

Nicola Marsden is a research professor of social informatics at Heilbronn University. She has extensive experience in the tech industry. Her research focuses on the co-creation of gender and IT in the design process and in the design of technology. She is - with Karen Holtzblatt - author of the book "Retaining Women in Tech: Shifting the Paradigm" that offers practical interventions and principles for redesigning processes to help women thrive in tech teams.