

Shaping the Future

The Role of Women Professionals in AI
and Digital Transformation



Presented By:

Jaqueline Hussein
July28 Managing consultant



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Shaping the Future

The Role of Women Professionals in AI and Digital Transformation

Women Leading the Digital Era — From boardrooms to startups, women are increasingly at the helm of transformative technologies, particularly in AI and digital finance.

Digital Transformation as an Inclusive Opportunity — The shift to digital offers a powerful moment to reshape roles, access, and influence for women across accounting, finance, and entrepreneurship.

Bridging Strategy and Innovation — This presentation explores how women professionals can strategically lead, innovate, and drive ethical tech integration.



Embracing a Digital Future

Why Digital Transformation Matters — Technology now drives business models, innovation, and competitiveness—redefining professional landscapes.

Women at the Forefront of Change — Women professionals are leveraging this shift to enhance influence, leadership, and social impact across sectors.

Navigating the AI Economy — AI is transforming how decisions are made, services are delivered, and businesses are scaled—empowering proactive adaptation.



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Understanding AI & Digital Transformation

Artificial Intelligence (AI) Demystified — AI involves machines simulating human intelligence to analyze data, recognize patterns, and make decisions in real-time

Implications for Accounting and Finance — From automating reconciliations to predictive analytics, AI is reshaping workflows, compliance, and client services.



What is Digital Transformation?



Refers to integrating digital technologies across business functions to enhance agility, value delivery, and customer experience



Analyze Data



Recognize Patterns



Simulates Human Intelligence



Real time decision making

Global & Local Trends in the Digital Economy

Fintech & Digital Payments Growth — Rise of mobile banking, digital wallets, and crypto is democratizing access and financial participation.

E-Commerce Explosion — Women-led SMEs are tapping into online markets to scale faster with fewer barriers.

Policy and Innovation Hubs — National strategies are increasingly promoting inclusive tech ecosystems and investing in women-focused incubators.

