



MSP Radio

Business of Tech Diversity Report Q4 2023

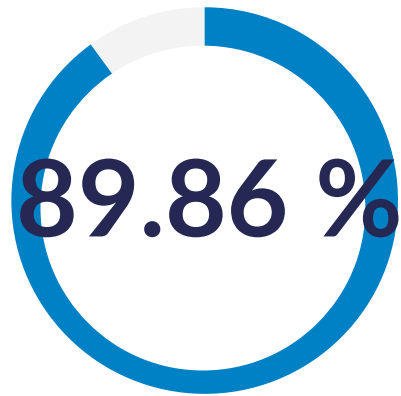
www.mspradio.com



Q4 2023 Totals



300 Channel Companies / 4408 Leaders



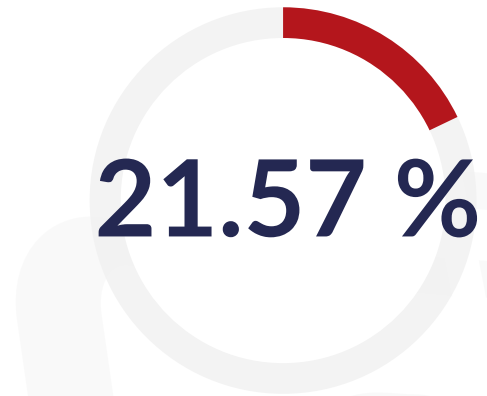
White



Non-White



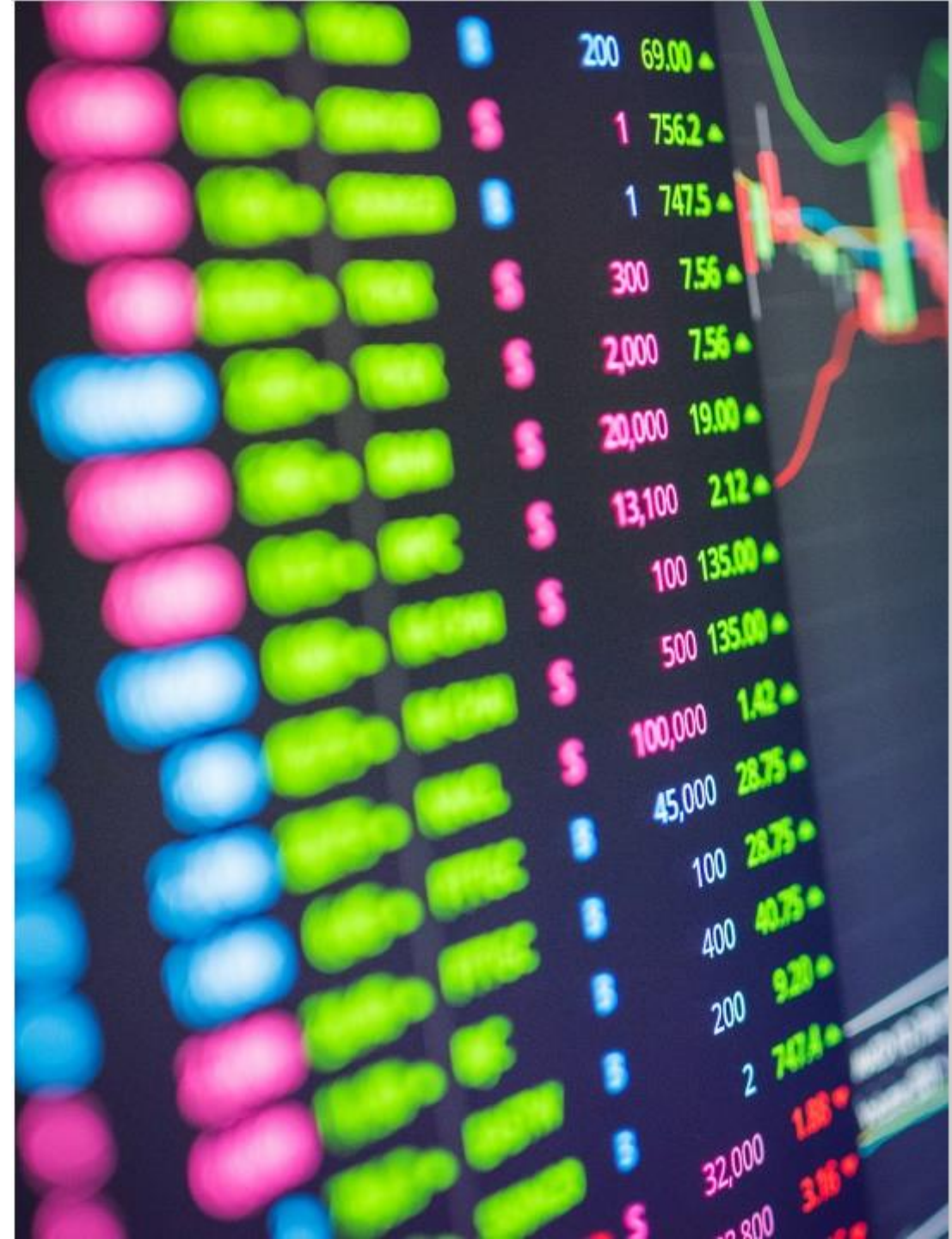
Black / African American



Female

Data Set Overview

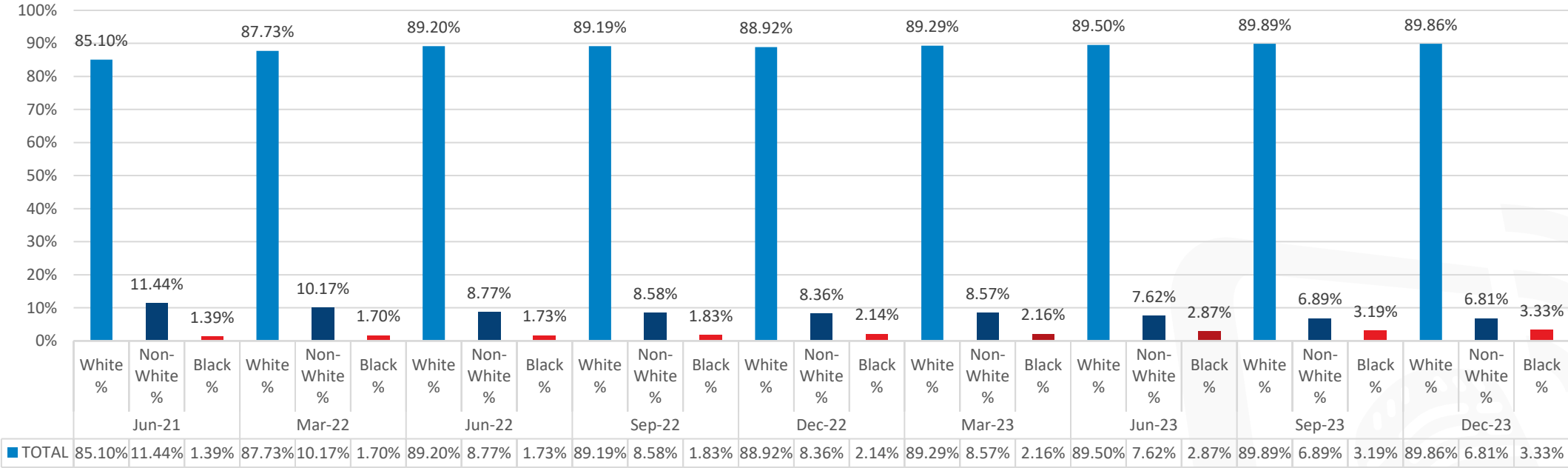
- Methodology:
 - Use company leadership page
 - Count total
 - Categorize based on US Census categories of "White, Black, Non-White"
 - Non-White includes Black, Asian, Native Hawaiian or Pacific Islander, and the like, as well as including Black.



