**For Immediate Release**

**Media Contact:**

**WITI (Corporate)**

**Paula Gould, PEG PR**

**323.570.0734 | 310.428.6607**

[**paula@corp.witi.com**](mailto:paula@corp.witi.com)

**WITI Atlanta Chapter Announces New Co-Directors**

**Cynthia Coker and Theresa Spralling**

**Atlanta, GA--November 15, 2011—WITI (Women in Technology International),** the world's leading trade association for professional, tech-savvy women committed to using technology, resources and connections to advance women worldwide, announced today two new Co-Directors for the WITI Atlanta Chapter: Cynthia Coker and Theresa Spralling.

In their new roles as Co-Directors for the WITI Atlanta Chapter, Ms. Coker and Ms. Spralling will be responsible for planning and overseeing all general initiatives for WITI’s Atlanta network. Both Ms. Coker and Ms. Spralling have held leadership positions with the network. Ms. Coker, previously served as Program Chair, and Ms. Spralling served at Alliance Chair, where they have been instrumental in the network’s success. Ms. Coker will lead the WITI Atlanta network’s initiatives focused on women in IT and Ms. Spralling will lead all other initiatives for women outside of IT, including social media, sales, marketing, finance and other technologies.

**About Cynthia Coker**

A seasoned veteran in the information technology field, Ms. Coker has more than twenty years of experience in software and consulting sales and executive management. She is the founder and CEO of Asocia Group, a top-tier provider of information technology consulting and human capital solutions to corporations, government agencies and healthcare institutions. Ms. Coker oversees the general management of the firm and directs the company's strategy and corporate growth. Asocia Group is a women-owned business enterprise certified by the Women's Business Enterprise National Council (WBENC), and has been consistently ranked as one of the top diversity, woman-owned firms in the US.

Prior to launching Asocia Group, Ms. Coker held key positions in sales and executive management with leading technology and services companies, including McKesson, PeopleSoft, Oracle Corporation and CapGemini. As a leader in the information technology field, Ms. Coker plays a strategic role in advancing Asocia Group as a highly networked company that enjoys an exclusive place in the industry. A published author, Ms. Coker is a frequent speaker on topics in Women's Leadership and Development, Information Technology and Healthcare.

In addition to WITI, Ms. Coker is active in various women’s leadership initiatives and in promoting diversity in the workplace. She is a founder and board member of the Women’s Executive Mentorship Society WEMS) and is the founder of Women To Boards.

**About Theresa Scopralling**

Ms. Spralling is a successful sales leader and technology professional with over twenty years of leadership experience. She has developed a track record of success in creating and managing high performance teams and leading through change. She's employed by AT&T as a Senior Associate Director in their Business Sales Leadership Development Program.

Ms. Spralling holds Dual Degrees in Business Administration and Behavioral Science. Her expertise includes business development, sales, collaboration, coaching & leadership development, conflict resolution, change management, and end-to-end business solutions.

Ms. Spralling serves on several Executive Boards; Women of AT&T, Children's Wish Foundation International, Atlanta Tribune Advisory Board and (WITI) Women in Technology International. She has received several awards including 2010 Top 100 Most Influential Women in Atlanta; AT&T Service Excellence Award & Toastmasters International Excellence in Education and Training Award; Ms. Spralling is the 2009-2010 District Governor for Toastmasters International for the state of Georgia .

For more information about the WITI Atlanta Chapter, please visit, [WITI.com/Atlanta](http://WITI.com/Atlanta) or contact: [**Atlanta@corp.witi.com**](mailto:Atlanta@corp.witi.com)

**About WITI:**

WITI is the world's leading trade association for professional, tech-savvy women committed to using technology, resources and connections to advance women worldwide. With a global network of smart, talented women and a market reach exceeding 2 million, WITI has established powerful strategic alliances and programs to provide resources, and opportunities within a supportive environment of women committed to helping each other. WITI's mission is to empower women worldwide to achieve unimagined possibilities and transformations through technology, leadership and economic prosperity. For more information please visit <http://witi.com>