

#DreamBigHustleHard, the careers advice book women in tech have been waiting for

Advice for 20-somethings from diverse backgrounds to succeed in tech without coding

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Abadesi Osunsade launched her career advancement community Hustle Crew (www.hustlecrew.co) last autumn with a mission to help the underrepresented in tech through mentorship and training.

After years working in sales and marketing roles at tech giants including Amazon and Groupon she quit to pursue entrepreneurship, frustrated by the lack of representation she saw as she gained seniority and fearful of the increasing dominance of AI in a tech scene plagued by unconscious bias and exclusion.

Her mission? To empower more women and people of color to succeed in the industry. Her new book, “Dream Big. Hustle Hard. A Millennial Woman’s Guide to Success in Tech” is a careers guide aimed at women who, like her, are not coders but want to build fulfilling careers in a male-dominated sector.

Through a series of anecdotes, activities and frameworks the book guides 20-something women through difficult decisions about their motivations in the workplace and equips them with the tools they need to gain lucrative roles and fulfil their personal development goals.



Hustle Crew workshop



Tech City UK reports that tech is adding 2.8 times more jobs to the economy than any other sector —there's never been a more urgent time to drive people, particularly the underrepresented, into this new frontier.

More information:

The book is available to buy on amazon.co.uk now (<https://www.amazon.co.uk/Dream-Big-Hustle-Hard-Millennial/dp/1548824747/>) and is aimed at university students, graduates and 20-somethings eager to succeed in the tech industry.

Download a sample chapter here:

www.hustlecrew.co/book

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