



Entrepreneur & Host  
Joanna L. Krotz

**You're invited on Thurs., June 19,  
@ 12 - 1 pm EDT on  
Talking Alternative Broadcasting**

### **ALPHA GIRLS**

**Women in tech are leading the pack and reshaping role models while stories of women being harassed, hit on, passed over and put down continue to roil the industry.**

**[LISTEN TO THE WOMAN'S PLAYBOOK PODCASTS ON ITUNES](#)**

**It's clear that men are hardly throwing down the welcome mat. In fact, women in technology are leaving the industry at a staggering 56% rate, and usually just as they hit mid-level careers -- that is, when their talent is most valuable to employers.**

**At the same time, women themselves are wrestling with how to deal, how to get ahead and, overwhelmingly, how to integrate life and family into the 24/7 maelstrom.**

**Join us June 19 as we lift the lid off the simmering controversies to look at women who code.**

**Next show:**

## [Alpha Girls](#)

June 19, 12 - 1 pm, EDT

My guests live and work on technology's cutting edges, and are passionate about both the work and resolving the problems:



Sabrina Majeed, [@Sabrina](#), is a product designer at BuzzFeed, an online social news and entertainment company. She and eight colleagues recently posted [About Feminism](#), a call to action for the industry to rethink its behavior. Graduating from Carnegie Mellon with a degree in communications design, Sabrina has also worked at Venmo, Miso and Intuit.



Ashley J. Swartz, [@RedFuryNYC](#), is the founder of [Furious-Minds](#), an advertising technology collective that focuses on the changing business models and ad technologies of TV and online video. Ashley has also worked in components manufacture, electronics, and run a media practice. She lived abroad for a decade before returning to NY.

## BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME


Tune in to [THE WOMAN'S PLAYBOOK](#) on [Talking Alternative Broadcasting](#) every Thursday @ 12 - 1 pm Eastern, to hear entrepreneur and author Joanna L. Krotz and nationwide guests offer practical advice and real-life strategies that help women succeed in today's markets.

Or download the show [podcasts](#), anytime.



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