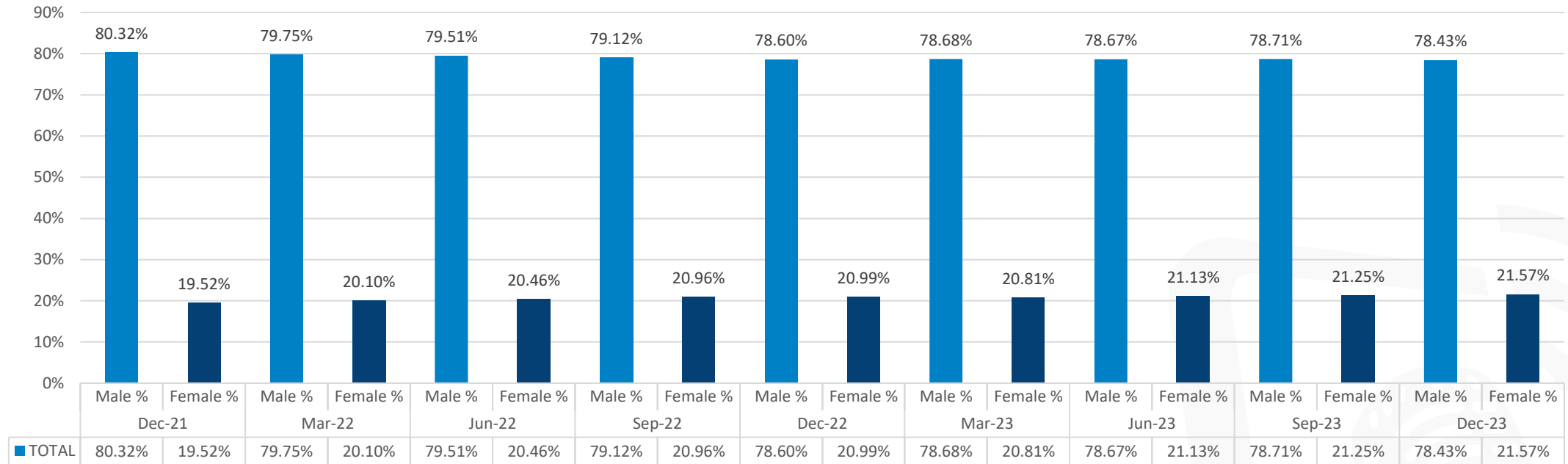
Totals over time



Black-White % - TOTAL



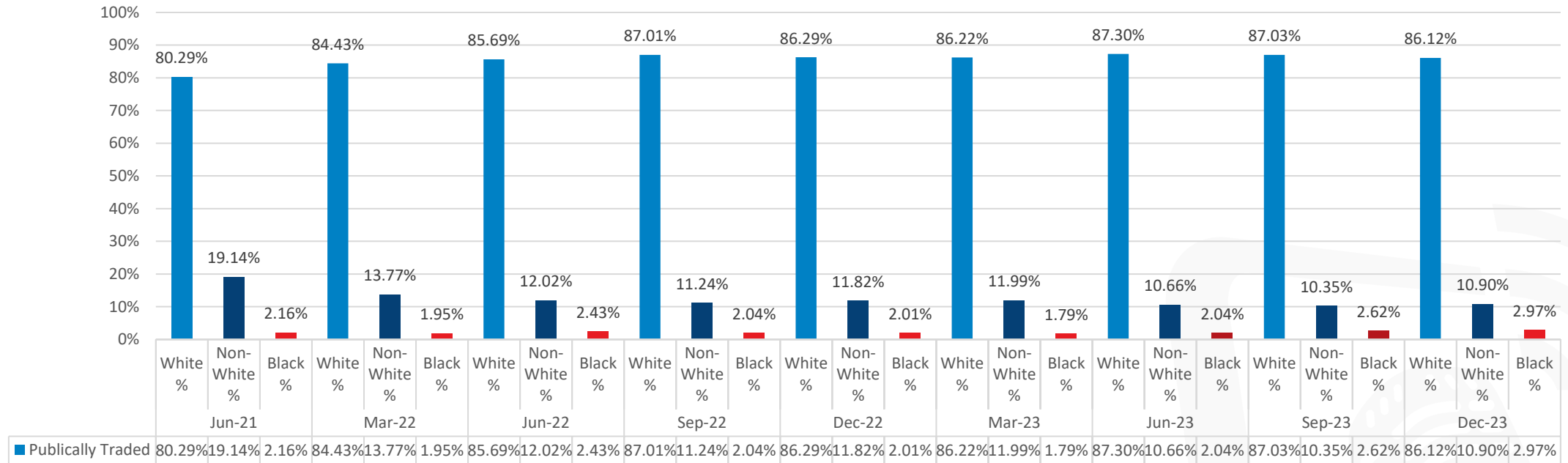
Male-Female % - TOTAL



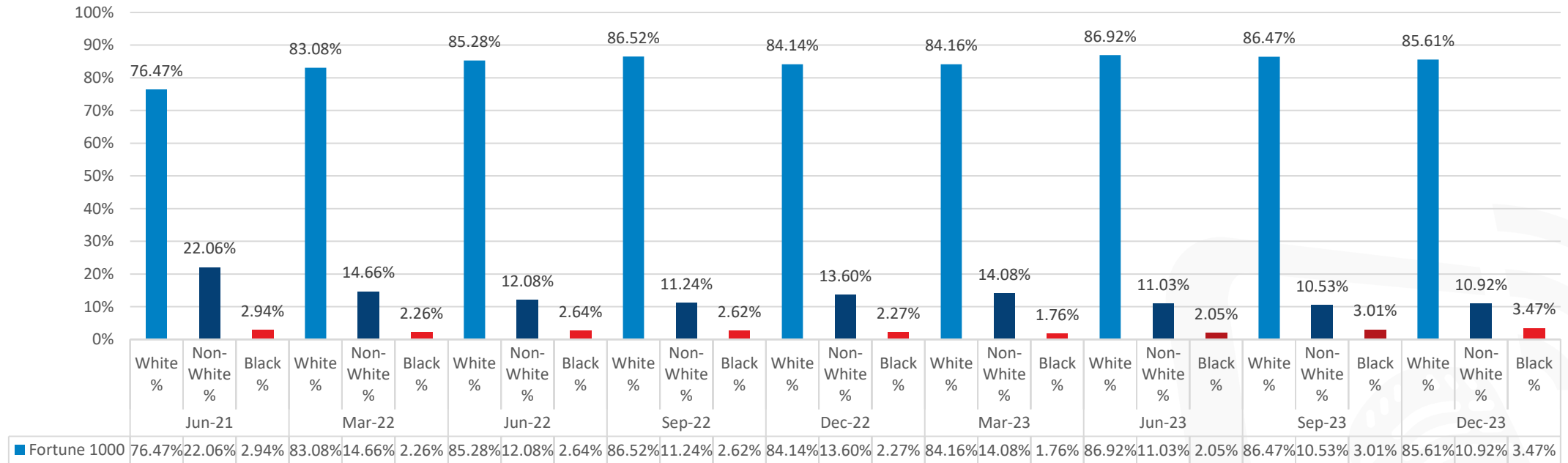
Race v Type of Company



