**Unconscious Bias in the Workplace – 20th January 2015**

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| BCS Aberdeen and BCSWomen are delighted to bring you details of our upcoming event.   Guest speaker Sharon Moore, lead of BCSWomen in Scotland and IBM's CTO for Digital Engagement, will be speaking at Robert Gordon University on 20th January, 6pm for 6.30pm. Sharon is Technical Leader for Social Business & Smarter Commerce at IBM.    Based on her experience as both a leader and practitioner in the IT industry, Sharon will discuss the business case for diversity and the impact of unconscious bias on career opportunities for diverse groups. She will ask "where have all the women gone?" and will discuss what we can do as individuals to encourage more women to sign up to careers in technology and to ensure that they find fulfilling and successful work lives when they do.   |  |  | | --- | --- | |  | As IBM's CTO for Digital Engagement in the UK and Ireland, it’s Sharon's job to enable organisations to benefit from a world centred on the consumer, the employee and the citizen.   Sharon helps organisations empower, understand and trust their people to increase productivity and profitability; she gives them the ability to understand their marketplace, the needs and behaviours of their customers, and to tailor their offerings appropriately and individually to increase revenue and brand loyalty.     Sharon is helping IBM to lead the way into a transformed, digital world; she sits on the Steering Committee for Digital Leaders Scotland, and recently spoke on "How Social is Changing the Future" at TEDxUniversityofStrathclyde.   Sharon also passionately believes in changing the world for working women.  She has sat on the BCSWomen Committee since 2012 and leads BCSWomen activities in Scotland. |   Venue:  RGU  Riverside East  Robert Gordon University  Garthdee Road  Aberdeen  AB10 7GJ  Room number to be confirmed. Car parking is available on site during the evening. |