WiCyS 2020
Leadership Agenda

Tracks:

**Pipeline** - Strengthening the diverse cybersecurity workforce pipeline.

**Inclusion** - Creating an inclusive work environment

**Transitioning/Returning** - Furthering opportunities for various groups such as veteran female cybersecurity aspirants or those transitioning or returning to cybersecurity workforce

**Advancement** - Advancing women in technical and non-technical leadership roles

**Opening Remarks & Keynote**
10:00am-10:45am CT

Dr. Janell Straach and Dr. Ambareen Siraj, *WiCyS*

Marian Merritt, *Lead for Industry Engagement, National Initiative for Cybersecurity Education (NICE)*
Growing the Next Generation of Security Professionals
Sarah Morales, Google

TRACK: Pipeline

Many companies don’t want to take a risk on hiring an entry level security professional and often opt for a more senior individual. This limits the pool of potential hires, leading to homogenous talent profiles that retain much of the status quo. Over the past year, teams within Security Engineering at Google have addressed this challenge by partnering internally with a technical residency program and developing security-specific training and mentoring pathways. This talk will cover our approach, early results, and how we are supporting teams to be comfortable hiring more junior candidates with the intention of fostering a more diverse cohort of security professionals.

Creating a Culture of Inclusion
Andy Huang, Ron Taylor, Tish Davey, and Sharon Friedman, Federal Reserve Bank of New York

TRACK: Inclusion

Organizations with inclusive cultures are more likely to be high-performing, innovative, agile, and achieve better business outcomes. This panel will discuss the NY Fed’s approach and strategy to create a culture of inclusion at the Bank through leveraging data, employee engagement and creating an inclusive mindset throughout the entire employee lifecycle.
Return to Work Programs: A Proven Method to Growing Diverse Talent

Jenn Lesser, Facebook

TRACK: Transitioning/Returning

Research shows the pool of technical women who are on career breaks at any given time is conservatively between 50,000 and 200,000. And while 93 percent of off-ramped women want to resume their careers, only 40 percent successfully return to work full-time. Because employers may be concerned those returning from career breaks may need more time to onboard and learn the latest technological skills and tools, Return to Work programs are ideal. Using a short-term hire program, Return to Work internships allow a company to work closely with returning professionals and provide mentorship and guidance. Companies can use their traditional methods of calibrating performance based on actual work and impact rather than interviews. And by having Returners start at the same time, we can provide a valuable cohort experience. At Facebook, our Return to Work program is a 16-week immersive program designed for those who have been away from work for two years or longer and are looking to re-enter the workforce full-time. Through training and mentorship, this paid program supports skilled professionals as they prepare to continue their careers. At the end of the program, those who have demonstrated their abilities to success and have an impact are considered for a full-time position. In this talk, I’ll explain our program further in hopes you may consider beginning a Return to Work program at your company or university. It’s a proven method to grow diverse talent in your organizations.
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Four Concurrent Sessions
11:00am-11:45am CT

Cracking the Code: Breaking the Barriers to Women in Leadership Roles
Barbara Mueller, Raytheon

TRACK: Advancement

Women are graduating in numbers higher than ever, yet representation in top senior technical leadership roles can be elusive. Strong technical talent can struggle with breaking through into high-profile roles or opt-out altogether. How can we break through the barriers organizationally and internally? This presentation will discuss strategies to promote and empower those to seek and achieve top technical leadership roles including the differences and effectiveness of mentorship, sponsorship, and apprenticeship to hone the skills of top talent and bridge the gaps. This presentation will also address common pitfalls to overcome including “imposter syndrome” where qualified women do not apply to positions they are qualified for and building nebulous skill sets like “executive presence”.

NOON - 12:45pm CT

Bridging the Cyber Skills Gap
Tony Velleca, CyberProof

TRACK: Pipeline

This paper will cover the highly emotive subject of cybersecurity skills shortage. While most agree that a skills shortage exists in many markets, the crisis is often self-inflicted. Leadership teams need to do more to find, develop and retain cyber talent and recruiters need to make a shift in mindset in the way they find and hire cyber professionals. Cyber training is key to keeping the pencil sharp and motivated and use of AI will help to move human skills up the value chain as low level tasks become fully automated.

Three Keys for an Inclusive Team
Jay Koehler, Cisco

TRACK: Inclusion

Everyone wants to be on a strong team where everyone can thrive. To do that, you need to tackle unconscious bias as a team. At Cisco, we have identified specific rules and norms teams can use to promote an inclusive team. Come learn some of these best practices to incorporate into your team.
Smart Choices: Entering the Cybersecurity Workforce for New and Transitional Employees

Michael Corn, Chief Information Security Officer, UC San Diego

TRACK: Transitioning/ Returning

While much has been written about the shortages of qualified professionals and the difficulties employers face when filling cybersecurity positions, little has been said about the barriers and hurdles faced by individuals entering this workforce. This talk will discuss the challenges three groups face when looking for and entering the cybersecurity workforce: veterans entering the civilian workforce, general IT professionals transitioning into cybersecurity, and those returning to the workforce after a period of absence. Common issues that arise are discussed with specific advice for both employers and employees is provided.

