



# AmChamSpain

Cámara de Comercio de EE. UU. en España

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**Women in Leadership Series:**  
***Women in Tech: Empowering the next generation***  
**Instituto Internacional Boston Madrid**  
**02.10.2017**



On Monday 2 October, the **American Chamber of Commerce in Spain** (*AmChamSpain*) and its *Women in Leadership* Committee held the 3rd edition of its series of events entitled *Women in Leadership Series*, dedicated on this occasion to *Women in Tech*. This event is part of a series of encounters that began last year with the aim of creating forums for discussion and networking through lectures by influential women from different sectors.

This new edition was attended by four great speakers at the discussion roundtable: Irene Cano, CEO at **Facebook Spain**, Fuencisla Clemares, CEO at **Google Spain and Portugal**, Helena Herrero, President of **HP Spain and Portugal**, y Marta Martínez, President at **IBM Spain, Portugal, Greece and Israel**. In addition to leading large technology companies in Spain, three of them form part of the *AmChamSpain* Board of Directors.

During the interesting discussion moderated by Mireia las Heras, Associate Professor at **IESE**, the four leaders spoke about the different facets they have undergone during their careers making reference among others to their clients, their bosses and young people. They all agreed on the importance of focusing on talent rather than gender and having a much broader vision encompassing not only men but also society as a whole, from an early age.

They also highlighted several keys to success, those that have been essential in their careers, and which they identified as the importance of being flexible, of knowing how to delegate, forego and choose. As Irene Cano pointed out, "**reconciling work is the main barrier blocking women from entering governing boards**". This is why it is so important to seek strategies for optimizing logistics and knowing how to say "no".

On how to prepare the next generations for future jobs that lie ahead, they insisted on "**bringing technology closer to girls much earlier**" so that they can discover that technological careers may also be meant for them. They explained that the educational model leads girls to want to be perfect and boys to be successful. This is why girls tend to avoid difficult careers where they feel they run the risk of not doing well. In addition, the career they choose must have an important social component, so it



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is essential to teach them from an early age what technology is and the social impact it can have. The four speakers made it very clear that the future of labor market is technology. As stated by Helena Herrero, "**technology is now what English was before**" and girls have to face this new labor market with great enthusiasm and above all, without insecurities.

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