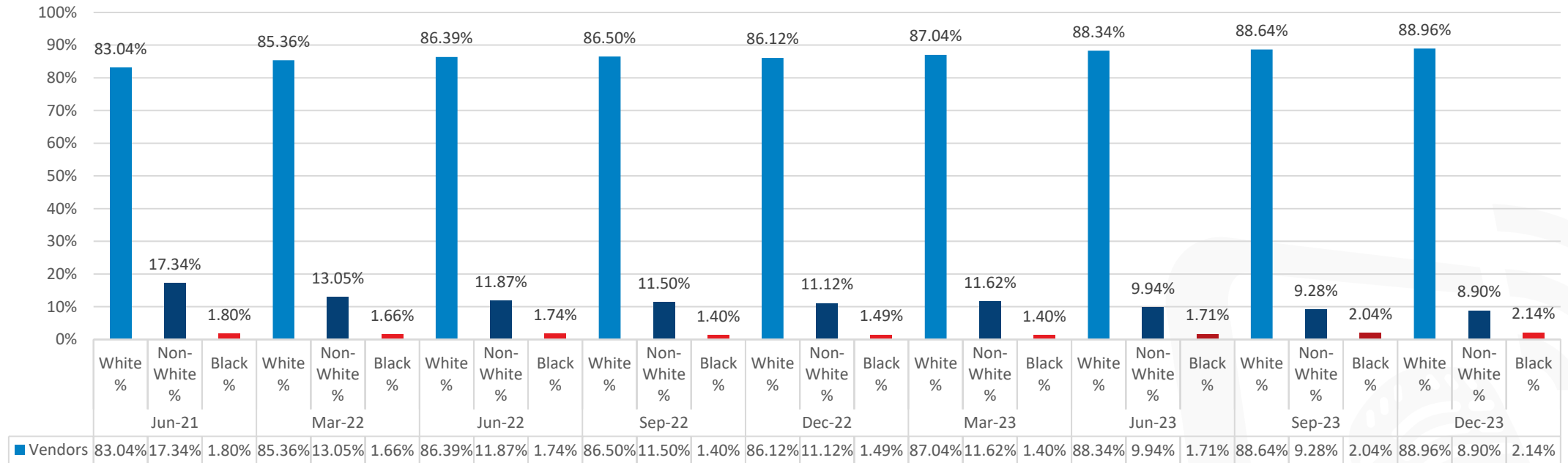
Black-White % - Publicly Traded



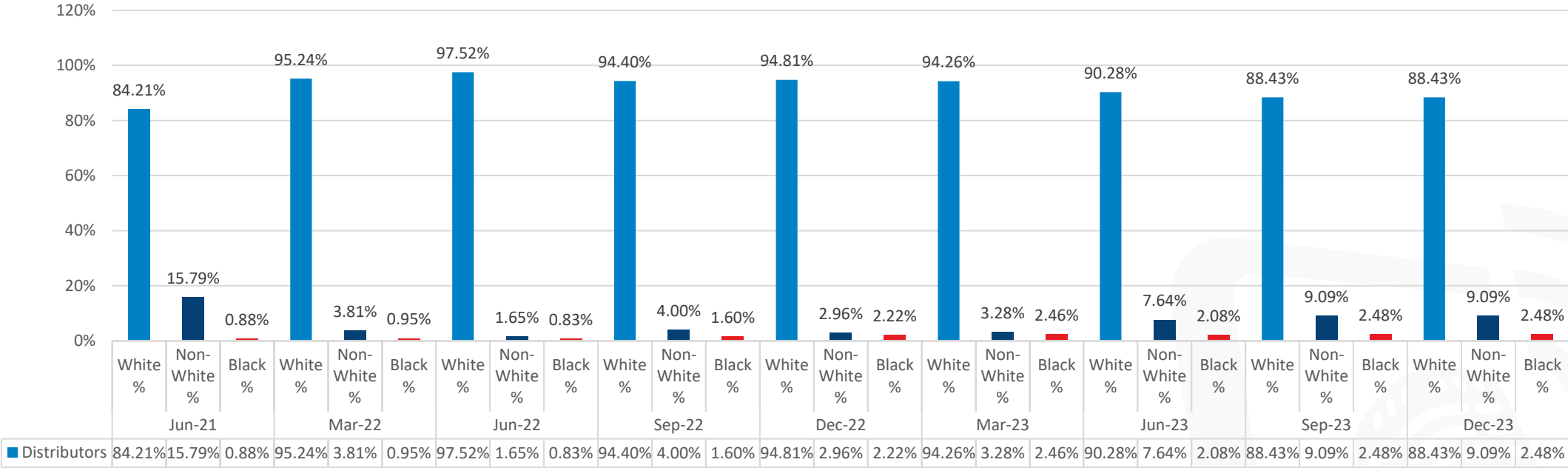
Black-White % - Fortune 1000



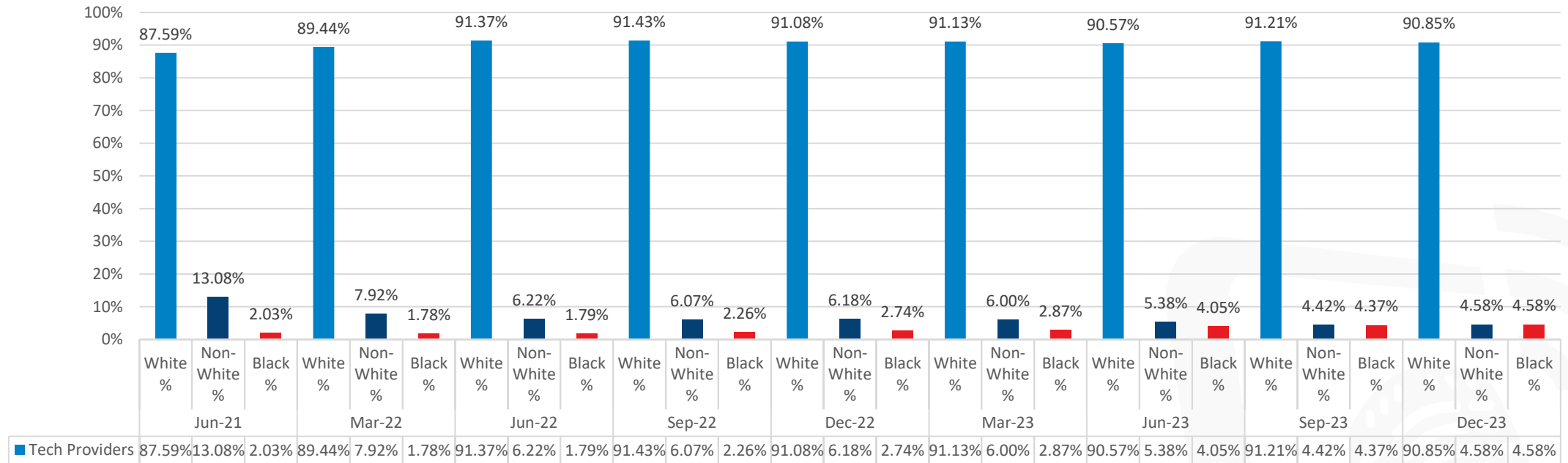
Black-White % - Vendors



Black-White % - Distributors