Driving a Shift in Mindset and Culture for Advancing Women

Jennifer Buckner, Anne Marie Zettlemoyer, Angela Perkins and Jenny Zhang, Mastercard, and Margot Conrad, Partnership for Public Service

TRACK: Advancement

As growing threats of cyber attacks are constantly changing and getting more and more sophisticated, cybersecurity society becomes increasingly reliant on technology. Highly skilled and much-sought-after cybersecurity professionals are in high-demand for all industries. As a result, the cybersecurity talent shortage has arisen and posed serious risk to corporations, industries as well as the entire nation. On the other hand, the lack of diversity in the cyber security talent pool is not a secret. Women are largely underrepresented in cybersecurity. Women hesitate to enter the field. Why? The reasons from cybersecurity being perceived as a male-dominated field, to the lack of female role models, and the struggle with stereotypes on women’s abilities in the sciences... Now it’s time for all of us to change that, to lead the way for women technologists and make a real impact in empowering and promoting women thought leaders in technology to innovate and make a difference in Cybersecurity domain. Companies must also rethink how they recruit and retain women cybersecurity professionals, with career development programs, mentorship, support networks and flexible work arrangements as well.
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Panels
1:00pm-1:45pm CT

The Power and Value of Gamification for Inspiring and Building the Pipeline
Mandy Galante, SANS CyberStart Program Director, Cypriane Palma, Cisco, Nataly Costa and Liz Gorski, Cyber FastTrack, and Fred Stinchcombe, Padua Academy High School

TRACK: Pipeline

This panel will explore the surprising power of using gamification as a learning tool to engage, encourage and inspire the next generation cybersecurity professionals. Today's youth have grown up “connected”, often from the time they were able to hold their parents’ phones. While in elementary schools they are playing highly engaging, multifaceted games such as Minecraft, The Last of Us, and Horizon Zero Dawn. Gamers learn situational awareness and problem solving in these games. So why not use gamification to inspire young women to learn and be excited about cybersecurity? CyberStart Game is the first nation-scale gaming platform that has successfully engaged larger numbers of young women (more than 16,000 so far) who have used the game to discovered whether they have a talent and a passion to solve security problems. This panel will explore the value and opportunity of gamification for learning and discovering women with a knack for cybersecurity. Our panel includes recent players (and champions) in the SANS Cyberstart challenge. They panelists will share their personal experiences and viewpoints on using gamification as a learning tool and how it inspired them. Through an engaging set of questions and panel discussions, we’ll demonstrate the value of gamification as a learning tool and we hope to encourage more organization to adopt gamification as an outreach tool to inspire the next generation of cyber talent. In addition the panel will include the first public report of a large corporate experiment in using CyberStart Game to encourage talented employees to learn more.

Career Journeys through an Inclusion Lens
Kathy Collins, Komal Rastogi, Anna Fowler and Elvia Novak, Deloitte

TRACK: Inclusion

Learn about the power of Inclusion through these women at Deloitte. This panel will represent different businesses and tenures but at the core of it all is the journey to where they are today and where we are headed.
Empowering and Encouraging: How to Create the Dream Open-Source Women in Cybersecurity Community
Malina Pech, Sayako Quinlan, Aspen Lindblom, Crowdstrike, and Remi Cohen, Threat Researcher, F5 Labs

TRACK: Transitioning/Returning

McKinsey & Company recently released a report that states that many companies have focused their diversity efforts in hiring and promoting at the senior levels. The good news is that we are seeing more women in senior leadership roles. The bad news is that women continue to be under represented at every level in the workplace. One of the biggest obstacles that women face in information security is getting an entry level job. To help alleviate this gatekeeping issue, we propose that WiCyS foster an environment where women can create open-source educational material, with the goal to help other women to gain the knowledge they need to overcome the challenge of getting an entry level job in cybersecurity.

Potential projects for this WiCyS working group are 1. a career path map which describes the different types of jobs and roles within information security, 2. a guide for qualifications outside of paid certifications that recruiters should look for in InfoSec hires, 3. a blog and YouTube account where WiCyS members can create information security tutorials which can boost their resumes and provide as an educational resource to others, 4. a blog which highlights women of different backgrounds and their different stories on how they entered into the information security profession, 5. an initiative to spotlight women in information security in non-security media outlets tailored to diverse women such as popular news outlets for women of color and LGBTQ individuals. By joining the already growing community of women-led information security education and empowerment, WiCyS can be an added source to increase the visibility and expertise of women in the field while making information on the industry more accessible and approachable to a diverse audience.
Using Data and AI to Bridge the Leadership Gender Gap

Laura Murphy, IBM, and Heather Ricciuto, Transformation and Academic Initiatives Leader

TRACK: Advancement

We know the facts. Metrics show that women are dramatically outnumbered in leadership roles. It is estimated that only 35% of managers are women and the # of women decreases even more dramatically the higher-level management, with only one in five senior leaders being a woman. Having women in leadership roles has shown to impact performance, with 15% of gender diverse companies outperforming competition. Having a higher percentage of female talent in an organization increases job satisfaction, improves organizational dedication, provides more meaningful work, and has a positive impact on morale and retention. This leads to the big question, WHY do we still have a gap? Have we not made the business case justifying the need to promote women into leadership roles? Using metrics and data to drive the increase of women in leadership roles is critical. What metrics should we be collecting? What are the right diversity targets for your team/for your company? Does your company have the baselines to measure where they are? What impact does the programs we are implanting have on the metrics? How great is the impact of work life balance programs, (including wellness activities) flexible working options, and professional development programs? Is the cost of these programs worth the impact? In 2019, Working Mother ranked IBM in the top 10 of on its Working Mother 100 Best Companies, leading in these key areas: Recruitment, Retention and Advancement, Flexibility, Company Culture. As a mother of three, the programs implemented at IBM have significantly impacted my life and the professional decisions I have made. This IBM panel will share our personal experiences with the programs in place at IBM as well as provoke ideas using data and AI to take on this challenge and make a dent in the gender gap we have today.
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WiCyS Leadership Summit Champions

Pipeline: Prajakta Jagdale
Inclusions: Michele Schochet
Transitioning/Returning: Dr. Dawn Beyer
Advancement: Jenn Henley