

PRESS RELEASE

Axosoft Donates Profit from #ItWasNeverADress Branded Items to Arizona State University

#ItWasNeverADress Has Drawn National Attention to Change Perceptions of Women, with More Than 18 Million Impressions In Less Than A Month

Scottsdale, AZ. May 27, 2015 – [Axosoft](#), an agile project management software company, launched the #ItWasNeverADress campaign on April 29, 2015 to break down barriers and shift perceptions of women in technology and all the spaces they occupy. Since then, the campaign has generated over 18 million impressions and received overwhelmingly positive feedback nationwide.

On the heels of this momentum, Axosoft has created t-shirts and bathroom signs now available for order at [itwasneveradress.com/shop](#). Axosoft is NOT looking to commoditize the conversation. Stickers are being sent worldwide for free and profits from t-shirt sales will go towards a scholarship at Arizona State University for a need-based student entering a STEAM (Science, Technology, Engineering, Arts & Mathematics) field.

In addition, Axosoft launched [itwasneveradress.com](#) as a forum to share stories, indignities, celebrations and juxtapositions between the realities and perceptions of what it means to be a woman in any space.

“When we see women differently, we see the world differently,” said Tania Katan, curator of code at Axosoft.

Even though increasingly more aspects of our lives are powered by technology, women aren’t represented in the companies, organizations and boardrooms that make technology happen. The [Harvard Business Review](#) reports that more than half of the number of women in science, engineering and technology leave the field and never come back; most are driven out by hostile work environments and extreme job pressures.

The return on investment from this campaign will be measured by the increasing number of women encouraged, welcomed and represented in industries like tech. Each story that is shared on [itwasneveradress.com](#), on social media or in conversation is a step towards success. When a woman is able to use #ItWasNeverADress to [shift perceptions for the next generation](#), that’s the beginning of success.

At the foundation of Axosoft’s tool is the agile methodology. Meaning, it focuses on people over process, champions collaborating, embraces change and lends itself to moving quickly, innovatively and consciously. The culture at Axosoft mimics this creative software development process and is part of the reason [Tania Katan](#), [Sara Breeding](#) and Axosoft’s creative team were able to create the #ItWasNeverADress campaign.

“We see our product as a tool, not different from a paintbrush, that software developers use to be as creative and innovative as they want,” said Lawdan Shojaee, CEO of Axosoft. “We view this campaign as being the medium women will use to paint the future for the next generation.”

About Axosoft

Hamid Shojaee founded [Axosoft](#) in 2002 as a software project manager frustrated with the tools available. He created the foundation for what is today a powerful, agile project management software used by over 11,000 software development teams across the globe. The software was once called OnTime, but today the software and company name are one and the same: Axosoft. The current CEO, [Lawdan Shojaee](#), has continued to cultivate a fun, creative and innovative culture. Axosoft is also playing an integral role in growing the tech ecosystem in Arizona by hosting codathons at their office, sponsoring agile and developer groups, mentoring, speaking at tech conferences, and creating partnerships with organizations that have similar missions.

MEDIA CONTACT: Sara Breeding | (480) 362-1900 x696 | press@itwasneveradress.com