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THE WOMEN LEADERS IN TECHNOLOGY

By Michael Webb

I'm grateful to Consulting Magazine for highlighting women leaders in technology because diversity is absolutely critical to solving the many complex challenges facing our world. Some of the most fun and rewarding work in the consulting field today involves creating digital business models powered by AI, but it's never about just the technology – it's about producing meaningful results."

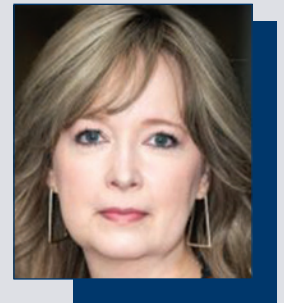
Zutavern goes on to say, "This award is a huge honor because it recognizes not only me but also my team at AlixPartners and the impact we're having, especially helping clients through cycles of disruption. The pandemic required many companies to adapt to

new technologies virtually overnight, and this experience forever changed people's view of the art-of-the-possible when it comes to the pace of technological change."

She believes it's important to spread the word about women in technology because more talent is needed in the area. She states, "You can't be it if you can't see it. I'm inspired by the prominent women technologists I've known throughout my career, and I'm even more excited to see what our up-and-coming diverse, digitally-savvy talent will accomplish."

My greatest achievement is my family. I feel fortunate to have such a wonderful husband and two awesome kids. Their love and support have been instrumental throughout my career. It's

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cool watching my kids grow into adults and pursue their own paths – of course, they're pros at technology!

The best consulting advice I've ever received is to hire people based on attributes, not just experience, because overly narrow criteria greatly reduces your pool of potential candidates. Hire people better than yourself, put the spotlight on them, and work yourself out of a job whenever you can because it frees you up to take on even greater challenges.



Q&A

What unique challenges have you experienced being a female consultant in the technology field?

"Being a woman consultant and technologist, I've faced challenges in a male-dominated field that previously held a one-size-fits-all view on leadership style. Earlier in my career, 'Executive Presence' training told me to deepen my voice and shorten my hair in order to have more credibility as a leader. Now we know that people are at their best when they can bring their whole selves to work and have their authentic and unique style recognized as a strength."