E-Commerce Explosion



Policy and Innovation Hubs



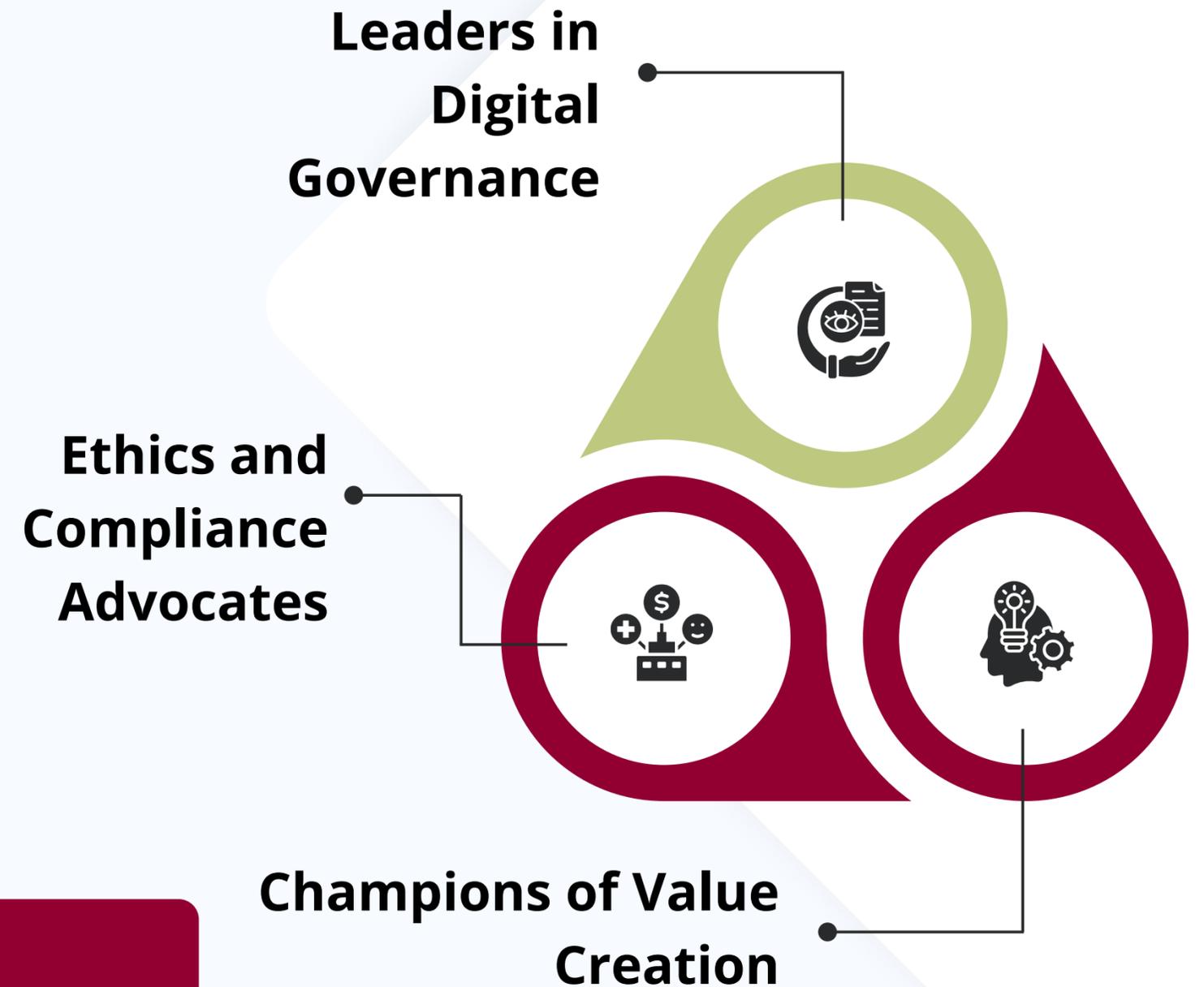
Strategic Role of Women Professionals

Leaders in Digital Governance — Women finance professionals influence policy, oversight, and accountability in digital strategy.

Ethics and Compliance Advocates — Ensuring AI and tech use align with laws, human rights, and anti-bias frameworks.



Champions of Value Creation — Aligning AI tools with business objectives to drive transparency, efficiency, and long-term growth



Empowering Women Entrepreneurs

Digital Platforms as Growth Accelerators — Women entrepreneurs use tools like Shopify, WhatsApp Business, and Stripe to launch and grow businesses affordably.

AI-Driven Decision Making — Tools like ChatGPT, CRMs, and analytics dashboards provide real-time insights for smarter decisions.

Global Reach, Local Roots — Technology empowers women to serve local communities while competing globally.



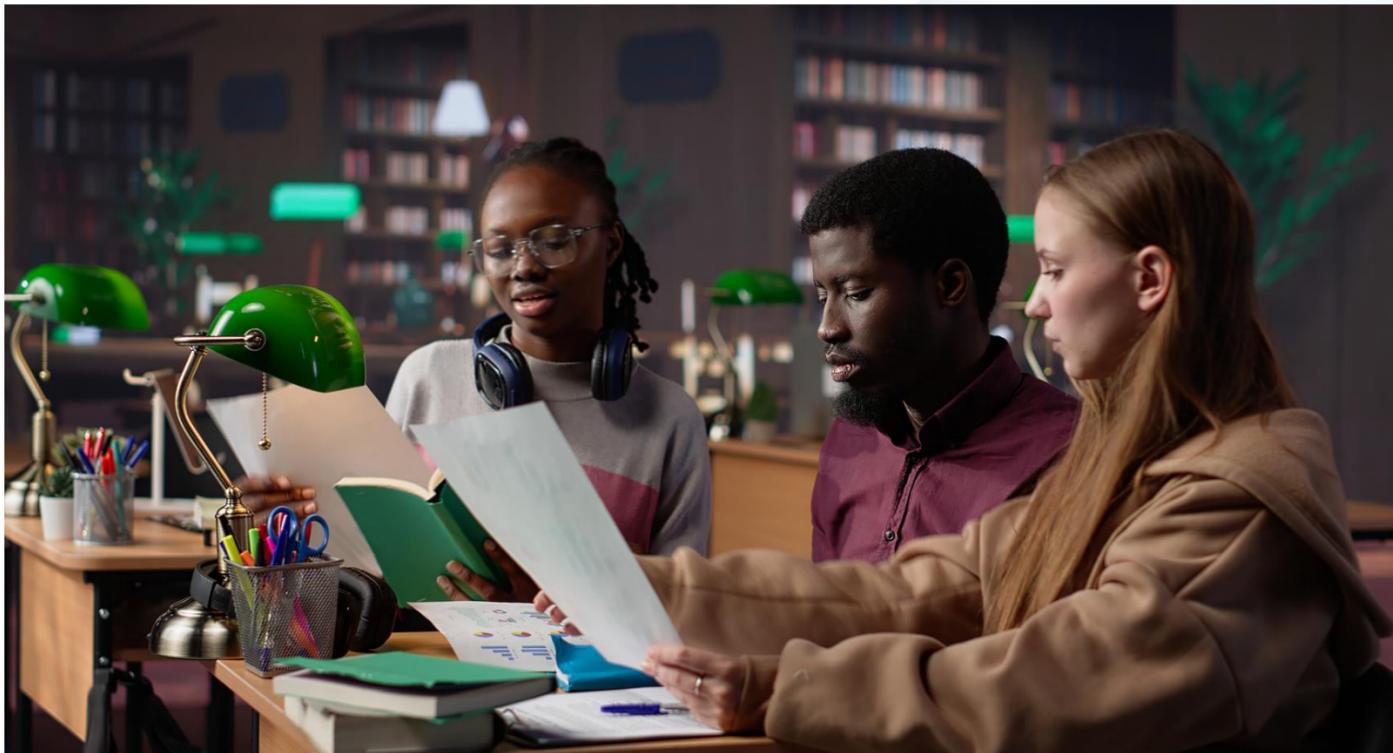
- Digital Platforms as Growth Accelerators
- AI-Driven Decision Making
- Global Reach, Local Roots