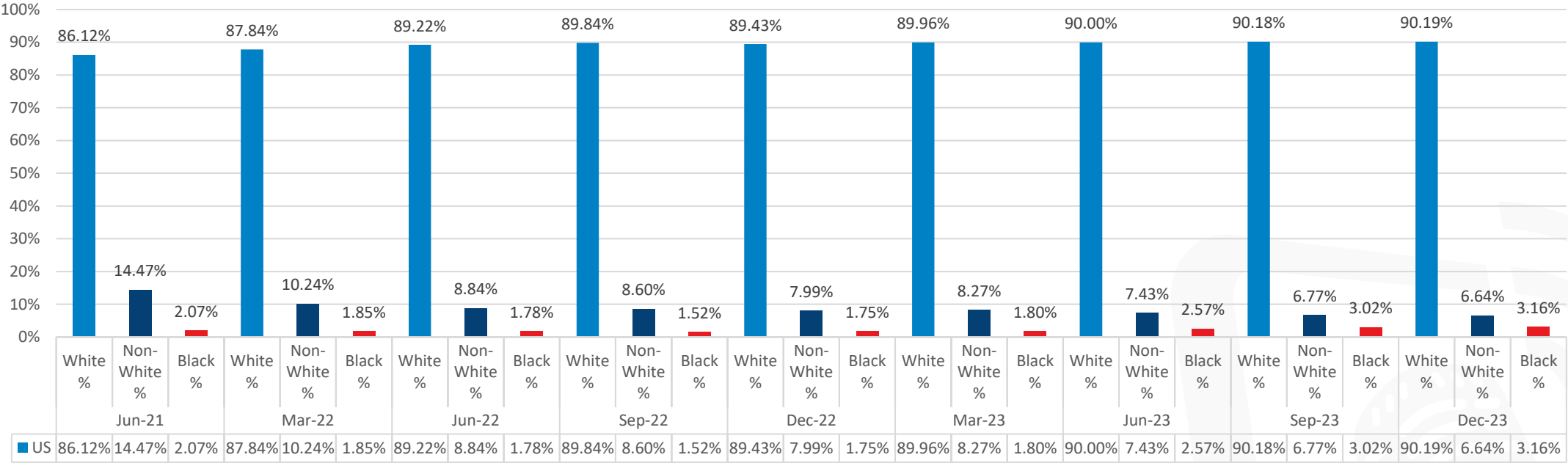
Black-White % - Tech Providers



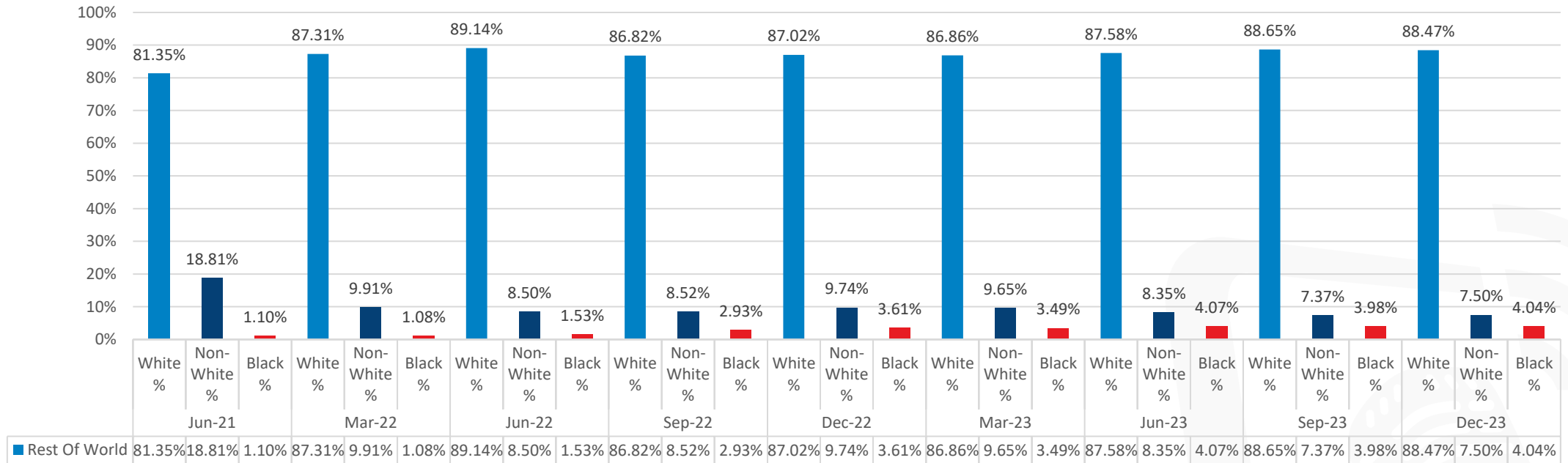
Race v Geography



Black-White % - US



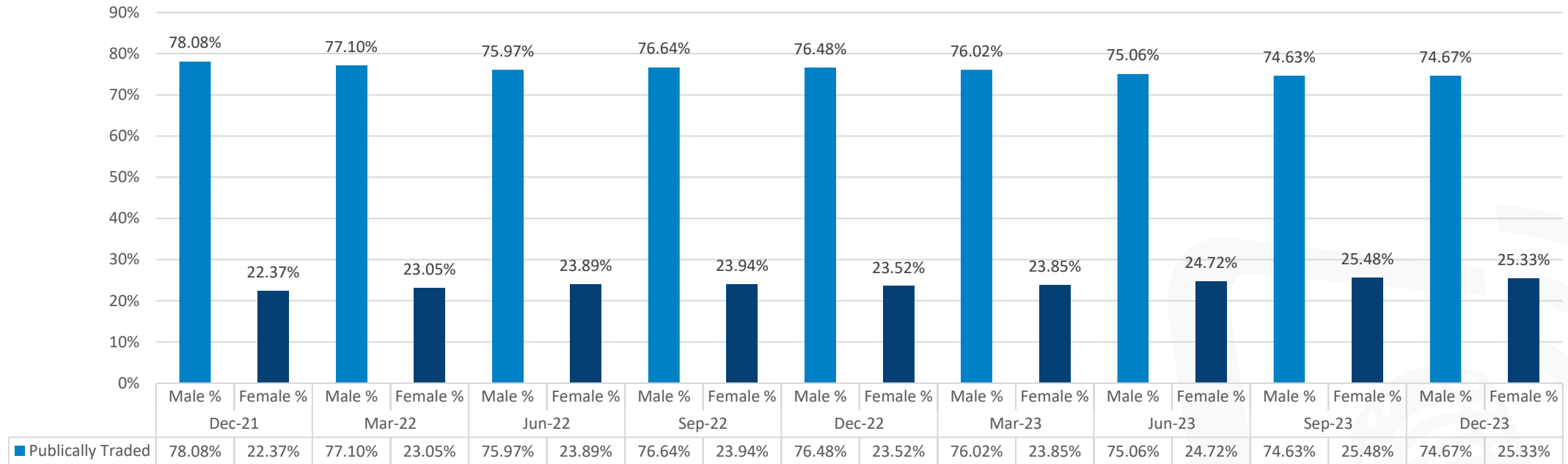
Black-White % - Rest Of World



