

FIRA DE BARCELONA

## Women and diversity in IOT

Women leaders of established corporations and new startups share their journey towards positions of responsibility at the IOT Solutions World Congress and address why it is crucial to attract and support female leadership in the industry



Sheila Ronning, executive director and founder of Women in the Boardroom

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**LOURDES LÓPEZ | BARCELONA**

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They say diversity leads to growth. In a booming world such as industrial innovation, it is demonstrating that women are contributing decisively to the future of IoT.

That is why the IOTS World Congress fair that takes place these days in Barcelona has scheduled an activity focused on diversity in leadership positions in technology companies. Putting women at the takeoff point.

The keynote has contributed, Sheila Ronning, executive director and founder of Women in the Boardroom. Considered one of the pioneers in the industry, Ronning coined a famous phrase for years that sums up how many women feel in large corporations: "The trip to the boardroom is rarely a straight line for women."

It is a vision that "connects" with the point of view of Helena Lisachuk, director of IoT at Deloitte Consulting although her concern is more focused on "what real power I have and how much impact I can have as a leader in the organization," he reflects. Marta Muñoz Méndez-Villamil, Research Director and leader in IoT practice at IDC EMEA, assumes Ronning's phrase as accurate; "Going through that 'crystal sky' is relatively more complicated for us." In part, because these positions are taken "at ages where children are had and there is a lack of institutional and corporate support, and because the management teams are still mostly made up of men," he reasons.



Helena Lisachuk is the current director of IoT at Deloitte Consulting EL MUNDO

Ronning has accompanied many women on this journey to positions of responsibility with his organization and has found that "there is an

unconscious and conscious bias that arises from the fact that women do not articulate their desire and value."

A lack of courage that Muñoz also points out and summarizes with a syndrome known to all: "It is proven that in Women the Impostor Syndrome prevails more, for example, which makes them apply less to high charges because they do not have all cooks and the necessary experience," he argues.

A limitation of self-esteem that Leila Dillon, Vice President of Marketing and Communication of Ameresco Inc. sees as unjustified: "I think women have made great strides in their path in the world of technology. They are natural leaders, strong communicators and thoughtful managers. Women bring a unique perspective to problem solving, team building and inclusive office environments ».

To overcome these fears, the executive has made her way trusting her possibilities: «I always try to show myself and offer a unique value. When you do that over and over again, you quickly find your way to the corporate management team," he explains.





Marta Muñoz Méndez-Villamil, Research Director and leader in IoT practice at IDC EMEA EL MUNDO

Lisachuk, on the other hand, values that above the competencies given «passion, energy and sincerity are values that lead you to leadership positions» and that you have to know that «it is not easy to be in a position where your opinion It is important". For the head of Deloitte, "a change in corporate environments where more women leaders play important roles in organizations" can be seen. "I also know that many employees appreciate female leadership because they also feel they are heard differently. We are not in many positions yet but it is exciting to see things moving in the right direction, "he adds.

“With regard to the technology industry, there is certainly growth and more women acquire the skills, training and knowledge needed to secure their seat at these meetings. Then, they are in an even more powerful position to create positive change,” Ronning notes and adds: “There is definitely no quick and easy way to get to the boardroom. Women should know how to highlight their achievements along with the impact they have had on their career. In addition, they must mark themselves and position themselves, be able to clearly articulate their added value. It will be worth it, but it will take time and effort.



Leila Dillon, Vice President of Marketing and Communication of Ameresco Inc EL MUNDO

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