

DIGITAL WOMAN Fights For “Zero Tolerance” In Organisations Rife With Gender Bias

Senior female in tech and #1 Best Selling Author, DIGITAL WOMAN, Elisha Booth is calling on organisations to collaborate together to develop a best in class universal “women in tech and leadership digital program” adapted by all.



LIVE ONLINE EVENT

You're invited to an exclusive

Online **BOOK EVENT**
LAUNCH OF

DIGITAL WOMAN

Live on LinkedIn via ZOOM
25th October at 1230pm (AEDST)

 Elisha Booth

RSVP

ELISHA BOOTH
#1
BESTSELLER

DIGITAL WOMAN
An inspiring story about how strong women can have it all: Professional success and life fulfillment. Learn how to discover your purpose and live it with joy!

Sydney, New South Wales Oct 24, 2022 (Issuewire.com) - ELISHA BOOTH Amazon's latest #1 Best Selling Author of DIGITAL WOMAN and Chief Executive Officer of EB Digital and ELISHABOOTH.COM announced: “Women have had enough of the persistent gender bias in the workplace; It’s ridiculous to think that organisations believe ticking boxes or winning awards is enough to convince or attract women, yet on the floor, they can see no real change.”

Booth explains “it comes as no surprise women (and girls) in tech and leadership continue to struggle to navigate the chronic gender biases in the workplace. Organisations must work together and carve out clearer career pathways for girls (from school and university level) to proactively tackle the issue of gender biases and discrimination in the workplace.”

Booth claims gender bias starts at home from a young age; “It is no longer acceptable for society to continue to portray and applaud boys for being assertive and strong while they deem girls as ‘bossy’ for the same behaviour. This has negative implications for both males and females as adults, especially in the workplace where unconscious gender bias runs rife.”

Booth says she has had enough of seeing firsthand how organisations simply tick some anti-gender bias boxes yet are really doing nothing of substance that can be measured by impact.

“Most women must work x10 times harder than men to be successful in the workplace. They also

struggle with Work-Life Balance because of it. This has been further compounded by COVID-19. Women need to be strong and stop complaining and start participating in the gender parity movement; men women and girls need to work together for the greater good"

However, Booth is clear it is not a case of men against women like some of the women's groups around, it's about everyone working together for the greater good!

To demonstrate her pledge to universally facilitate women-in-tech and leadership programs Booth aims to develop a data drive digital collaboration with organisations, and senior females in tech, education, and digital. This will combat the issue of gender bias and discrimination against women and girls.

Booth's #1 Best Selling Book [DIGITAL WOMAN](#) is the first step to opening the door to eliminating gender bias and financial independence for women by means of a global collaboration to eradicate gender bias for good.

Booth's official book launch is online on [LinkedIn 25th October 1230pm](#) and the physical launch at [QT Hotel in Sydney from 6pm on 26th October](#)

EXCLUSIVE ANNOUNCEMENT FOR DIGITAL WOMAN THE BOOK EVENT LAUNCH

- Booth will donate \$50K worth of digital products to eligible women in tech, charity, and entrepreneurs including mentorship programs and a brand-new website – Registrations are at the venue and online [here](#)
- BOOTH announced she is facilitating a new multi-author book DIGITAL WOMAN TRIBE IN BUSINESS. She is looking for organisations and female leaders to contact her to participate in this exclusive global book collaboration opportunity. The proceeds will fund the DIGITAL WOMAN TRIBE IN BUSINESS PROGRAM she intends to launch for workplaces globally in 2023. Register [here](#).
- BOOTH also plans to release a multi-author book and currently recruiting individual women in tech and leadership to tell their stories in a chapter. The purpose of the book is to help other women who struggle with gender bias and how they manage work-life balance post-COVID-19. Women who want to register can do so [here](#)

Ends ###

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About Elisha Booth

Elisha Booth is a senior female leader in digital technology and marketing with over 25 years of corporate global experience working in Retail, FMCG, and start-ups. Elisha is an author of DIGITAL WOMAN and a single mum living in Sydney, Australia, along with her son and two dogs. Elisha is a passionate marathon runner, having qualified 4th female in the Sydney Marathon in 2003 at a time of 3 hrs 11 mins 26 sec, and qualified for the Greek Olympics.

