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## Q&A with 2021 40 Under 40 honoree Candice Dixon

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*Atlanta Business Chronicle has named our 2021 40 Under 40 honorees. The up-and-comers will be celebrated at an evening awards event Nov. 4. Here's a Q&A with one of the honorees, Candice Dixon, coalition development director, NPower:*

### **Q: What does leadership and being a leader mean to you?**

A: The best leaders I've encountered are servant leaders. I believe servant leaders are vital because the strength of any organization, of any project, is in its people. A servant leader is what I aspire to be. I always look to provide guidance, motivation, and support so teams feel confident in the direction of their work and realize their potential. Dr. King once said,



CANDICE DIXON

Candice Dixon, coalition development director, NPower

"Everyone can be great because everyone can serve" — I believe greatness is rooted in service, and servant leadership inspires teams to be great.

**Q: How has living in metro Atlanta affected you?**

A: Atlanta has provided opportunities that helped me realize my passion for service, especially service in support of young women and girls. It was Atlanta that connected me to the Women's Sports Foundation, where I led *GoGirlGo!*, a national initiative centered on improving the health of sedentary girls. It was Atlanta that connected me to United Way, where I had the pleasure of serving as staff lead for the Women's Leadership Breakfast and hosted President Jimmy Carter. I also supported the Women of Tocqueville as they led the charge to develop United Way of Greater Atlanta's strategy to end human sex trafficking. It was Atlanta that armed me with the experience I needed to lead NPower's newly launched Coalition, Command Shift, where we're creating a seismic shift and accelerating more women of color in the tech industry. Our city is not perfect, but opportunity is here, success is here, growth is here. I'm a testament to that and am fortunate for all Atlanta has done for me.

**Q: Please describe a key accomplishment in the past year of which you are most proud.**

A: This year, I launched Command Shift, a coalition advancing racial and gender equity in tech. With just 5% of computing-related jobs held by Black and Latina women, Command Shift seeks to shift the technology industry. We believe that there should be a shift in thinking and training. Tech and tech-enabled companies should re-wire their hiring practices, prioritize recruiting and hire tech-skilled women of color pursuing tech careers through non-traditional pathways. Since the Coalition launched, our team has helped fuel tremendous momentum for the movement, adding new Fortune 100 companies, leading nonprofits, and other committed individuals.

My work is and will continue to be about access. An investment in women is an investment in stronger communities. By providing access to tech-skilled women of color, we can launch more digital

careers and create pathways to self-sufficiency and wealth creation that will impact women and their families for generations to come.

**Q: What do you think the lasting legacy of the Covid-19 pandemic will be in Atlanta?**

A: The Covid-19 pandemic exposed many inequities and showed how communities could come together to support people in need. The lasting legacy for Atlanta will be rooted in how we responded to the challenges people faced during the pandemic and how we actively work towards systemic change.

**Q: How can metro Atlanta nurture the next generation of leaders to achieve the things you've achieved?**

A: Nurture is all about helping. We should be in service to the next generations by leveraging our connections, resources, and influence to ensure they are being heard. I often think about change in this country and movements that made an impact on this world. The Civil Rights Movement, Black Lives Matter, divestment from South Africa to encourage the end of apartheid; at the root of these are young people committed to radical change.

We need to continue to be of service to our young leaders, listening to their ideas, helping them navigate the challenging landscape of business and community work in this city, and continuing to encourage them. I have countless mentors that did that for me, and I attribute my success to their support.

Find out more about our 2020 40 Under Forty honorees [here](#).

