

Bigmouthmedia's girls on top



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Press Release Summary: Bigmouthmedia's UK Managing Director Lyndsay Menzies will today become one of the few women ever invited to speak at the prestigious Search Engine Strategies conference in New York.

Press Release Body: With **Head of Search Andrew Girdwood** also taking to the Manhattan stage, having two presenters at the New York event is regarded within the industry as a real coup for Europe's largest independent digital marketing agency. **Yet Menzies' participation in an A-list line up that includes Yahoo! Search Chief Scientist Andrew Tomkins and Federated Media founder John Battelle** has the bloggers excited for another reason - she is one of an unprecedented trio of female keynote speakers at this year's event.

In what is traditionally a male dominated industry, Menzies' top billing alongside **Isobar's Erica Schmidt** and **Incognito Digital MD Kendall Allen** has been received as evidence that the online sector's male bias is finally beginning to change.

Menzies, however, believes that the industry is not changing as fast as it should. Pointing out that over 50% of women are still perceived to be victims of unequal pay in the technology sector, she argues that while the gap between the sexes is decreasing, there is still some way to go.

"As a company we have always felt strongly about equal employment. Three of bigmouthmedia's international country heads are female, and with women accounting for just 16% of the UK IT industry we feel it is a huge achievement to have an international team in which women account for 46% of the total workforce," she said.

"There is no room for complacency, but the industry is beginning to evolve and we are thrilled to be part of this development."

About

bigmouthmedia

Founded in 1997, **bigmouthmedia** are leaders in digital marketing, with a team of over 200 staff across 13 offices in 10 countries on 3 continents the company maximizes return and exposure for major brands online through a variety of fully integrated digital marketing channels: Search (PPC and SEO), Display Advertising, Affiliate Marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics.

Bigmouthmedia services big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

Bigmouthmedia is a Deloitte Fast Growth winner and a 2007 FT Best Place to Work. 2007 saw the company celebrate its tenth anniversary and global CEO Steve Leach celebrated a unique hat-trick of major business awards; UK Entrepreneur of the Year title at the National Business Awards and National Business Awards for Scotland, as well as UK Entrepreneur of the Year at the prestigious CBI-backed Growing Business Awards.

More information on the female speakers at SES can be found here http://www.searchmarketinggurus.com/search_marketing_gurus/2008/03/ses-nyc---3-wom.html

Web Site: <http://www.bigmouthmedia.com>

Contact Details: Press Contact (International):

BIGMOUTHMEDIA LTD

Emily Thorpe

Marketing Manager (International)

Tel: (+44)131 561 2179

Fax (+44)131 553 6800

Email: emily.thorpe@bigmouthmedia.com

Web: <http://www.bigmouthmedia.com>