FINAL DELIVERABLE

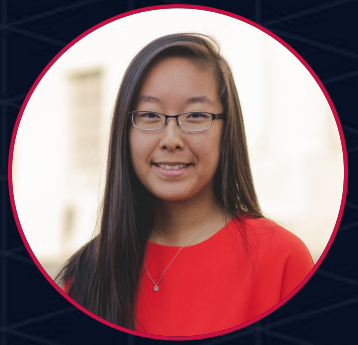
Angelica, Ankita, Tushar, Cindy, Yanan

MEET THE TEAM

Angelica Song
Business Admin & Toxicology

Ankita Inamdar
Business Admin & Data Science

Tushar Narula
Sustainable Environmental Design



Cindy Tang
Business Admin & Sociology

Yanan Zeng
Biomedical Engineering

PROJECT SCOPE

TASK

How to increase the number of women in the cybersecurity workforce; how to increase the number of women at the C-suite level and as conference presenters

PROJECT SCOPE

Create a structured industry survey that focuses on women in cybersecurity & other DEI communities to address the lack of representation in the field

With the 50-100 survey results, the team intends to inspire action & change in the cybersecurity space for women and other minority groups

RECOMMENDATION

1. As the Industry is male-dominated, there may be a high chance of tokenism to drive change and less efforts to improve representation through a company's pipeline

Recommendation: Provide a sense of inclusion through recruitment reporting strategies & highlighting achievements for all positions

RECOMMENDATION

2. There is a lack of cultural intelligence due to the low representation of various races in the industry

Recommendation: Increase C-suite DEI positions and take conscious initiatives such as creating ‘Notice Boards’ (change perspectives to gain essential information) and making space for all employees to include positive elements about their lived experiences and highlight diversity as a strategic advantage

RECOMMENDATION

3. STEM study and cybersecurity as a career path is a hard choice in the early stages which turns into lack of experience and barriers for women to reach higher levels within the industry

Recommendation: The industry can invest in more internship opportunities at the entry-level and partner with femtech clubs in universities to work the talent pipeline from the bottom-up to incentivize and increase representation with skill; there may also be an increase in the mentorship programs and a rigorous promotion of non-technical roles in the security field to reduce the feeling of 'lack of qualifications;' keep talks and conferences

POTENTIAL HEADLINES

Most women in security feel like they don't have a path to an executive position

- Only **35.98%** said they can see themselves progressing vertically
- **47.06%** hope to be an executive in cybersecurity
- **19.25%** will not be in cybersecurity

Diverse individuals make up a range of % of the C-suite in cybersecurity

- **39.47%** said there are 4+ female executives at their organization
- **33.68%** said there are 0 underrepresented minority executives

5.26% of respondents had less than 10% women on their cybersecurity team

- **82.66%** said the ratio of females is <50%
- **17.37%** said the ratio of females is 50%+

TEAM APPROACH

SURVEY DESIGN & DISTRIBUTION

37 Questions

282 Responses

Survey is still active

Medium of Data Collection & Analysis

qualtrics

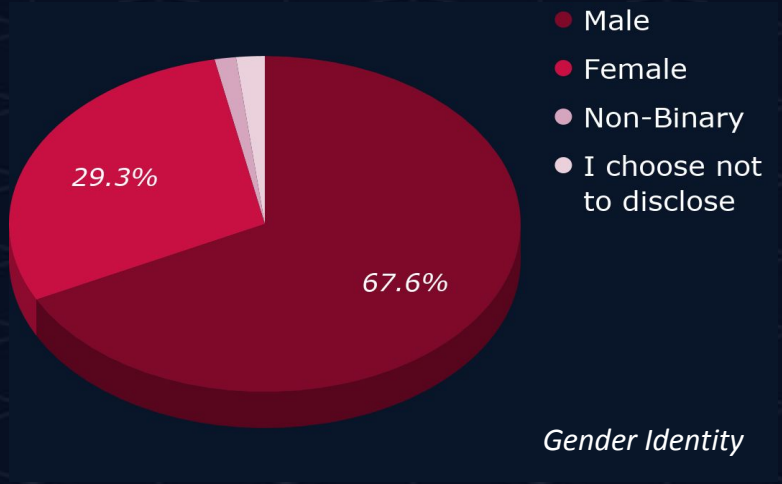
Distribution Channels Acquired:

