

Kay Kukoyi CSM FITOL, founder of Purposeful Group, is featured in the new “Voices in the Shadow II” book

The founder of Purposeful Group, Kay Kukoyi CSM FITOL is featured in the new Voices in the Shadow II book, which becomes available today.



London, United Kingdom Nov 14, 2022 ([IssueWire.com](https://www.issuewire.com)) - The Voices in the Shadow II' book showcases the journeys and inspirational stories of 51 black women in the UK who impact the tech industry, demonstrating that despite being underrepresented in the tech industry, black women continue to succeed! The book will provide an array of important role models for black women and girls, encouraging and empowering them to flourish professionally.

19% of the UK tech workforce are women, and black women make up less than 1% of the tech industry and face more systemic barriers than any other demographic.

On October 27, 2022, the Voices in the Shadow festival was held at Merchant Taylors' Hall in the City of London. A festival is a celebratory event that will include panel discussions, career talks and training sessions, networking opportunities, and access to the women featured in the book.

The books and their impact:

The Voices in the Shadow initiative was started by Flavilla Fongang, the founder of Global Tech Advocates Black Women in Tech, a not-for-profit company founded in 2019.

The launch of Volume I saw GTA Black Women in Tech donate the book to 300 schools, impacting 120,000+ scholars and 52,000+ individuals globally. Following the success of Volume I, Volume II was announced, along with the launch of a new festival.

Kay Kukoyi CSM FITOL said:

"Today I spent two hours reading the impressive, inspiring, and thought-provoking stories of the women in this book. There are directors, doctors, entrepreneurs, technology specialists, award winners, bold career changers, and many, many rising stars to discover."

Volume II has 51 brand-new impactful stories, and each story in the book comes with an interactive section, a journal, and career guidance for both non-technical and technical professionals. The book shines a spotlight on the achievements and experiences of the women featured in the book in order to inspire the masses.

Kukoyi has had an impressive 2022, having won 4 awards this year - a regional award for *Best Technology & Digital Skills Training Company* for her business, Purposeful Group, and multiple national awards; the *BTA Lifetime Award* for making an outstanding contribution to the technology profession, and a double-award win at the Digital Women Awards for *Digital Entrepreneur of the Year* and *Role Model of the Year*. This year she was also named on Digital Women's *50 Digital Women to Watch* list and placed as a finalist for 3 further awards; *Digital Woman of the Year*, *Best UK Small Business Owner*, and *Best UK Small Service Based Business*.

Notes to Editors

About GTA Black Women In Tech

GTA Black Women in Tech is a global community, headquartered in London. Their mission is to inspire, support, and unite the tech community to ensure that more black women excel in the industry, and that tech companies can function more effectively through diversity and inclusion. We partner with organisations in the UK, Africa, France, and the USA to amplify visibility, and companies to improve diversity at junior to board levels.

The organisation is part of GLA Global Tech Advocates, an international grassroots tech community, operating in multiple cities and regions worldwide. The community has more than 20,000 business leaders, experts, and investors who volunteer their time to campaign for the betterment of the global tech industry.

For more information, please contact:

www.theblackwomenintech.com

Twitter: [@GTA_BWTECH](https://twitter.com/GTA_BWTECH)

Instagram: [@gta_blackwtech](https://www.instagram.com/gta_blackwtech)

LinkedIn: [@gta-black-women-in-tech](https://www.linkedin.com/company/gta-black-women-in-tech)

You can order Volume II of the Voices In The Shadow book [here](#) for just £25 (excluding UK £6 delivery fee). Orders contribute to the distribution of the book to schools in the UK and Northern Ireland for free.

About Kay Kukoyi

Kay Kukoyi CSM FITOL is a multi-award-winning entrepreneur, global tech startup mentor, author, and speaker. She is the author of 5 books for entrepreneurs and SMEs, including the Amazon international bestseller, *Don't Hire a Software Developer Until You Read this Book*, and has been recognised on the #IB100, the Financial Times and Inclusive Boards list of the 100 Most Influential BAME Leaders in the UK Technology Sector.

Kay previously worked in corporate tech as an IT Consultant who led and worked in teams delivering multi-million-pound digital projects, transforming concepts into web and mobile apps used by people around the world. She is the CEO and Founder of Purposeful Group, an award-winning centre for learning focused on entrepreneurship, technology, and digital skills training. The company has a community of 1500+ members, supports digital upskillers seeking to increase their employability, and empowers tech startups and digital entrepreneurs around the world to start their businesses “the SMART way” through its bestselling books, professional mentoring, specialist workshops, and expert-led programmes.

CONTACT

Book Kay to speak at an event [here](#), or for more information about our books, mentoring, workshops, and programmes, please contact:

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