Elisha has overcome adversity including surviving cancer, divorce, miscarriage, and workplace bias whilst developing an extensive property portfolio and side hustles. She has undertaken major changes in her career from humble beginnings as a fitness instructor to Chief Digital Officer and Marketing Officer and senior female executive in digital and technology. Elisha holds Information Technology and

marketing qualifications including an MBA and is an astute property portfolio investor, adjunct lecturer, and advisor at Charles Sturt University IT Masters. She founded EB DIGITAL and ELISHABOOTH.COM in 2007, global software development and digital marketing agency and consultancy.

Elisha is passionate about women in tech and supporting emerging female leaders. She is committed to improving the digital education pathways in STEM at a school level and is an expert in marketing and eCommerce; she coded her very first website in 1999. She actively supports women in Science Technology, Engineering, and Mathematics (STEM) by mentoring emerging female leaders to pursue their careers, leadership opportunities, and education pathways. Elisha strives to increase the number of females in tech and is determined to increase the awareness of conscious and unconscious bias in the workplace.

In her book DIGITAL WOMAN in a chapter called "STRONG WOMAN", Booth found her own personal experience with gender discrimination and conscious and unconscious bias was more widespread: "the percentage of females in technology is just 29% (ACS 2021), 50% of female in STEM (Sciences, Technology, Engineering, and Mathematics left their profession before they turned 35 years old because of the way they are treated by males (Pengue, 2022)" men are X9 times more likely to hold exec positions compared to women and women are paid 25% less than men (MGEA 2021. She also found that 26% of women are CEOs globally (Mercer, 2019). She states, "Whatever organizations claim they doing about gender biases clearly isn't working."

However, Booth is clear it is not a case of men against women like some of the women's groups around, it's about everyone working together for the greater good!

Elisha demonstrates her commitment through the development of Digital Product Management, Digital Marketing Analytics, and Search Engine Marketing master's degree and graduate courses for various universities and colleges globally. Her pledge is to improve and increase digital literacy, skills, and education pathways from school age and improve digital adoption in the workplace globally

Elisha strives to help and inspire working women and young girls to believe in their values and find their purpose and confidence to succeed. She seeks to increase the narrative about working women who are trying to balance, professional and personal; to know they are strong and can have it all, including professional and personal success without making any sacrifices.

Connect with Elisha

You can connect with Elisha

- **Email** elisha@elishabooth.com. **Mobile 0413074433**
- **ELISHA BOOTH WEBSITE** - <https://www.elishabooth.com> and <https://elishabooth.com/digital-woman>
- **Elisha's LinkedIn profile page** [linkedin.com/in/elishabooth/](https://www.linkedin.com/in/elishabooth/)
- **DIGITAL WOMAN BOOK LAUNCH LINKEDIN 25/10 1230pm**
<https://www.linkedin.com/events/6985744990970806272/comments/>
- **DIGITAL WOMAN PHYSICAL EVENT BOOK LAUNCH QT SYDNEY 26/10 at 6 pm** <https://www.eventbrite.com.au/e/digital-woman-book-launch-event-free-entry-tickets-410283146937>
- **DIGITAL WOMAN BOOK AMAZON** - https://www.amazon.com.au/Digital-Woman-Elisha-Booth-ebook/dp/B0BJ8PN1C1/ref=sr_1_1

- DIGITALWOMAN for women in tech and leadership <https://www.linkedin.com/company/digital-woman>
- Elisha's Twitter handles are @elishabooth & @ebdigitalwoman.



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Source : ELISHA BOOTH

[See on IssueWire](#)