

# Helping Women In Small Business Do MORE Business on the WEB

Charly Leetham of AskCharlyLeetham.com was invited to join the Women's Ecommerce Association International Board of Advisors for Women in Ecommerce.

Drawing on her strong business and technical background, Charly help solopreneurs and small businesses map their business processes and plan their web presence. Charly has more than 20 years experience in the IT industry, ranging from hands-on technical, to high-level business management. She installs and configures computing equipment and has managed business contracts in excess of \$26 million dollars. It is this experience which made Charly an attractive adviser for Women in Ecommerce. "I was introduced to Women in Ecommerce by my colleagues I knew this was an organization I wanted to be involved with. When I was asked to join the Board of Advisors I felt honoured and accepted immediately," Charly explained. "Not only does this opportunity allow me to grow personally and professionally, but I will be able to help women do more business on the web and that is very important to me," she added. Charly's goal is to assist small business owners realise the power of the Internet as a channel to market their organisations in an appropriate and cost-effective manner. Charly is also a Telstra Business Woman Of The Year 2010 shortlist candidate. The Women's Ecommerce Association International is a global organisation focusing on promoting, educating and advocating for women who do business on the web. Women's Ecommerce Association Founder & CEO Heidi Richards Mooney said the organisation wanted to support women in their online business pursuits. "Our goal is to encourage women to do business worldwide, to help women become united through the mouse. The Board of Advisors and I are very excited that women all over the world have found Women in Ecommerce and are joining!" Heidi said. "The International Board and members continue to create quality programs and services to fulfill our mission which is to help women do more business on the web." Women in Ecommerce has created the first Who's Who Directory of Women in Ecommerce, hosted seven successful international summits, produced several member contributed ebooks and designed a first-class quarterly magazine that highlights women on all seven continents. The organisation is also designing an Ecommerce Academy for women to enhance their professional skills, as well as other programs and services that connect women from every corner of the globe. For more information about Charly Leetham and Ask Charly Leetham, contact her at [charly@askcharlyleetham.com](mailto:charly@askcharlyleetham.com) or call 0411 573 983. For more information about the Women's Ecommerce Association International, visit [www.WECAI.org](http://www.WECAI.org). You may also call Heidi Richards Mooney in the USA at 1-877-947-3667 or 011-954-625-6606.

## Contacts

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