



FOR IMMEDIATE RELEASE

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Per Scholas and ITSMF Refresh Diverse by Design with Dedicated Director to Drive Diversity, Equity, and Inclusion Efforts Across Technology

Nia Darville of Atlanta will serve as inaugural Director of Diverse by Design

New York, N.Y. + Atlanta, Ga. – March 29, 2021 – Today, national skills training nonprofit [Per Scholas](#) and [ITSMF](#), the premier leadership development organization for IT professionals, announced the refresh of [Diverse by Design](#) and the appointment of the initiative's first-ever director, Nia Darville. Based in Atlanta, Nia will lead organizational alliance building, corporate engagement, and event strategy. Her promotion follows a successful tenure as Senior Manager of Business Solutions at Per Scholas.

In light of the increased spotlight on racial disparities in America in 2020, corporations, institutions, nonprofits, and others issued introspective statements and spoke publicly around the need to do more to address inequality at work, as well as making hiring and investment commitments that would help build back a more anti-racist world. Despite the incredible progress that has been made in the last year, many organizations are still lacking the hiring practices they need to build a more inclusive, equitable and diverse workforce and achieve goals and commitments issued over the past nine months. Diverse by Design's expanded mission helps address these disconnects by providing leaders with the training and resources they need to recruit, retain, and cultivate diverse, sophisticated talent.

"Companies are more committed than ever to transforming their words into action when it comes to D&I (diversity and inclusion) work, which is why we feel it's important to level up our Diverse by Design platform at this inflection point in our country's history," said **Kenneth Walker, EVP, Diversity & Operational Excellence at Per Scholas**. "As part of our commitment to preparing women and BIPOC individuals for meaningful careers in tech, we could not be more excited to promote Nia to the Director, Diverse by Design role. Her visionary leadership and strategic thinking will take Diverse by Design to the next level and enable us to expand our ecosystem of organizations that will collaborate with us to build a more diverse, equitable, and inclusive tech workforce."

With more than 25 years of experience working to facilitate the diversification of the tech industry through skills training programming, Per Scholas has a deep understanding of the challenges facing women, Black, and Latino workers in accessing technology careers, as well as the organizational struggles sourcing, retaining, and cultivating diverse talent. Diverse by Design – which was launched in 2016 through a collaboration with ITSMF as a conversation series where leaders in tech and workforce development could come together to discuss and share best practices to attract, retain, and develop skilled black and brown tech professionals – seeks to leverage this knowledge to provide the private sector with actionable solutions and insights for building more inclusive company cultures, through customized training for sourcing new talent and integrated programming to retain that talent.

“ITSMF is a 25-year-old organization whose vision is to facilitate the creation of barrier-free opportunities for Black technology leaders, innovators, and influencers. We have a proven and unique reputation for developing people of color, mind, body, and soul. Of the over 700 graduates from our three academies, 75 to 80 percent receive a promotion within 18 months, and there’s a direct correlation to their participation in the academies. Corporations partner with us to develop their diverse talent, increase the representation of Black and Brown women and men in senior-level tech positions, and solidify the company’s diversity, equity, and inclusion outcomes. Our commitment to Diverse by Design gives us a platform to share best practices and highlight the success stories of our partners,” said **Viola Maxwell-Thompson, President and CEO of ITSMF**.

“In order for us to get to a place where the technology workforce is as diverse as the customers it serves, companies not only need to be committed to transforming their workforces, but also equipped with the right tools, support, and resources – which is exactly where Diverse by Design comes in,” said **Nia Darville, Director of Diverse by Design**. “Over the years, I’ve seen firsthand just how impactful and effective Diverse by Design is when it comes to helping organizations make socially impactful business decisions, and I could not be more excited to expand on this work in 2021 and beyond.”

“ITSMF’s members are C-suite and other senior-level professionals who are culturally aware business leaders who embody transformational leadership, a global mindset, and a passion for family, community, and social activism in mind, body, and soul,” said **Elaine Norman, Vice President Member Services and External Affairs at ITSMF**. “These leaders lend their voices to Diverse by Design , providing their insights and offering practical experiences. We look forward to the expansion of the impact of Diverse by Design under Nia Darville’s leadership and welcome her to the team.”

“Five years ago, we took an idea about diversifying America’s workforce and launched a national conversation series to create meaningful change in the industry we know best: technology,” said **Damien Howard, EVP, Social Ventures at Per Scholas**. “With nearly a dozen powerful convenings now under our belt, we know it’s time to re-energize our mission and meet the changing demands we’re seeing in the post-pandemic workforce. As we continue to evolve and grow as an organization, we could not be more excited to relaunch Diverse by Design with Nia at the helm.”

On Tuesday, March 30, at 12 p.m. EDT, Diverse by Design will host **The 140K: Women and the Pandemic**, which will explore the unique challenges that COVID-19 has presented for women and the solutions companies are employing to address them. The event will feature a dynamic conversation between women executives from Per Scholas as well as **Stephanie LeBlanc-Godfrey**, Global Head of Inclusion for Women of Color at **Google**, **Julie Dillman**, Global Head of Operations at **Chubb**, and **Kimberly Jones**, People Experience and Talent, Center of Expertise Leader at **PwC**. The virtual event is free and interested individuals [can register to attend here](#).

To learn more about Diverse by Design, visit www.DiversebyDesign.org.

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About Diverse by Design

Diverse by Design, powered by Per Scholas and ITSMF, promotes solutions-driven conversations about diversity, equity, and inclusion within tech, produces meaningful content that empowers c-suite leaders to make both valuable and socially impactful business decisions, and provides access to sophisticated customized training and talent sourcing solutions to meet companies’ talent demands while transforming the diversity landscape of their organizations. To learn more, visit diversebydesign.org.

About Per Scholas

Per Scholas is a national organization that has been advancing economic mobility for 25 years. Through rigorous training, professional development, and robust employer connections, we prepare

individuals traditionally underrepresented in technology for high-growth careers in the industry. We partner with leading employers to build more diverse talent pools, directly connecting our graduates to new career opportunities at businesses ranging from Fortune 500 companies to innovative startups. With campuses in 17 major metropolitan areas, Per Scholas has trained more than 13,000 individuals in tech skills, building bridges to careers in technology. To learn more, visit perscholas.org.

About ITSMF

Since 1996, Information Technology Senior Management Forum (ITSMF) has been dedicated to increasing the representation of Black professionals at senior levels in technology, to impact organizational innovation and growth. We do this by developing and nurturing these dynamic leaders through enrichment of the mind, body, and soul. At its inception, only 3% of senior-level positions in the technology industry were held by Blacks. With a half-million new computer-related jobs expected by 2028, ITSMF is committed to increasing the number of qualified Black professionals for these positions. For more information about ITSMF, visit www.itsmfonline.org.

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