

The Erika Interview

Hi everyone and welcome to my monthly column “The Erika Interview”. I have the incredible opportunity of showcasing the highly talented and brilliant women that work within the Microsoft and Channel Partner community. My goal is to use this column as a platform to highlight the significance of women in technology and share their stories of success, achievement, and overall experience. I strive to advocate for women in technology and hope to shed light on the wonderful women who make up the world of technology. If you’re interested in being featured or know someone who should be recognized in the WIT community, please reach out to me at emoll@proserveit.com



Beth (Cohen) Burrell



This March Issue focuses on the driven and determined Beth Burrell. Beth is currently a Senior Onboarding Manager at Concerto moving towards Engagement Manager on the CRM side working with Tribridge. Beth holds a Bachelor’s degree from the University of South Florida and loves being a mother of a ten year old boy, who loves the outdoors and football. They have season tickets to the Tampa Bay Buccaneers games and attend a lot of Lightning hockey games. Beth is also involved with IAMCP and helped start a WIT group in Tampa.

Erika: What is your current position and how did you find yourself there?

Beth: I’ve been passionate about the technology business for twenty plus years and I’m a rarity because I love technology but also the people and customers I work with. I always found roles that emphasized my strengths which made me a good liaison between the customer and technology. Throughout my experience in technology I’ve seen the industry grow but sadly I’ve seen the discrimination increase over the years towards women in tech. I started my career with IBM and have always worked for Fortune 500 companies before I came to Concerto. Concerto recruited me through LinkedIn. It turned out that when they reached out to me it was a fairly small business of Tribridge, with no more than 4-5 people. They needed skills that honed in on project management, so I was hired to organize projects and be a liaison between the customer, technical support and company. This took place in 2012, and now Concerto has grown to 60+ people. As we grew I was a one woman band, to now having 7-8 project managers doing what I used to do myself. I love my customers and the people I work with but now that it’s business as usual, I’m ready for a new challenge. I like to walk into roles where the company is emerging but when it gets too cookie cutter, that is when I want to bring on a new challenge. In my career I’ve seen all sides of the business - I’ve had bosses tell me "I don’t want to see a female flying the plane, I want to see John Wayne flying the plane". I’ve also seen women in many different roles, some being good, bad and different.

Erika: What was the proudest moment in your professional life?

Beth: One of my most proud moments is when I was working with Bear Stearns. The department I was brought into was not well-received by corporate office. We were in charge of all the technology across the North America offices. They came to love our contribution after one year of us proving ourselves. The motto for our team was that we really went from "zero to hero". Over a one year time, Corp understood how valuable we were to the business. I worked with a phenomenal group of people and it just showcases the value and importance of relationships in technology as well as teamwork.

Erika: What was your greatest fear and how did you overcome it?

Beth: I still live my greatest fear; that I won't be taken seriously in my field because I am a woman who has a lot of technical knowledge. A lot of people jump on the bandwagon and still to this day I get the whole "oh wow you really do know what you're talking about". My biggest realization is "Don't try to be something you're not. Just be yourself! Even though it's still a challenge for women to get traction in the business, know that if you're true to yourself, you don't have to beat them at their own game. Just show up to the table, give it your all and show everyone why you're there!"