



FUNDACIÓN
RAMÓN ARECES

SUPERWOMEN

> IN TECH —

by Quan Zhou & MEWSA



project: ELIAS con Ciencia

THE TECH WORLD IS USUALLY DOMINATED BY
MALES, WITH 75% OF MEN*
BUT THERE ARE GREAT WOMEN WHO HAVE
THRIVED AND MADE IT

SOLEDAD ANTELADA, ARGENTINIAN-SPANISH, MOVED TO SAN FRANCISCO TO BE TRAINED IN CYBERSECURITY

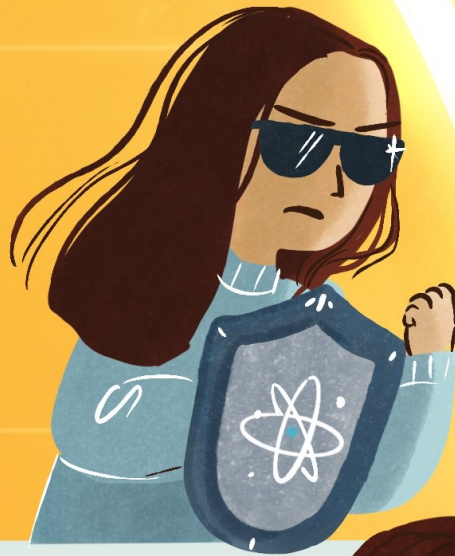


AFTER WORKING SUPER HARD, SHE BECAME THE FIRST WOMAN EVER TO BE HIRED TO WORK ON CYBERSECURITY AT THE LAWRENCE BERKELEY NATIONAL LABORATORY (US GOVERNMENT)



SHE HAS BEEN PROTECTING SCIENTIFIC INTELLECTUAL PROPERTY FOR 10 YEARS

PREVENT THE THEFT OF DATA, EXPERIMENTAL RESULTS, ETC



How?



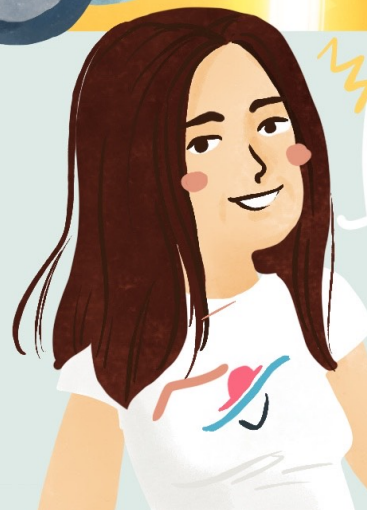
PENETRATION TESTING

HACKING HER OWN FACILITIES TO IDENTIFY SECURITY BREACHES AND VULNERABILITIES



INVESTIGATING
WHO LAUNCHED THE ATTACK AND FROM WHERE

SHE IS NOW THE SECURITY TECHNICAL PROGRAM MANAGER AT GOOGLE, AND FOUNDER OF GIRLSCANHACK



Creating female role models in tech is important!

**MAR GONZÁLEZ,
FROM NAVARRE**

WORKS ON THE
FIELDS OF VIRTUAL
REALITY AND
AUGMENTED
REALITY. SHE IS
THE PRINCIPAL
RESEARCHER IN
THE EXTENDED
PERCEPTION
INTERACTION AND
COGNITION TEAM
AT MICROSOFT



→ SHE WORKS IN 2 RESEARCH AVENUES

1. NEUROSCIENCE

SHE STUDIES HOW PEOPLE BEHAVE
IN VIRTUAL REALITY.