Tackling Challenges & Barriers

Skills Gap & Tech Literacy — Many women lack access to upskilling opportunities in digital tools and AI.

Infrastructure & Digital Exclusion — Poor connectivity and lack of devices remain key obstacles in underserved areas



Institutional & Cultural Bias — Gendered assumptions in workplaces and finance limit women's participation in tech-driven roles.

- ☑ Skills Gap & Tech Literacy
- ☑ Infrastructure & digital exclusion
- ☑ Institutional & cultural bias

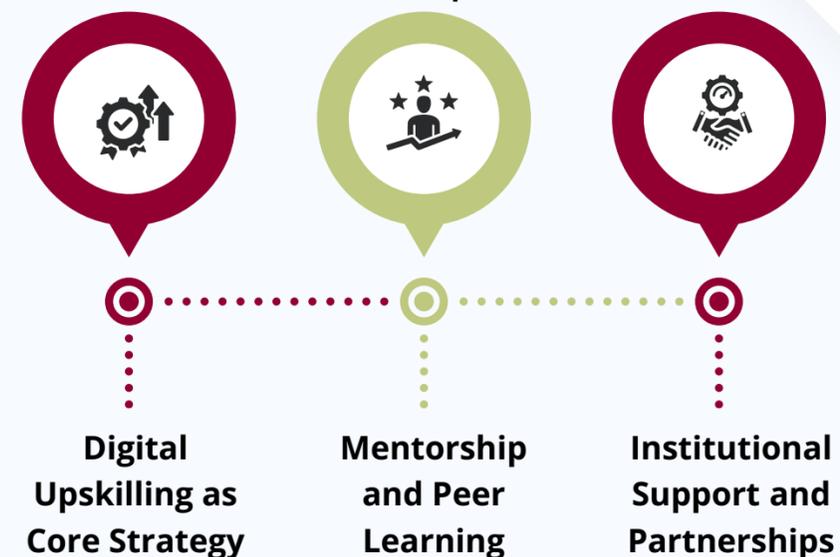


Building Capacity: Upskilling & Mentorship

Digital Upskilling as Core Strategy — Training in data literacy, cybersecurity, and AI fundamentals is vital for long-term growth.

Mentorship and Peer Learning — Women networks and communities foster shared learning and professional guidance.

Institutional Support and Partnerships — Collaborations between governments, corporates, and civil society drive scalable impact.



Collaboration & Community

Cross-Sector Partnerships — Collaborations between women professionals, technologists, and policymakers amplify innovation

Inclusive Tech Ecosystems — Building platforms where women's perspectives are embedded at the design stage.