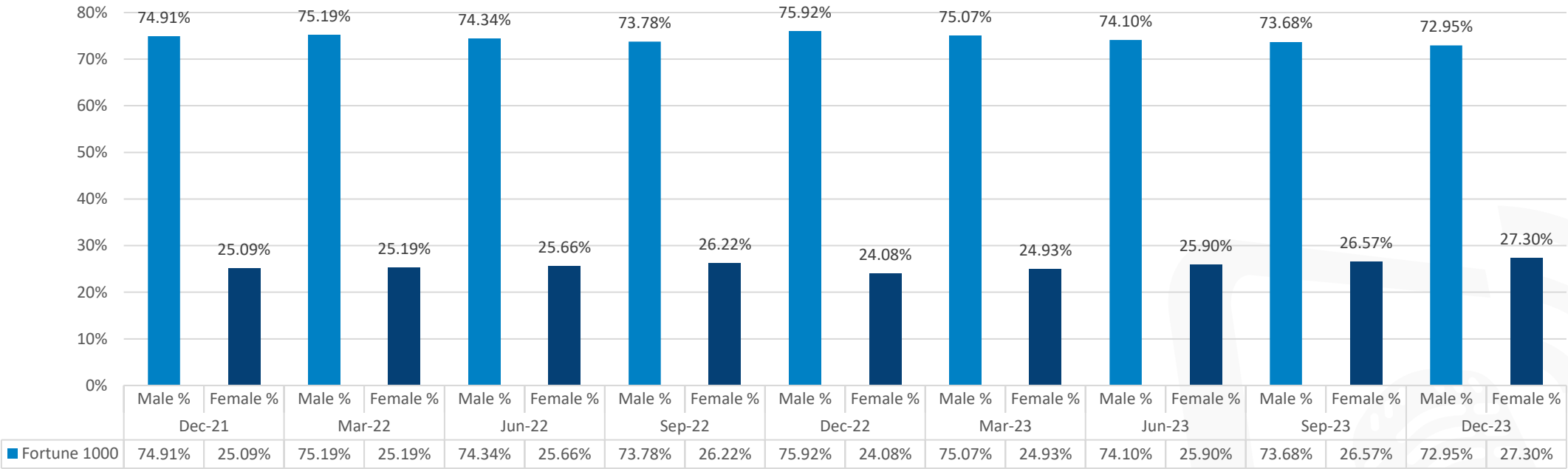
Gender v Type of Company



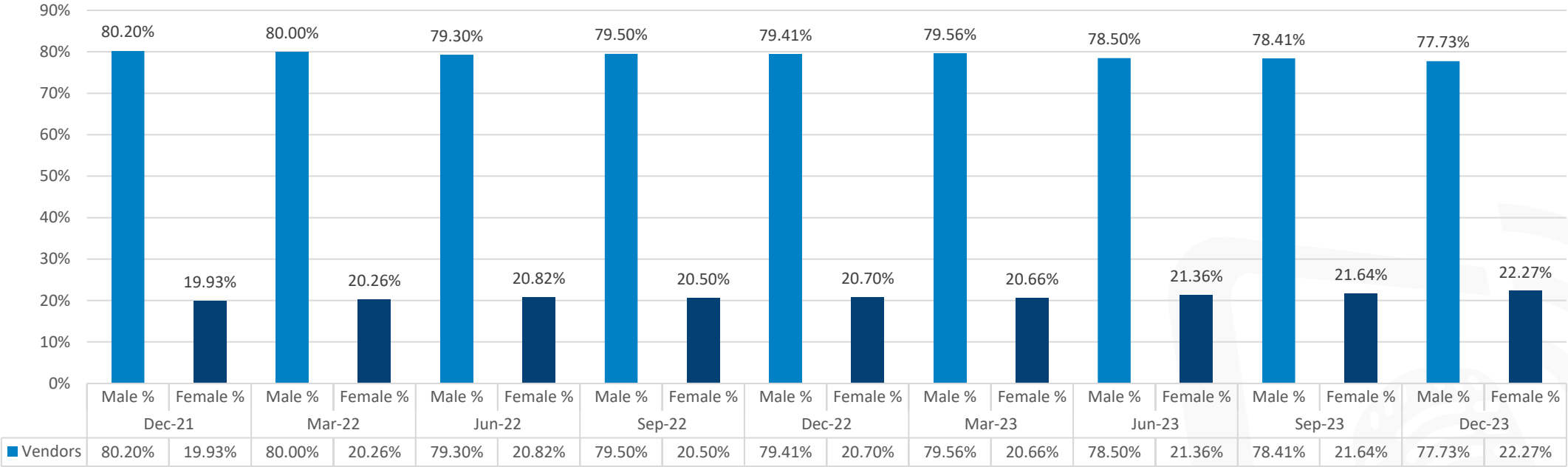
Male-Female % - Publicly Traded



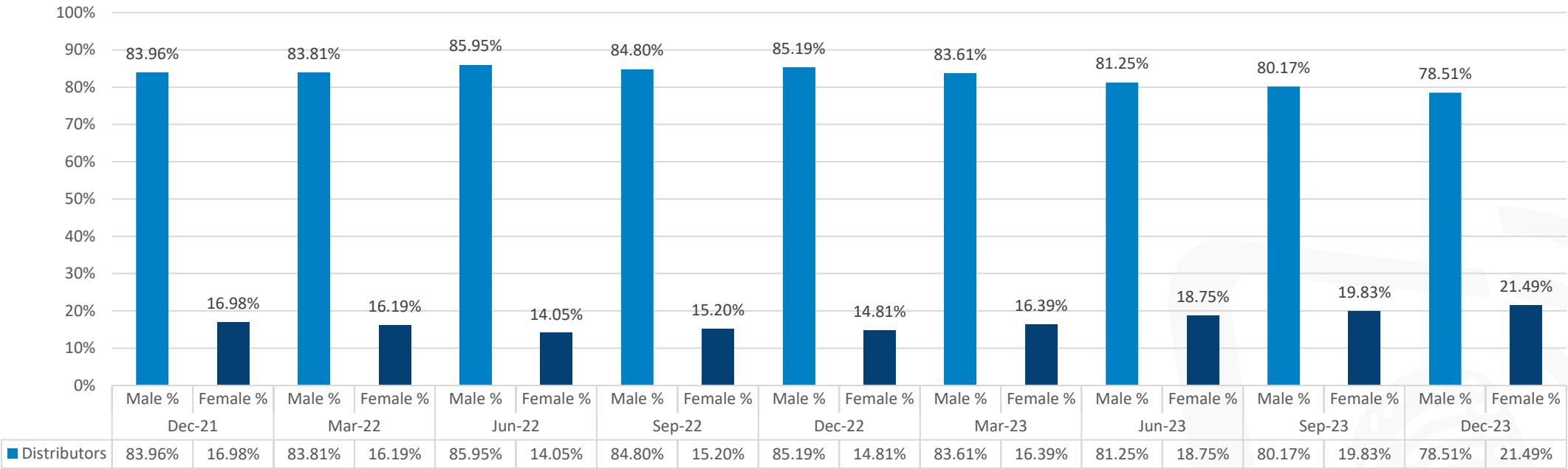
Male-Female % - Fortune 1000



