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## LEADERSHIP BEYOND BORDERS

WITH

KIMBERLI J. LEWIS



### Leadership Beyond Borders

Tuesday at 3 PM Pacific

**May 7th 2019: Promoting Diversity in the Digital Sector**

The 'digital Sector' is an umbrella term that covers a wide variety of industries – all having a big impact on the way that we live, work and play. Companies that create digital products or are involved in digital advertising must serve a wide and diverse customer base and they need a talent pool that understands this customer base. Their products and messages must be free of ideology, bias or prejudice. That's why having more diverse teams at every level of development in a digital company means that end products and services can better reflect users and diverse groups. This episode explores

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### Featured Guest



#### Steven Hyde

Steven Hyde is CEO of Push Group. Steve's career in marketing spans over 25 years. His early roles allowed him to gain experience in mainly American FMCG corporates including Kraft Foods, PepsiCo and Disney where he was UK Sales Director.

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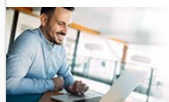
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