

Google appoints Dubai-based female tech entrepreneur as local champion of diversity and inclusion in the Middle East

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A local businesswoman has been selected out of thousands of applicants to represent Google across the Middle East. As a Women Techmaker Ambassador, Dawn Kubicek, CEO of Leaders in Digital, will support women in the industry to learn, grow and innovate through a series of events and community-building campaigns.

Google's global initiative to empower women to thrive in the tech space started in 2013 and has amassed over **82,500** members globally. The Women Techmakers Program has held over **1,260 events** and has a presence in **193 countries**, with the Middle East set to become a prominent piece of the puzzle under the guidance of new Women Techmaker Ambassador for the

region, Dawn Kubicek.

With over 23 years of Google and SEO expertise, Dawn has spent the last eight years growing Leaders in Digital, the first female SEO consultancy in the Middle East specialising in strategic business growth across Google platforms. Her expertise lies in SEO, data-driven marketing, paid search and media, strategic consultancy, analytics, and organic marketing. She is now set to bring this knowledge and experience to the masses in her new role with Google, as she continues to grow and manage Leaders in Digital.

Dawn Kubicek, CEO of Leaders in Digital, said: *"It is an honour and privilege to be selected by Google to help women in the region to thrive in the tech world. I have always been passionate about creating a community where women especially can reach their potential and gain access to mentorship, knowledge and career development tools. In my role as a Google Techmaker Ambassador, I am looking forward to supporting women on this journey and leveraging Google's global tech ecosystem to bring people together."*

As a member of Women Techmakers, you will receive emails tailored to your interests, exclusive opportunities from major partners, early-access invites to high-profile workshops and events, the opportunity to connect with a global network of women in technology. Hackathons, ideathons and codelabs are also on offer as well as several other hands-on learning experiences.