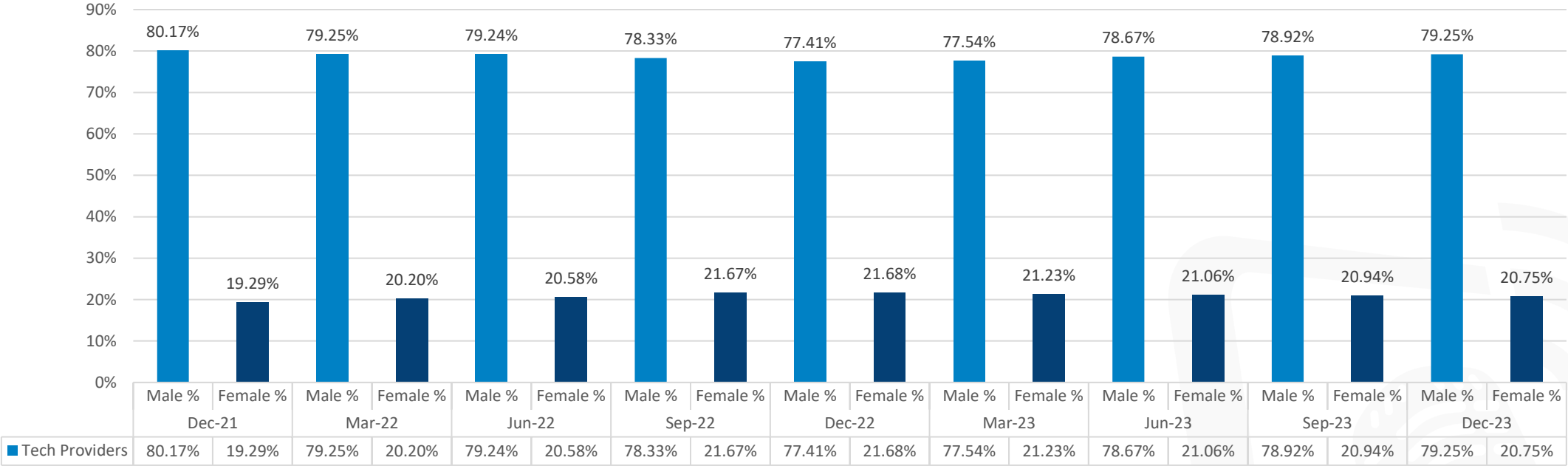
Male-Female % - Vendors



Male-Female % - Distributors



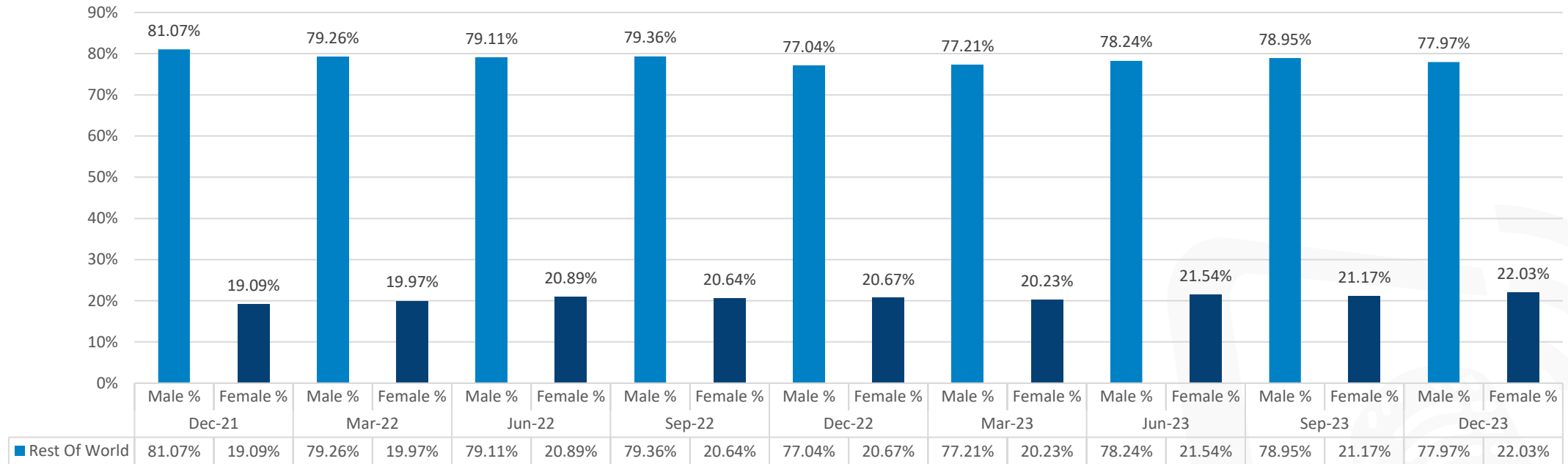
Male-Female % - Tech Providers



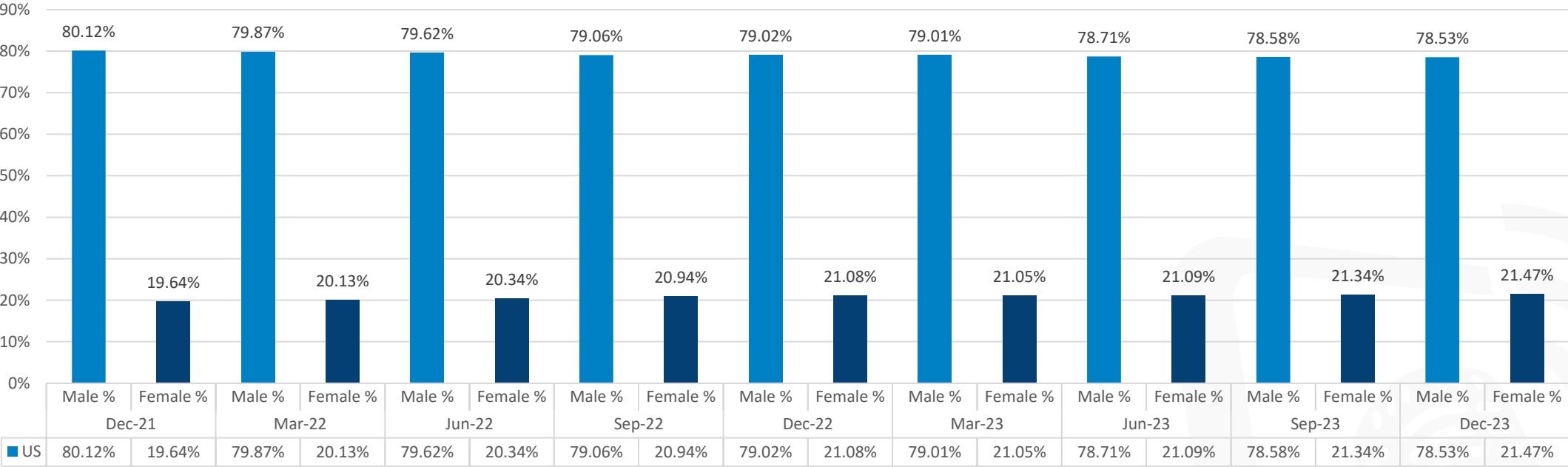
Gender v Geography



