

The XX Factor: Why Women are Key to the Future of Security

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Agenda

- Introductions
- Discussion <- your chance to participate
- Takeaways



Introductions

- Neira Jones
 - Head of Payment Security
 - Barclaycard UK
- Lisa Lee
 - Security Professional
- Patricia Titus
 - VP and Chief Information Security Officer
 - Symantec Corporation



10-11% of EU cyber security professionals are women⁽¹⁾

How this impacts organizations

- Limited talent pool: 50% is female
- Less collaboration and listening – the female style of leadership
 - Fewer innovative perspectives: linear vs. spatial thinking
 - Less understanding of the market
 - Women buy 66% of PCs ⁽²⁾
 - Women start 70% of new businesses⁽²⁾

(1) <http://searchsecurity.techtarget.co.uk/news/2240064193/Scholarships-aim-to-encourage-women-to-pursue-cybersecurity-careers>

(2) www.she-conomy.com

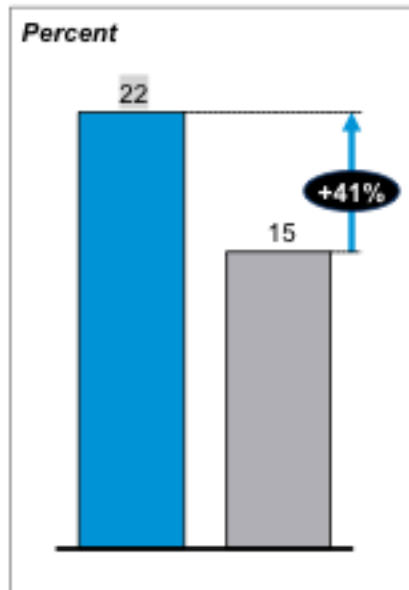


But when women lead, companies have 41 - 56% better returns

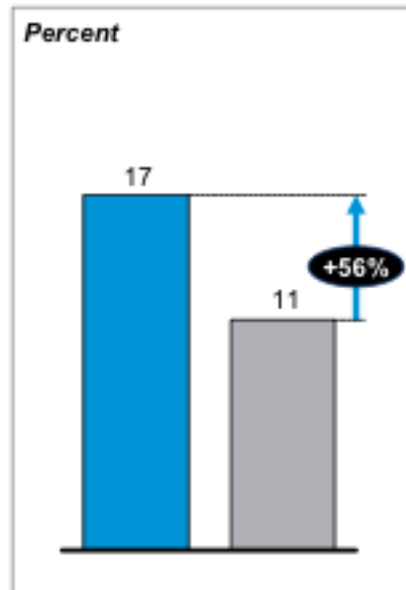
- Companies in the top quartile for the women representation in executive committee vs. sector¹
- Companies with 0 women in executive committee in that specific sector

✓ Verified - Non available * Not verified

Average return on equity 2007-2009²



Average EBIT margin 2007- 2009³



Analysis by industry

Industry	Number of companies	ROE	EBIT
Consumer goods and retail	38	✓	✓
Industrials	65	✓	✓
Energy, basic materials and environment	75	✓	✓
Banking	35	✓	-
Telecom, Media and Entertainment, Technology	38	*	*
Transportation, logistics and tourism	15	✓	✓

¹ Top quartile: 25% of the companies of the sector with the highest share of women in the executive committee

² ROE: Average calculated on 2007-2009 period for 279 companies

³ EBIT: Sample of 231 companies ; Banks, Insurance and financial services have been excluded;

Note: Scope: 6 European countries (UK, France, Germany, Spain, Sweden, Norway) and the BRIC countries (Brazil, Russia, India, China)

Source: Corporate Websites; Datastream; McKinsey analysis

McKinsey 2010 study



The Hiring and Retention Challenge

- The disappearing woman: drop off at each academic/career phase
- The environment is often male-focused
- People have revolving priorities: career, family
- There are not enough role models



Discussion points: Key ways to implement change in your organization

- Examine environment to ensure it is not gender-specific
- Make sure women are included in planning for events and general workplace environment
- Women need to understand that there will be a time period where the environment won't be gender-neutral



Discussion points: Key ways to implement change in your organization

- Start from the top – senior leaders must visibly encourage women as much as they encourage men
- Mentoring is good, but sponsorship is key
- Continue support for 100 days *after* promotion
- Consider flexible schedules for everyone
- Women need to help each other
- Women need to speak up when they need something



Takeaways

- Having more women in security means
 - More people in the hiring pipeline
 - Diversity in approaching problems
 - Better corporate results
- To get more women into security
 - Consider how to impact each stage of the academic and professional career – measure outcome
 - Create gender-neutral environments
 - Start early: make role models visible to school children
 - Consider flexible schedules for everyone
 - Women must do their part



Thank you

