

**AVAILABLE FOR INTERVIEWS**

**Contact: Erin Birnbaum/Katie Schnack**  
**865-489-8654 x302/x330**

**erin@smithpublicity.com/katie.schnack@smithpublicity.com**

**Surviving the ‘Dick Clique’:  
FEMALE EMPOWERMENT LEADER ON HOW TO THRIVE IN THE  
MALE DOMINATED CORPORATE WORLD**

Gender inequality in the workplace is not new. With women *still* [earning roughly 80%](#) of what men are paid, corporate discrimination is more pertinent than ever. The discrepancies that affect women every single day exist not only in the form of pay, but in treatment, recognition, and respect. These issues are constantly talked about, but has anything *really* been done to change them?

Holly Caplan, an award-winning sales leader for over two decades, is speaking up and fighting for change. In her new book, *Surviving the Dick Clique: A Girl's Guide to Surviving the Male Dominated Corporate World*, Caplan tackles this “behavior” head on. Working her way from sales representative to high level management position, she experienced discrimination first hand. Reflecting on her past experiences, she hopes to use her mistakes and humorous lessons to encourage others to take a stronger stand against uncharted gender challenges.

“What I learned rather quickly in the corporate world is that men have to prove that they are the best and the smartest in the room,” says Caplan. “There’s a constant need to outdo each other. Most men, save a few, in the corporate world function under this premise. This behavior baffled me for a while. I didn’t understand it because, as a woman, I did not function in the same manner. In my mind, I was in the boardroom to attend a meeting and work as a team to address whatever was on the agenda. So, when I saw this, it was hard for me to comprehend, and it made me uncomfortable, especially being the only woman in the room. In an effort to understand it and survive in it, I sat back and observed how they interacted. In doing so, I was able to break down their behaviors and am sharing my behaviors for the first time.”

In a candid, raw and brutally honest interview, Caplan can discuss:

- What exactly is “dick” behavior, how to identify it and how to shut it down
- How women can effectively compete in a male-dominated environment
- Why this “dick” behavior has to change and the first steps to do it
- Ways women can change these ingrained attitudes moving forward
- How her experience in the business world inspired her to tackle these issues
- Bars, Boobs and Strip Clubs: some of the wacky and weird situations she found herself in and the life lessons she learned from each
- Her message to Millennials in the workforce — both women *and* men
- Calling all Men: five signs you’re the office “dick” and what to do about it

- And much more!

**Holly Caplan has been in medical device sales for twenty years. She was a sales rep, sales trainer, and then fought her way into management. Caplan became a successful, award-winning manager with sales accolades along her climb, and has worked with well-known physicians as well as prominent CEOs and executive management of medical device companies. She built strong sales teams and top award-winning sales reps repeatedly over the years, and has traveled nationally and internationally on behalf of the medical device world.**

**For more information, please visit, [www.dickclique.com](http://www.dickclique.com) and [www.hollycaplan.com](http://www.hollycaplan.com).  
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***Surviving the Dick Clique* is available from [Amazon](http://Amazon) and wherever fine books are sold.**

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