FOR EXAMPLE, SHE CREATES
AND ANIMATES AVATARS SO SHE
CAN USE THEM FOR MORAL
DILEMMA EXPERIMENTS

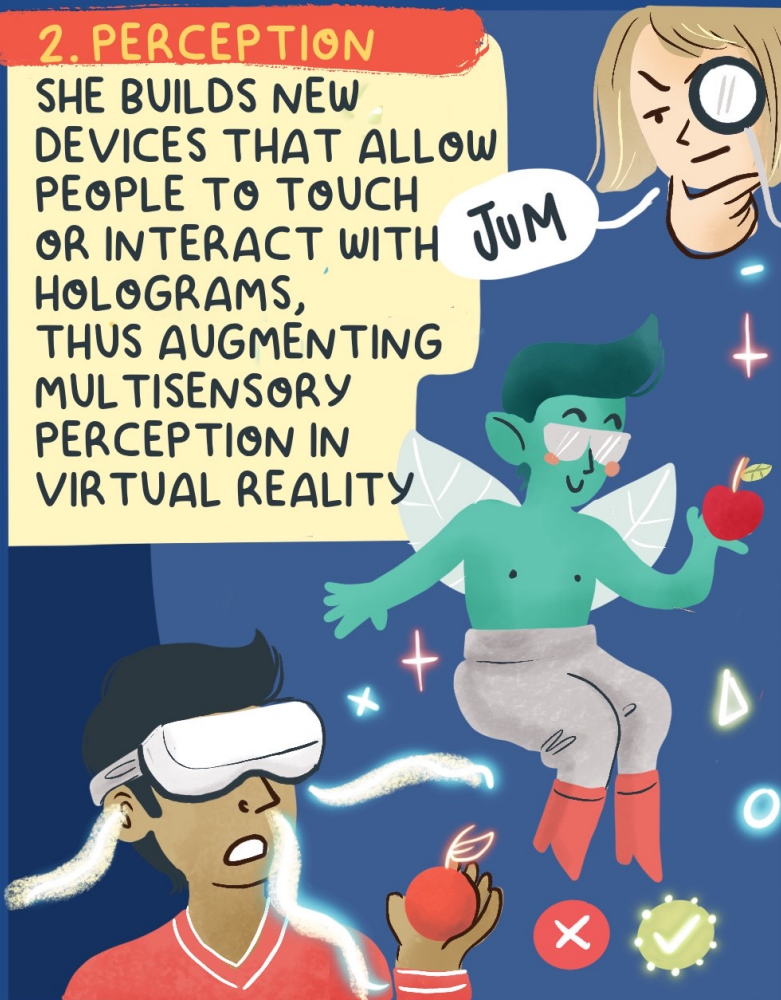
If they are not consequences to their
actions... will they fight to death?



2. PERCEPTION

SHE BUILDS NEW
DEVICES THAT ALLOW
PEOPLE TO TOUCH
OR INTERACT WITH
HOLOGRAMS,
THUS AUGMENTING
MULTISENSORY
PERCEPTION IN
VIRTUAL REALITY

JUM



MAR'S RESEARCH IS
IMPORTANT TO CREATE
MORE USEFUL AND SAFE
VIRTUAL REALITIES FOR
PEOPLE



MARÍA JESÚS SÁENZ, FROM LA RIOJA, IN SPITE OF HAVING A PERMANENT POSITION IN SPAIN, SHE FOLLOWED HER DREAMS AND MOVED TO THE US TO WORK AT MIT*

Are you Loca?
Getting a permanent position is super difficult!!!

THROUGH HARD WORK, SHE IS NOW A PROFESSOR AND DIRECTOR OF THE DIGITAL SUPPLY CHAIN TRANSFORMATION LAB AT THE MIT

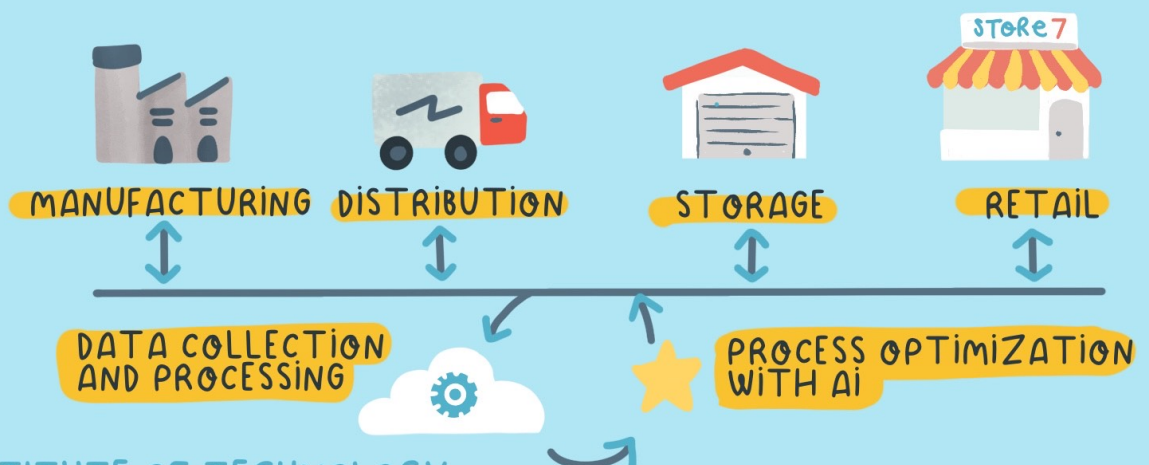


SHE EXAMINES HOW BUSINESSES MANAGE THEIR SUPPLY CHAIN, DATA ARE PROCESSED USING ARTIFICIAL INTELLIGENCE (AI) AND ALGORITHMS ARE CREATED TO IMPROVE THEIR SUPPLY CHAIN MANAGEMENT

