

## How **Scoutenger Executive Coaching** Helps **Stacey** Thrive as a Woman in Tech, CEO, and Business Co-Owner

### ➔ The Challenge

Navigating the complexities of being a woman in tech, a new CEO, and a business co-owner

Honesty. Integrity. Accountability. These three words are at the heart of Stacey Cameron's life and career. Stacey is a computer tech dynamo who has worked in various sectors of the tech world, including private companies, fortune 500 companies, civilian federal agencies, and the Department of Defense. She's now the CEO and co-owner of her own company, QoS Consulting Solutions.

Stacey considers herself "middle-brained" with her tech mind and a love of interacting with people, so cybersecurity was the perfect starting platform. She excelled at helping people and businesses succeed by protecting their systems and information.

Stacey is an avid learner, so as projects and jobs came her way, she worked hard, absorbed information, and learned everything she could to expand her tapestry of experience. After 15 years in the information security field, she decided it was time to start her own company.

But she didn't want to do it alone. Fortunately, she found the perfect business partner in Shannon Noonan. Their abilities and styles complimented each other well, and QoS Consulting Solutions took flight in February 2020.

Even with abundant knowledge and experience, starting a business is daunting. In the beginning, owners are responsible for every aspect of getting their company up and running, and that can be overwhelming.



*"You need that outside person with experience that aims to help you grow your business and help you grow yourself. That is key, and that is what Jennifer brings."*

Stacey Cameron, CEO,  
QoS Consulting Solutions



Being a woman in the male-dominated technology industry also presents challenges that can only be understood by those who experience them. It's not something easily explained, but it's undeniably felt.

Wouldn't it be amazing to have someone help navigate the multiple intricacies of being a female company owner and CEO in the tech business world?

## Scoutenger Executive Coaching



Jennifer Durbin Tuffy, MBA, ACC  
Founder of Scoutenger  
Executive Coaching

Jennifer Durbin Tuffy was the only female in the room for much of her corporate career. She understands the unique nuances of being a woman in tech and a female executive in a male-dominated industry. This perspective is invaluable to women in similar roles because Jennifer relates to what it's like being in your shoes.

Jennifer uses her first-hand experience and knowledge to coach other female executives in achieving their greatest potential. She dedicates herself to partnering with trailblazing women in tech.

Coaching sessions are catalysts for change and leadership growth, a confidential space for candid conversations about strengths, achievements, and struggles.

### ➔ The Solution

#### Jennifer is The Go-To Executive Coach for Women in Tech

A few years earlier, Stacey and Jennifer connected on a tech consulting project. When approached with the opportunity to work with Jennifer again, this time through coaching, Stacey jumped at the chance.

Having an external perspective from someone who knows technology business elements and terminology is irreplaceable. Executive coaching helped Stacey organize her priorities and grow her business.

Jennifer understands that every business is in a different stage and has varying needs. She eased Stacey and Shannon into business planning sessions and helped them develop their strategies and goals.

Jennifer and Stacey identified some core challenges Stacey was confronting through conversation and exploration. Jennifer gave Stacey numerous exercises to work through, made multiple book recommendations, and guided her through introspective reflection.



## → The Results

Executive coaching allows Stacey to develop clear strategies for the future, formulate plans for growth, and flourish as a successful CEO in the tech industry

Coaching continues to be beneficial to Stacey in multiple ways. Jennifer helps Stacey and Shannon balance their company's consulting and owner components, enhances their already compatible relationship as co-owners, and makes sure they communicate well. Together, they developed a responsibility matrix to decide who's accountable for certain business aspects, which will help move QoS forward.

Having an external sounding board who can relate to everything due to her tech and business background is beyond beneficial.

Coaching also supports Stacey as a female executive in the predominantly male tech world. Having a female mentor, champion, and someone to talk with and believe in you is irreplaceable.

That's what Jennifer provides.

*"I'm just excited to see where we're going to go! Take the chance. Try that one meeting, and you'll see."*

Executive coaching with Jennifer is a priceless resource.

*"Having an executive coach on your team supporting you, making sure your business gets to where it can go, and even exceeds all your expectations...Someone who's been helping people do that and can have you look at things from a different perspective. It's an invaluable resource."*

Stacey Cameron, CEO,  
QoS Consulting Solutions

*Are you a woman in tech ready to up level her career?*

Discover how Scoutenger Executive Coaching can benefit you at

[www.scoutenger.com](http://www.scoutenger.com)

Or schedule your FREE 30 min coaching session by contacting

[hello@scoutenger.com](mailto:hello@scoutenger.com)

*"My role as a coach is not to give expert advice, but to be a partner on a client's leadership journey. Helping them identify and magnify their unique strengths."*

Jennifer Durbin Tuffy, MBA, ACC