time and resources to help us grow. I especially want to thank Microsoft for their commitment and support.

I love how technology has changed how our world works. For women everywhere, I believe that technology holds a promise, enabling us to pursue our potential in ways our mothers never dreamed of.

Technology narrows the gap and delivers opportunities for both developed and third world nations, freeing women to explore new careers and business ideas. Technology, especially new cloud technologies, eliminates many of the barriers that once impeded women from starting and running their own business. In fact, one of my personal missions in life is to champion change for marginalized women who are often caught in a cycle of poverty and do not see a path forward. Technology can become the great equalizer and pave new possibilities through education and mentorship.

As more women choose careers in the technology sector, we all benefit from the value of gender diversity in the workplace. Many studies have shown that organizations who are gender diverse benefit from improved profitability and better workplace culture.

IAMCP WIT and Microsoft have a special place in my heart because it is the members across this ecosystem that motivated and encouraged me to pursue my passion and start my own company within the Microsoft ecosystem. I am so proud to be associated with such an amazing group of women, both here at home and across the globe.



I encourage you to heartily participate in the networking, the exchange of new ideas, the community outreach programs, the care and fostering of like-minded professionals in technology, and the growth and success of our IAMCP WIT communities. You can join anytime. At WPC, simply visit the IAMCP booth for membership information.

Also I invite you to read my blog - [Calling All Women in the Microsoft Ecosystem - Join Us Now.](#) Reach out to me at anytime - I look forward to connecting with you at this year's conference!

Warm regards,

*Gail*

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