



23 TIPS FOR WOMEN IN TECH IN 2023

A Core to Cloud Ebook

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It is that time of the year again! International Women's Day is on the horizon and we are opening up the transparency around the Gender Gap within cyber-security and tech roles (as you know, we like to be transparent and make a difference within our sector!)

International Women's Day is a global celebration of the social, economic, cultural, and political achievements of women. It is also an opportunity to raise awareness about the ongoing struggle for gender equality and to advocate for change. Currently, women are significantly underrepresented within our sector, which not only limits their career opportunities, but also has wider implications for our sector as a whole.

There are several reasons why it is important to bring up the gender gap within cyber security and technological roles during International Women's Day, including raising awareness, inspiring women to breakthrough into tech roles and addressing a significant skills shortage that could be harming our sector.

GET IN TOUCH 

Let's talk data

Here are some statistics that show the gender gap present within tech roles and cyber security, but, crucially, also highlight the improvements that have been happening over the last five years (we promise it is not all doom and gloom!)

27%

In 2021, women made up **27% of the computing workforce, up from 20% in 2015**, according to the National Center for Women & Information Technology. Even though this may seem like only a small percentage this shows a positive trend on making recruitment, and work environments more open and aware of previous stereotypes.

A McKinsey study found that **companies with gender-diverse executive teams were 21% more likely to experience above-average profitability** than companies with less diversity. This 2022 study shows the direct impact a gender diverse team can have on your organisation.

21%

18%

2015

21%

2019

29%

2022

The percentage of women earning computer science degrees has steadily increased over the last five years. **In 2015, women earned only 18% of computer science degrees, while in 2019, this number increased to 21%, then to 29% in 2022** (Internet Society, 2022). Now those are numbers we can get on board with!

So, things are improving, but we know that more can be done to create gender diverse teams within our sector.

Why should we be more diverse?

We could probably write a book just on this topic, but here are three key areas.

1

Increased problem solving

Diverse teams bring together a range of perspectives and experiences, which can lead to more creative and effective problem-solving. If you have a gender gap within your team, you may only be solving problems with a limited set of perspectives.

2

Improved decision making

A more diverse team is better equipped to understand the needs and perspectives of a wider range of users, leading to a higher quality decision process that really suits the needs of your varied user base. This can also lead to quicker innovation as a diverse perspective allows your team to see new opportunities.

3

Better business performance

Companies that prioritise diversity and inclusion are more likely to have better business performance, as they are better able to attract and retain top talent as people will want to work there and be a part of the culture you provide.

What do we think?

At Core to Cloud one of our core missions is to encourage a more diverse experience for teams within tech and cyber security. We also want to spotlight the amazing women that are already trailblazing within our sector and have created a series of “Influential Women in Tech” podcasts to highlight some of them.

It is time to pop the kettle on and tune into our podcast. Here is the full list of episodes from our Influential Women in Tech Special Podcast

Irina Nesterovsky from KELA

Dhivya Poole from Willis Towers Watson

Jessica Kingham from Barracuda

Vanessa Cardwell from Bite IT Marketing

Anna Collard from KnowBe4

Kate Baker from Immersive Labs

Stevie Dennis from Abnormal

Taking inspiration from these inspirational women...

23 tips for women in tech in 2023!



Let's start with **Irina Nesterovsky's** tips, Chief research officer at Kela. Kela are a cybercrime intelligence company. They collect information, data, intelligence and research in their Industry-Leading Cybercrime Intelligence Platform. Irina oversees all operations designed to create the best and most actionable research products for KELA's clients and for the world to see.

Tip 1

Don't be afraid to go for male dominated roles! In my experience I have seen that some roles are still very male dominated, there just isn't as much encouragement for girls!

Tip 2

Remember that cyber security is an incredibly wide sector, you don't need to be technically minded to work within this sector.

Tip 3

You can take your experience within other sectors into cyber security, your skills from other sectors are transferable.

Tip 4

If you are looking for a meaningful role that will make a difference then cyber security is a sector you should consider.



