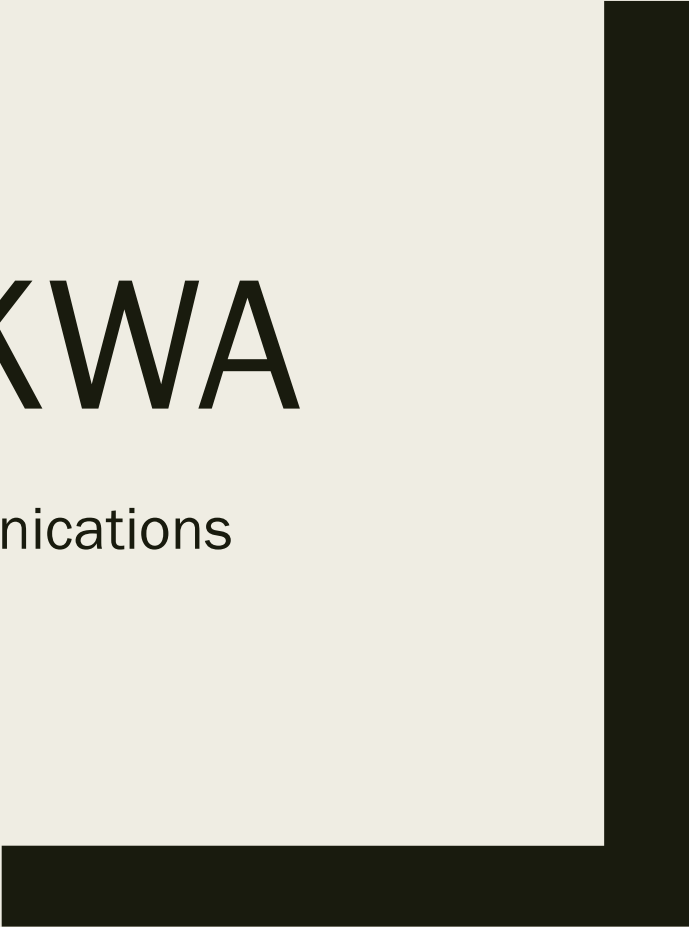




YENANI MADIKWA

Why the tech industry needs more communications
professionals



Let's do an exercise...

- Raise your hand if you've ever used a face recognition app that didn't recognise your face.
- Raise your hand if you looked at illness symptoms online and they looked nothing like yours, but your doctor confirmed the illness.
- Raise your hand if you've been discriminated against by financial services and their algorithms.
- Raise your hand if you saw a TV advert that wasn't a true representation of your lived experiences.

All these questions are an indication of one thing, tech isn't impartial.

- Coding
- Health Tech
- Fintech
- MarTech

So, what does this tell us about the world of technology?

It mainly comprises of a workforce that is:

- Typically male
- Typically white
- Typically classed
- Typically platform agnostic

The data shows that the archetype described above makes up **2% of the global population**. Why should their points of view influence how the entire world interacts with technology?

But, this is no surprise. So, how does it relate to you as a marketing professional?

Again, let's do an exercise.

1. Raise your hand if you've ever had to find a **consumer insight** about a topic you know little to nothing about.
2. Raise your hand if your decision to buy or do something was informed solely. By advertising.
3. Raise your hand if

Now, have

Marketing professionals are shorthand to human psychology and behaviour.