

## March 2025

**To:** The Marketing Copilot® and Women Talk Tech Community

**Re:** Our Commitment to Diversity, Equity, and Inclusion (DEI)

Dear Valued Community Member,

In recent years, there has been a concerning global decline in Diversity, Equity, and Inclusion (DEI) initiatives within the workforce — specifically in the technology sector. According to *The Globe and Mail*, job postings for DEI-related roles dropped by 23 percent between 2022 and 2023. These numbers are continuing to decline. This trend reflects a troubling reality: during times of economic uncertainty, DEI often becomes a lower priority. At Marketing Copilot®, we find this deeply concerning.

As a female-founded, women-lead team going on our 20th year in business, the prioritization of diverse and underrepresented voices within the tech sector has been built into the very fabric of Marketing Copilot® from our earliest days.

We acknowledge that DEI initiatives are not without flaws and understand that building a more equitable workforce — both within the technology sector and beyond — requires sustained, long-term efforts. However, eliminating DEI efforts is not the solution, particularly in challenging times like these, and especially not in a sector like ours.

With these challenges in mind, we feel it is essential to reaffirm our unwavering commitment to DEI practices and initiatives. In 2019, we launched The Women Talk Tech Podcast, an initiative dedicated to amplifying underrepresented voices in the technology sector. That commitment remains steadfast. While Women Talk Tech may evolve over the coming months, we want to reassure our community: we are not going anywhere. We will continue to advocate for gender parity and inclusion, foster meaningful conversations, and uplift those who have long been overlooked.

Since the very beginning, Women Talk Tech has been a passion project, funded out of our own pockets at Marketing Copilot®. It remains this way in 2025 for one simple reason: because it is important and necessary work, now more than ever. However, we cannot continue this work alone. It is for this reason that we humbly invite you or your organization to contribute to the Women Talk Tech initiative in any way that you can via our GoFundMe link attached. This is one DEI initiative that will not go away.

During times of uncertainty and division, coming together with empathy and solidarity is more important than ever. We are incredibly proud of the work we do and the community we have built. Our belief remains strong: the only way forward is together.

With hope and gratitude,

The Marketing Copilot® Team

*Marie Wiese, Susanna Tarrant, Maddie Yule, El Bush, Montana Jones*