Shared Leadership Models — Embracing collaborative leadership over hierarchical models leads to more adaptive, resilient outcomes.



Real-time Marketing



Behavioral Remarketing



Dynamic Segmentation

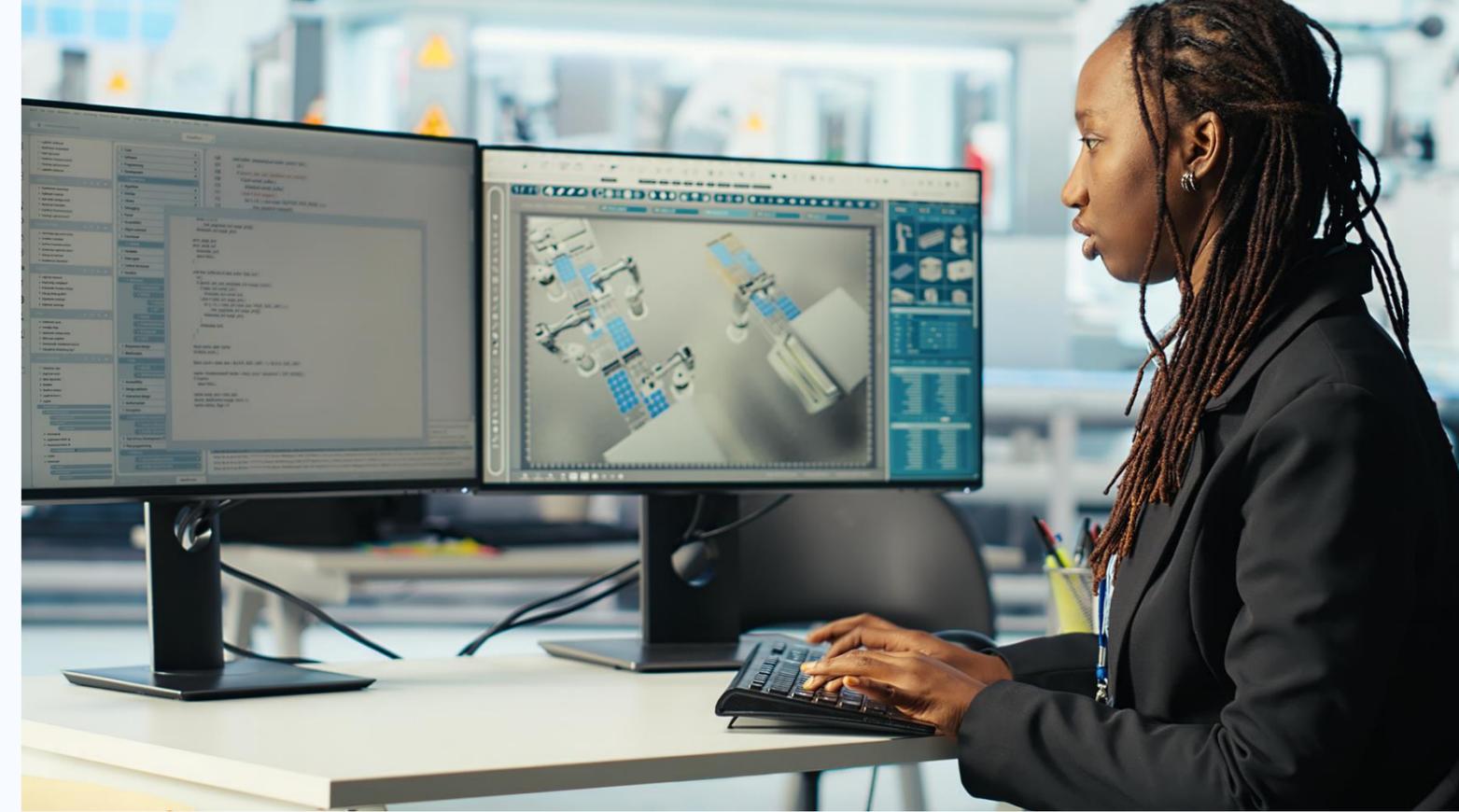


Contextual Marketing

Conclusion – Women as Architects of the Digital Future

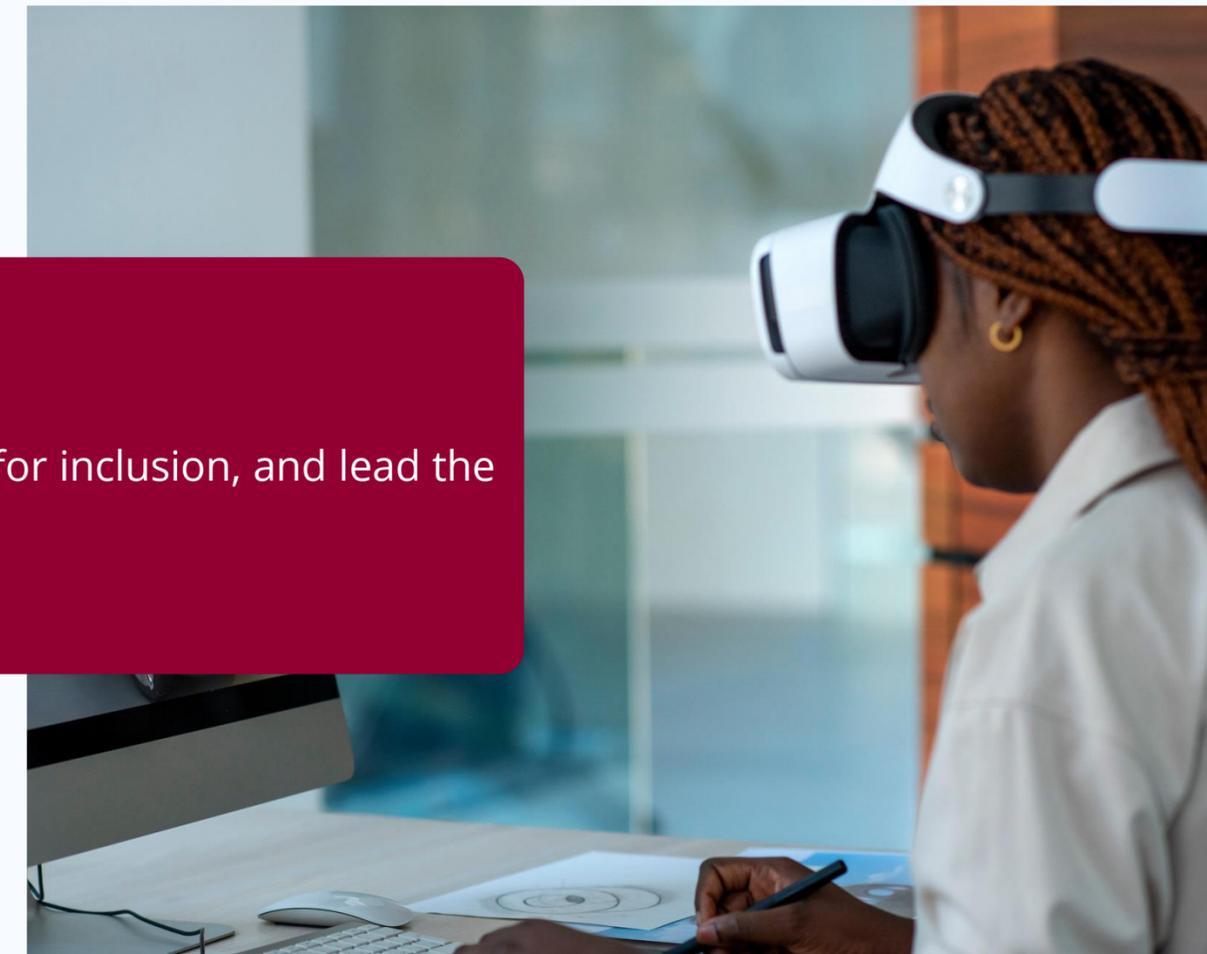
From Passive Users to Digital Leaders — Women are poised to not just adopt but design and govern digital tools.

Driving Purposeful Innovation — Inclusion, ethics, and equity can be encoded into the very architecture of AI and digital systems.



CALL TO ACTION

Embrace digital skills, advocate for inclusion, and lead the transformation you want to see.



Thank You

For Your Attention and
Participation



Contact Information:

 +263 242 744 626

 info@july28.co.zw

 www.july28.co.zw

 4 Normandy Road, Alexandra Park,
Harare, Zimbabwe

