



**EMPODERANDO** A LA MUJER EN CIBERSEGURIDAD



**72% DE LOS ADOLESCENTES** A LOS 16 AÑOS TIENE DECIDIDO SU FUTURO PROFESIONAL





21% DE HOMBRES DECIDE POR TECNOLOGÍA  
7% MUJERES VAN POR TI





**69% DE JÓVENES** MUJERES NUNCA HA CONOCIDO A UN PROFESIONAL DE CIBERSEGURIDAD





45% DE LAS JÓVENES DESCONOCE DE LA EXISTENCIA DE  
CARRERA DE CIBERSEGURIDAD



**1 DE CADA 6 JÓVENES** CONSIDERA ABURRIDA LA CIBERSEGURIDAD





1 DE CADA 3 JÓVENES PIENSA QUE ES UNA CARRERA PARA NERDS





**57% DE LAS JÓVENES** RECHAZA CIBERSEGURIDAD COMO SALIDA LABORAL  
POR FALTA EXPERIENCIA EN PROGRAMACIÓN







FINALMENTE..

78% DE LAS JÓVENES DESCARTA SEGUIR UNA  
CARRERA DE CIBERSEGURIDAD

A woman in a dark business suit and white shirt is shown from the chest up, pointing her right hand towards a futuristic digital interface. The interface is composed of glowing teal hexagons, each containing a different icon representing various digital concepts like a microphone, a laptop, a smartphone, and a network. The background is a dark teal color with faint, glowing lines and patterns, suggesting a data-driven or technological environment.

Y ENTONCES...  
**LOS NÚMEROS** HABLAN POR SI SOLOS



**1** DE CADA 4 POSICIONES DE MANDO EJECUTIVOS **ES MUJER**



EN ALTOS MANDOS ESTO SE REDUCE A 1 DE CADA 9

A woman in a black blazer and white shirt is pointing her right hand towards a futuristic digital interface. The interface features several glowing hexagonal icons containing symbols for a laptop, a smartphone, a microphone, a computer monitor, and a server rack. The background is a dark teal color with faint, glowing lines and patterns, suggesting a network or data flow.

**11%** PROFESIONALES EN CIBERSEGURIDAD SON MUJERES (GLOBAL),  
**8%** EN LATAM

A woman in a black blazer and white shirt is pointing her right hand towards a futuristic digital interface. The interface features several glowing hexagonal icons containing symbols for a laptop, a microphone, a computer monitor, a smartphone, a server rack, and a network diagram. The background is a dark teal color with faint, glowing lines and patterns.

**11%** PROFESIONALES EN CIBERSEGURIDAD SON MUJERES (GLOBAL),  
**8%** EN LATAM

A woman in a black blazer is pointing her right hand towards a futuristic digital interface. The interface features several glowing hexagonal icons containing symbols for a laptop, a smartphone, a microphone, a computer monitor, and a server rack. The background is a dark teal color with faint, glowing lines and patterns, suggesting a high-tech or cyber environment.

**11%** PROFESIONALES EN CIBERSEGURIDAD SON MUJERES (GLOBAL),  
**8%** EN LATAM


A woman in a black blazer and white shirt is pointing her right hand towards a digital interface. The interface is dark teal with various glowing white icons, including a microphone, a laptop, a smartphone, a camera, and a document. The background is a grid of hexagons, some of which are highlighted in white. The overall aesthetic is futuristic and tech-oriented.

**51%** MUJERES EN CIBERSEGURIDAD DECLARA HABER SUFRIDO DISCRIMINACIÓN.



A woman in a dark business suit and white shirt is shown from the chest up, pointing her right hand towards a futuristic digital interface. The interface is composed of glowing teal hexagonal icons containing various symbols like a microphone, a laptop, a smartphone, and a server rack. The background is a dark teal color with faint, glowing lines and patterns.

**28%** MUJERES EN CIBERSEGURIDAD DECLARA QUE SUS OPINIONES NO SON TENIDAS EN CUENTA



ENTONCES QUE HACEMOS?..  
VAMOS A **HACKEAR** LA DIVERSIDAD

A person wearing a dark hoodie is shown from the chest up, positioned in the center-right of the frame. The background is a dark blue-green color filled with a dense, glowing pattern of binary code (0s and 1s) in a lighter shade of green. The person's face is mostly obscured by the digital pattern.

# 1.- DESPERTAR EL INTERÉS EN CARRERAS DE IT DESDE EL COLEGIO Y LA CASA



## 2.- CAMBIAR LA PERCEPCIÓN QUE SE TIENE DEL SECTOR CIBERSEGURIDAD

A person wearing a dark hoodie is shown from the chest up, positioned in the center-right of the frame. The background is a dark blue-green color filled with a dense, glowing pattern of binary code (0s and 1s) in a lighter shade. The person's face is mostly obscured by the shadows and the digital background.

### 3.- **IMPULSAR** LA PROMOCIÓN INTERNA Y EL RECONOCIMIENTO EN LAS EMPRESAS

# We Can Do It!



En el futuro,  
No habrán **LIDERES**  
**FEMENINOS.**  
Habrán solo **LIDERES.**

Sheryl Sandberg