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)*

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Four Concurrent Sessions
11:00am-11:45am CT

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, Tish Davey, Elizabeth Wanic 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.

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Four Concurrent Sessions
11:00am-11:45am CT

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 though 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.

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Four Concurrent Sessions
NOON - 12:45pm CT

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.

WiCyS 2020 Leadership Agenda

Panels
1:00pm-1:45pm CT

The Power and Value of Gamification for Inspiring and Building the Pipeline
Michele Guel, *Cisco,* **Liz Gorski,** *Cyber FastTrack,* **and Fred Stinchcombe,** *Padua Academy High School,* **Alan Paller,** *SANS CyberStart*

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.

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Panels
1:00pm-1:45pm CT

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.

Panels
1:00pm-1:45pm CT

Women, Leadership and the Priority Paradox
Laura Murphy, Beth Dunphy Julian Meyrick, Kandyce Tripp and Heather Ricciuto, *IBM*

TRACK: Advancement

A study by IBM Institute for Business Value titled "Women, Leadership, and the Priority Paradox" reveals that the leadership gender gap in the global workplace continues to persist as organizations fail to make advancing women a formal business priority, and provides guidance on how to impact change. Despite widely-publicized advocacy for gender equality at work, the percentage of women serving in senior leadership roles is still exceedingly small. Within the 2,300 organizations surveyed, only 18% of senior leadership positions – including C-suite, vice president, director and senior manager positions – are held by women. A staggering 79 percent of companies globally haven't formally prioritized fostering gender equality in leadership within their organizations. Organizations are not sold on the business value of gender equality in leadership, men underestimate the magnitude of gender bias in their workplaces, and few organizations display a sense of ownership or urgency about this issue.

Comprising just 12% of our total survey sample, "First Movers" have designated advancing women as a formal business priority and report that they are outperforming their competition in each of these categories: profitability, innovation and employee satisfaction. The study lays out a roadmap for change that includes imperatives: **make gender equality in leadership a business priority, create a culture of inclusion and make leadership accountable for results.** Some examples of what we've learned at IBM serve as inspiration for others to join the First Movers in the race for gender parity. All of this can only be achieved through a concerted (or united) effort by all of us - men and women alike. We can all take immediate action to address this gap and drive progress in gender equality in the workplace by making a pledge to #BeEqual.

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WiCyS Leadership Summit Champions

Pipeline: Prajakta Jagdale

Inclusions: Michele Schochet

Transitioning/Returning: Dr. Dawn Beyer

Advancement: Jenn Henley