

About the WIMDI Audience

WIMDI's 4000+ member audience is made up of women in male-dominated industries such as (but not limited to):

- Tech
- Mining, oil & gas, geology, and the geosciences
- Engineering (civil, mechanical, electrical, chemical, biological, etc.)
- Finance
- Law
- Sales
- Accounting
- Sciences

Our members are intermediate and senior-level professional women working within a corporate workplace structure. Our members are both people managers and individual contributors.

Even though we love them, to keep our focus on serving our core audience well, WIMDI's members are not generally:

- Entrepreneurs
- Students or early-career professionals
- People working in unionized, military, or paramilitary-structured workplaces.
- Tradespeople