



**FOR IMMEDIATE RELEASE**

**SILICON VALLEY CONFERENCE HIGHLIGHTS TECHNOLOGY ADVANCES,  
NEW OPPORTUNITIES FOR BUSINESS LEADERS, ENTREPRENEURS**

***Annual WITI (Women in Technology International) Conference a Center  
for Networking as the Hi-Tech Marketplace Continues to Grow***

**SILICON VALLEY, Calif., – Dec. 20, 2005** – WITI (Women In Technology International), the world's leading professional organization for tech-savvy women, is proud to announce that its historic annual conference, "Taking the Lead in the Digital Age," proved successful in helping attendees from around the globe network, gain new knowledge and expand their opportunities within the vast technology marketplace.

The conference, held at the Doubletree Hotel in San Jose, CA on December 8 and 9, showcased speakers and exhibitors from top technology companies including Best Buy, Google, Hewlett-Packard, IBM, Intel, Raytheon and Sun Microsystems. Executives from IBM, one of three platinum sponsors at the conference, were featured in panel discussions while Spain-based executive Amparo Moraleda Martinez was inducted into the Hall of fame. The two other platinum sponsors included Google, the fastest growing information company, and Raytheon, a world leader in developing defense technologies.

"The attendees of this year's conference were stellar examples of how diverse the technology industry has become; and how despite some struggles, the marketplace is booming again," said Carolyn Leighton, CEO, chairwoman and founder of WITI. "We had a record number of attendees this year from all sectors, industries and from seven countries and 13 states. As technology grows more ubiquitous, we are seeing a significant increase in opportunity for young women and more established career professionals."

**Conference Highlights**

- Research from the joint IDC-WITI survey, "*Women on Holiday Shopping: The Most Wonderful Time of the Year!*" revealed that nearly 80 percent of female respondents plan on purchasing technology gifts this year – with digital cameras, iPods, and iPod accessories representing the must-have gifts of the season.
- Keynote speaker/author Margaret Heffernan provided expert commentary on ways women can succeed in business and establish themselves in the workplace.
- IDC analyst Danielle Levitas moderated a lively discussion on how to reach the lucrative female customer demographic. That panel included executives from Intel, Sony, Best Buy and gender expert Barbara Annis.

- Marissa Mayer, vice president of consumer Web products for Google, led an interactive discussion on the fascinating world behind one of the fastest growing companies, focusing on how simplicity has helped separate Google from its competitors.

“The conference has given me the opportunity to stop, re-evaluate and connect with other women and in the process, gain new knowledge and gone places I’ve never been before,” said Dr. Amanda Goodson, senior manager mission assurance, Raytheon. “I was able to expand my network of women in my field and with related interests during the two-day conference.”

The conference also featured the 10th Annual WITI Hall of Fame Awards and Gala, which brought decades of female leaders and innovators together to share the successes of their respective careers and personal accomplishments. The 2005 inductees are:

- **Barbara Bauer**, vice president software engineering and development, Sun Microsystems
- **Sonja Bernhardt**, chief executive officer, Thoughtware Australia
- **Sandra E. Burke**, Ph.D, director of Cardiovascular Systems Research
- **Melendy Lovett**, president, Texas Instruments Educational & Productivity Solutions.
- **Amparo Moraleda Martinez**, IBM general manager, Spain, Portugal, Greece, Israel and Turkey
- **Neerja Raman**, director, Imaging Systems Lab, HP Labs

In February, WITI will host a similar conference in San Diego. “Taking the Lead... In the Digital Age” will take place Feb 13-14, 2006, at the Hilton La Jolla Torrey Pines Hotel in La Jolla, California. For more information, and to register for the event, visit [www.witi.com](http://www.witi.com).

#### **About WITI**

Since 1989, WITI is the premiere global trade professional association for tech-savvy women who acquire wealth, power and influence in the business marketplace. With a global network of smart, talented women and a market reach exceeding two million, WITI has established powerful strategic alliances and programs to provide connections, 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.

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