Your next tips are from **Dhivya Poole** from Willis Towers Watson. Dhivya is a penetration test manager and is passionate about cybersecurity and has worked hard to get where she is today. She was personally introduced into going into cybersecurity by actually having her own phishing attack.

Tip 5

You don't need to understand everything about the technology to work within this sector, it is impossible to know everything. Don't let this hold you back.

Tip 6

Make connections with people that you would class as role models, they will help you to gain access to not only this sector but also boost your confidence.

Tip 7

Just go for it, technical or non-technical, and use open source resources to help you to equip yourself with as much knowledge as possible. We are all learning together!



Tips 8 - 10 come from **Jessica Kingham**. Director of Channel Alliances at Barracuda Networks. She's been in the industry for 8 years, having started out in retail before moving into insurance broking and real estate. Jessica has made her stamp in the Cyber world with her work at Barracuda and other companies.

Tip 8

Explore the opportunities you have within education in this sector, often you may not realise what options there are within this sector and what education is available.

Tip 9

Look at companies that have a culture that inspires you as women to join them. You should be comfortable within your role and environment.

Tip 10

Keep questioning yourself and those around you, ask questions of your future employer and look for a great support network in your future company.



Next up, 4 tips from **Vanessa Cardwell** from Bite IT Marketing. Vanessa has a background in marketing and technology. She worked at the BBC in a variety of roles, including running their broadcast site and working on post-production. Vanessa is now the managing director of Byte IT Marketing,

Tip 11

Networking can really help you to discover what organisation you want to work within and are often a foot into the door of that opportunity.

Tip 12

Don't assume anything about this sector, make up your own mind about what it could mean for you as a career path.

Tip 13

Expose yourself to the tech industry and give yourself the opportunity to make an informed decision about if it is an option for you.

Tip 14

Keep up to date with this field, so you can be as informed as possible.



Anna Collard is SVP of Content Strategy and Evangelist at KnowBe4 and shared her story about overcoming imposter syndrome and how she's built a career working in cybersecurity with us at Core to Cloud, here are her tips for women in tech in 2023.

Tip 15

You don't need a formal education, you can teach yourself, and cloud technology is a great place to start.

Tip 16

Start somewhere, and it needs to be interesting to you. Watch videos, read and see where your interests lie.

Tip 17

Volunteering is a great way to join a security team to get specific experience within security.

Tip 21

Don't be afraid to challenge the lack of diversity within this sector, and it is not just about the gender gap, you need to consider personality for example.

Tip 22

Stereotypes are broken down when we all move forward and make bold choices, so go for it!

Tip 23

Jump in at the deep end, as that is where it is the most exciting.



Allow us to introduce **Kate Baker** from Immersive Labs. She is a Channel Manager EMEA at Immersive Labs Starting in English Literature, to HR and owning her own Interior Design studio Kate took an exciting path into Cyber Security.

Tip 18

You need to step out of your comfort zone and not be afraid of the challenge.

Tip 19

Putting yourself out there can seem incredibly daunting, but you deserve to be noticed.

Tip 20

Mistakes happen, we are all human at the end of the day! But we need to learn from them and move forward.



Our final three tips are from **Stevie Dennis** who is from Abnormal. In her podcast interview with us she spoke about her career, and some of the highs and lows of being a female in the tech world.

What a list!

We're proud to have showcased just some of the truly influential women within our sector.

PRO TIP: It is not only down to women to make bold leaps and forge a pathway into cyber security for themselves. At an organisational level there also needs to be significant change to encourage diversity and to break down the preconceptions that exist within our sector.





Core to Cloud Ltd



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Don't forget to pop the kettle on and tune in to the full episodes of the Influential Women Within Tech podcasts and check out our other episodes too!

If you want to discover more about us at Core to Cloud then you can get in contact with us here.



Get in touch

CORE TO CLOUD™

Core to Cloud Ltd, The Castle, Cecily Hill, Cirencester, GL7 2EF, United Kingdom

+44 (0) 1285 708 313 | info@coretocloud.co.uk | www.coretocloud.co.uk



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