OPTIMIZING SUPPLY CHAINS MAKES THEM MORE EFFECTIVE FOR BUSINESSES AND PEOPLE

EXAMPLE: GROCERY RETAIL SUPPLY CHAIN

AI PROVIDES PREDICTIVE MODELS OF DEMAND, REAL-TIME INFORMATION ABOUT STOCKS...ETC



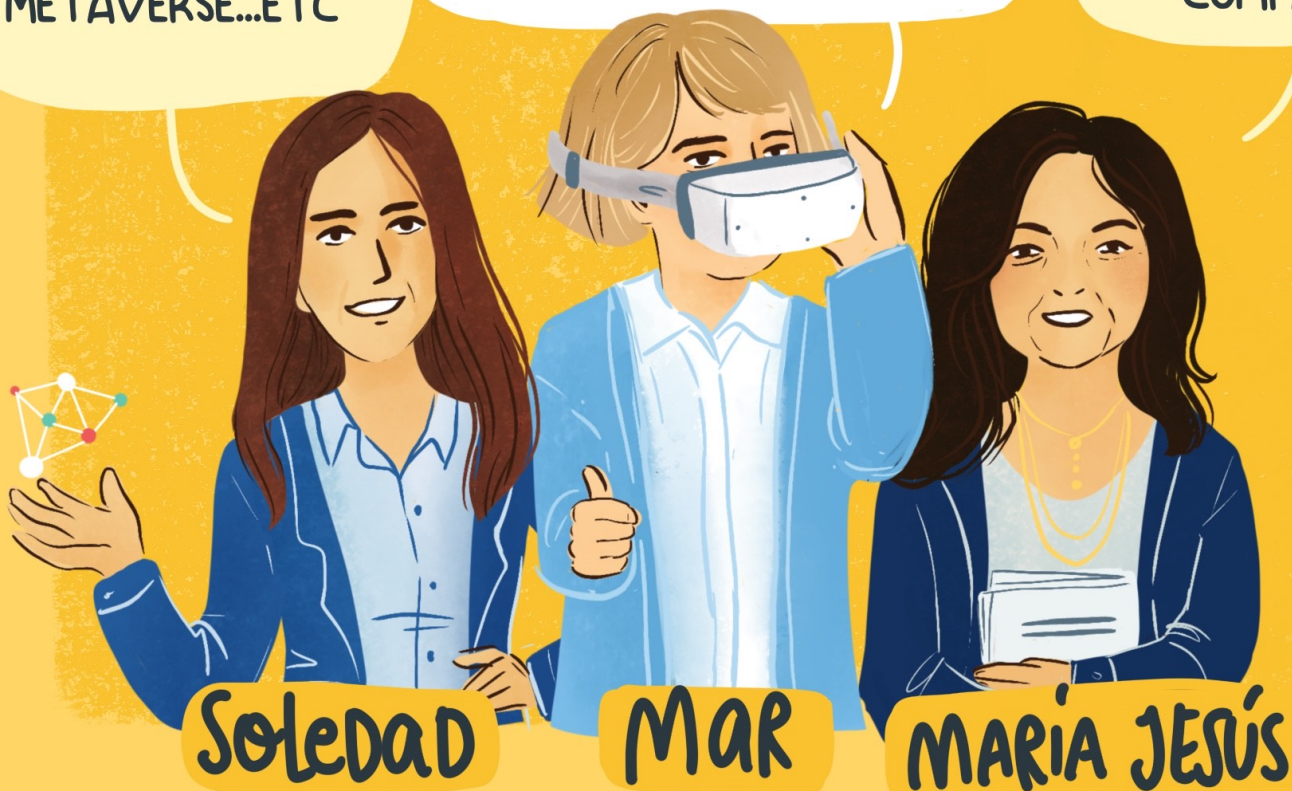
*MASSACHUSETTS INSTITUTE OF TECHNOLOGY

WE FACE GREAT CHALLENGES in the future

TO CREATE NEW MECHANISMS AND ALGORITHMS TO MANAGE BIG DATA: SMART HOMES, METAVERSE...ETC

TO INTEGRATE THE VIRTUAL AND REAL WORLDS. FIND A WAY TO KEEP PEOPLE FROM FEELING ISOLATED FROM REALITY WHILE IN THE VIRTUAL WORLD, AND PREVENT TECHNOLOGY OVERUSE

TO TAILOR TECHNOLOGY TO THE BUSINESS STRATEGY AND MODEL OF EVERY COMPANY



BUT FIRST AND FOREMOST, WE FACE THE CHALLENGE OF CREATING A MORE INCLUSIVE "TECH FOR GOOD" WORLD THAT EASES THE LIVES OF PEOPLE WHO LIVE IN IT