Male-Female % - Rest Of World



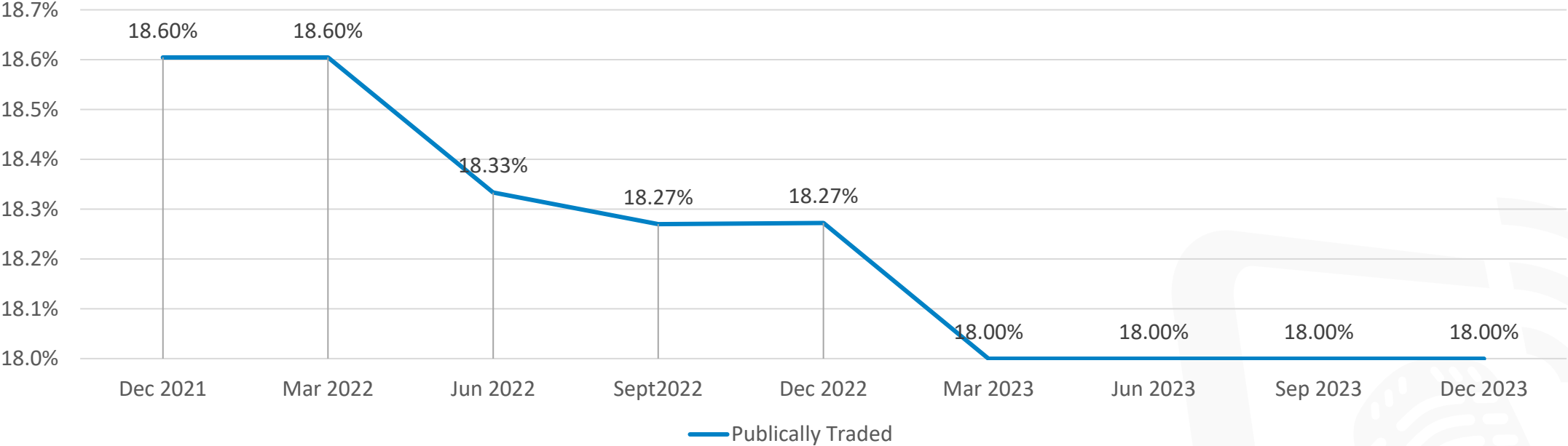
Male-Female % - US



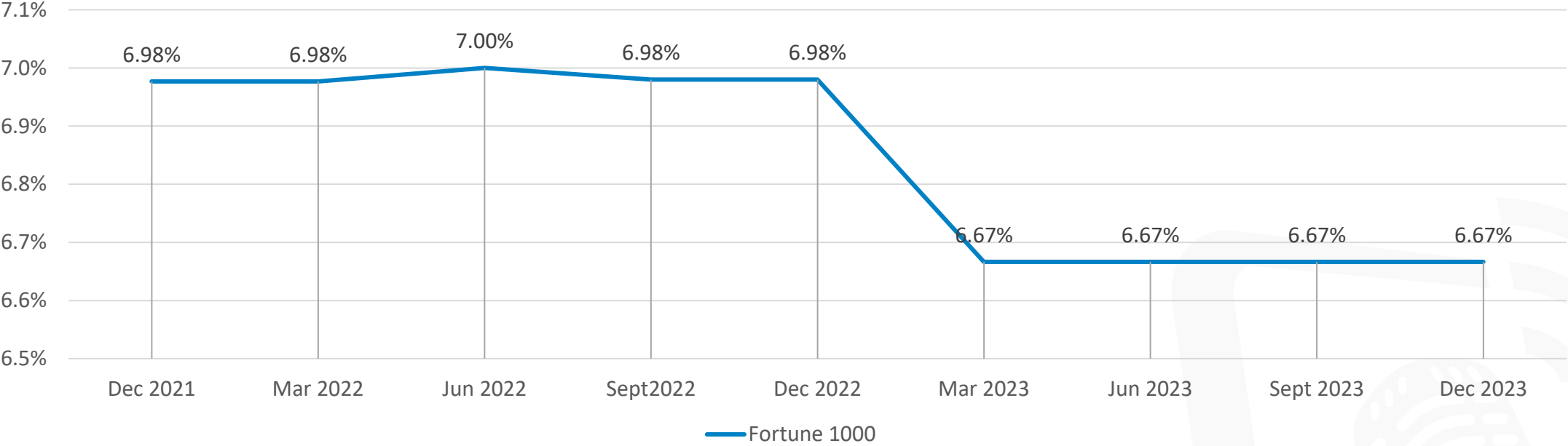
Total
Population



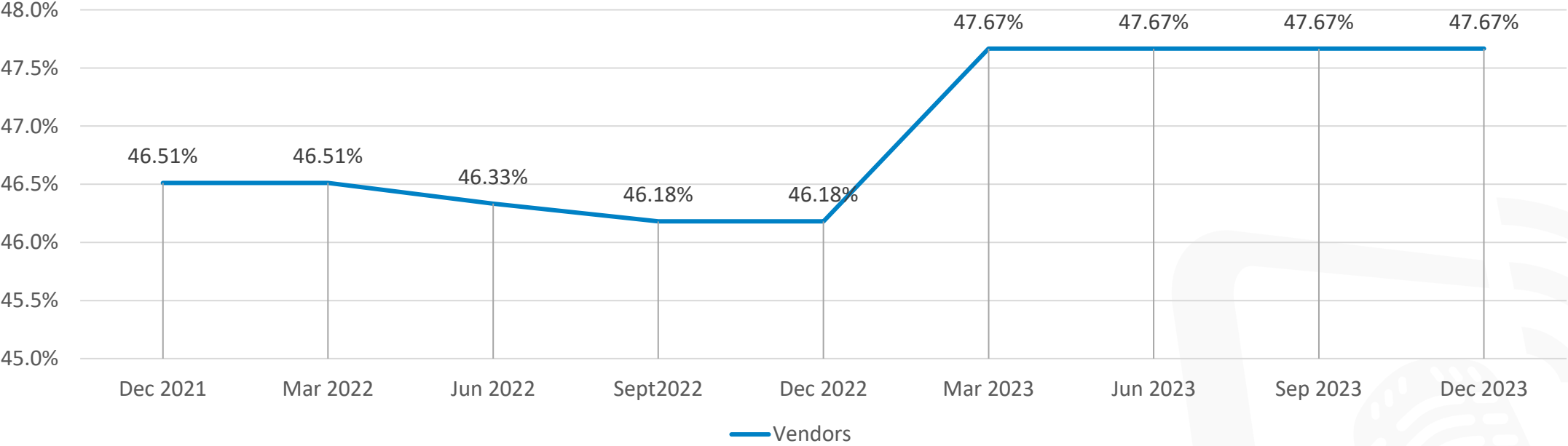
**TOTAL Data Dimensions %
Publicly Traded**



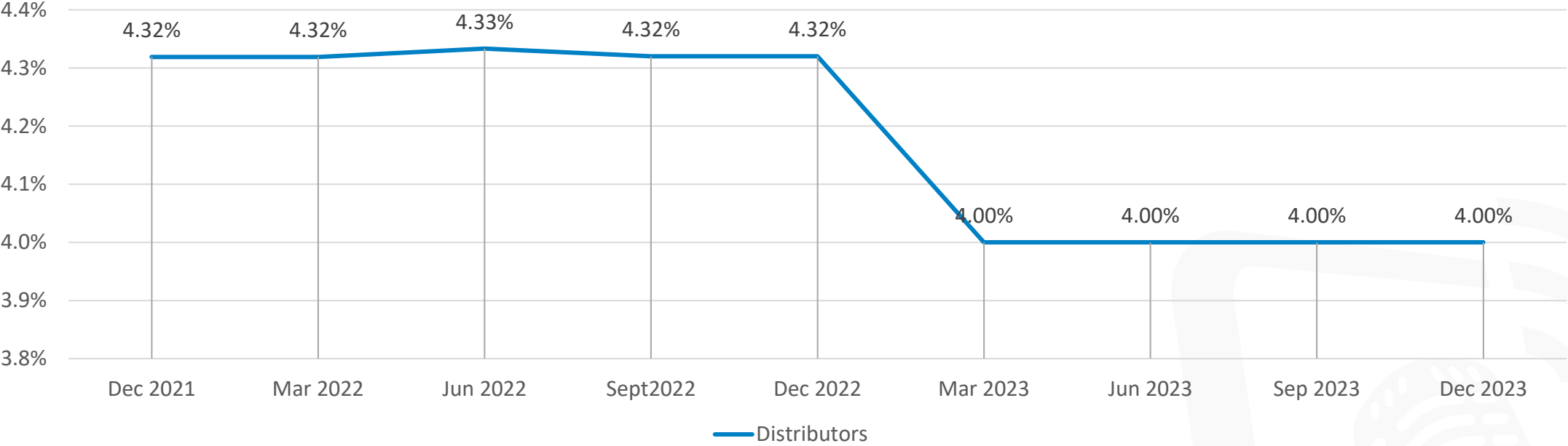
**TOTAL Data Dimensions %
Fortune 1000**



TOTAL Data Dimensions %
Vendors



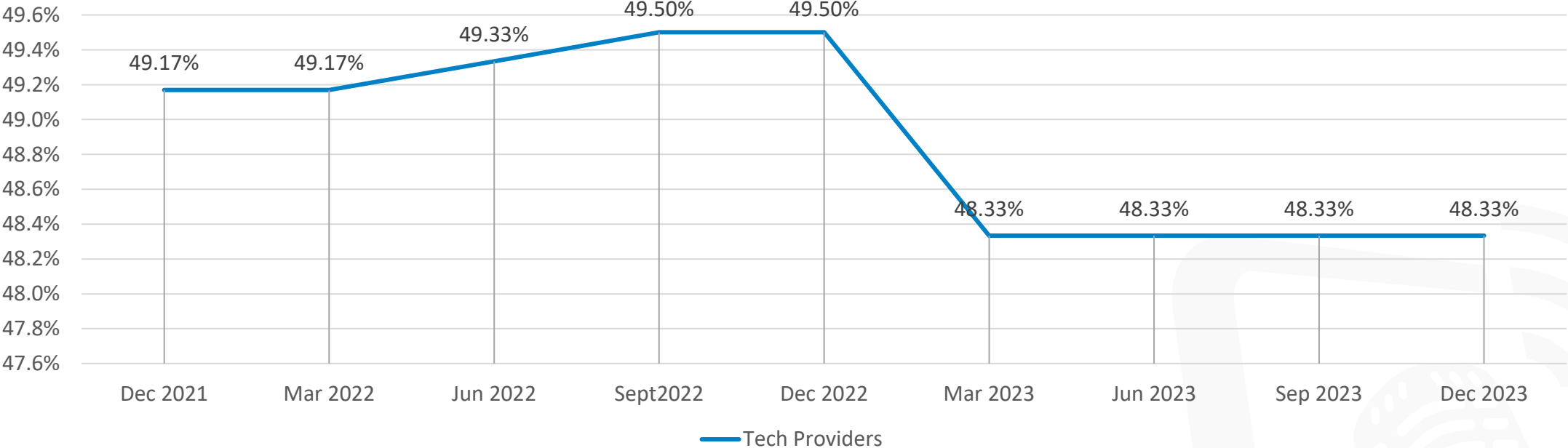
TOTAL Data Dimensions %
Distributors



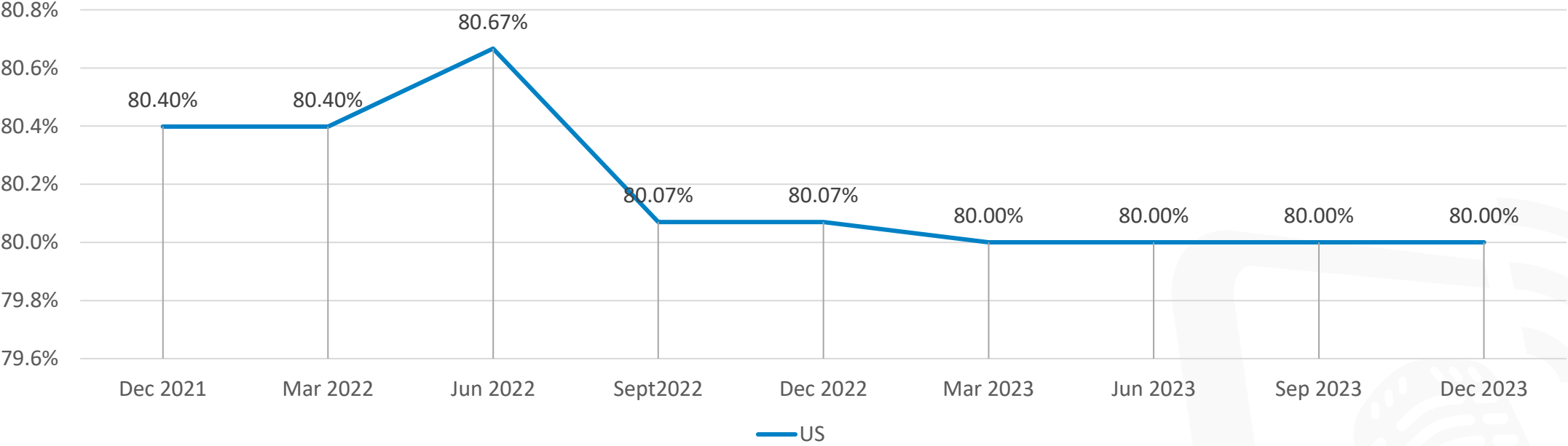
TOTAL Data Dimensions %
Rest Of World



TOTAL Data Dimensions %
Tech Providers



TOTAL Data Dimensions %
US



Author Info



Dave Sobel

Technologist

- B.S. Computer Science
- Microsoft MVP, Virtualization
- Author, "Virtualization: Defined"
- Channel Partners, Top 20 Tech Thinkers You Should Know
- Channel Pro 20/20 Visionary
- VAR Guy Top 50 Cloud Influencers
- Channelnomics Top Influencer

Vendor

- Helped sell two vendors
- MSP Mentor Top Execs to Watch
- CRN Channel Chief
- CRN UK A-List
- Channel Futures Circle of Excellence



Solution Provider

- 10 year owner
- Sold Business, ~85% revenue retention 3 years later
- Finalist, Microsoft WW Partner of the Year, Small Business Specialist
- Winner, ConnectWise Best New Idea
- Winner, Kaseya Cutting Edge Award

Community Leader

- Founded HTG Peer Groups in Europe
- Founded CompTIA Mobility Community
- CompTIA Managed Services Exec Council
- CompTIA Vendor Advisory Council
- CompTIA Emerging Technology Exec Council
- Host, Business of Tech podcast
- Co-Host, Killing IT Podcast



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