- Synack Outreach Contact List
- LinkedIn
- Haas MBA
- Berkeley ISO
- Gmail
- Cal Alumni

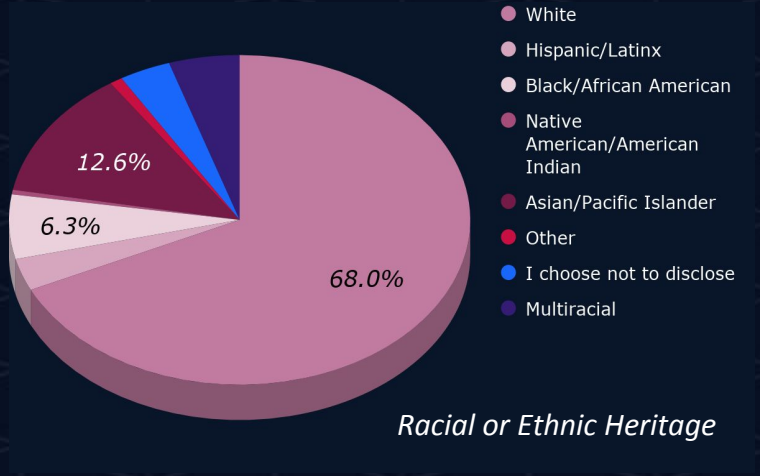
ANALYZING DATA

DEMOGRAPHICS

***44.14%* Work in Cybersecurity Field** **56.31% 13+ years in Cybersecurity** **31.98% CISO/C-suite** **20.27% Veterans**



Gender Identity



Racial or Ethnic Heritage

ANALYZING DATA

KEY INSIGHTS & TRENDS

POSITIVES

- **53.23%** apply for cybersecurity jobs when they don't meet the full set of qualifications
- **52.17%** feel there is sufficient representation of women at their current job level
- **61.20%** say there are women-centered ERGs or initiatives in their organization
- **54.10%** say there are URM ERGs at their company

DELTAS

- **69.89%** say they do not feel there is sufficient representation of women in cybersecurity, but the industry is moving in the right direction
- **65.05%** say they do not have a mentor or sponsor at their firm or within cybersecurity

COMMON SENTIMENTS

- 79.47% feel they belong within cybersecurity
- 81.05% feel they have a seat at the table
- 65.08% will stay 10+ years in cybersecurity
- 59.89% don't believe there is a glass ceiling
- 52.69% believe conference representation is getting better but still needs a lot of work

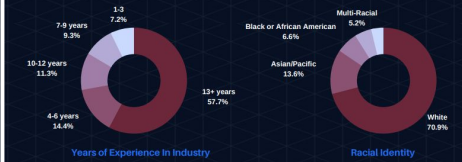
- Most individuals in cybersecurity come from software developer/IT backgrounds
- Those at smaller firms (<500 employees) tend to have less opportunity to advance

SURVEY IN A SNAPSHOT

Synack
First Cybersecurity Diversity Survey Summary

282 RESPONSES **37** QUESTIONS

DEMOGRAPHICS OF RESPONSES



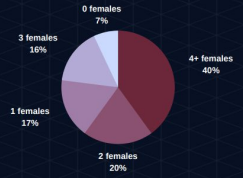
Questions Regarding Women & Minorities

What is your best estimate of the ratio of females at your current employer (number of females/company size)?

82.66% said 50% or less

17.37% said 50% or more

What is your best estimate of females in C-Suite/Executive positions?



What if your best estimate of the number of Underrepresented Minorities (URMs)—African Americans, American Indians/Alaska Natives, and Latinx Minorities—in C-Suite/Executive positions at your current employer?

33.68% said 0 21.05% said 2 19.47% said 4+ 1. 8.42% said 1 7.37% said 3

Vertical Visibility & Progression

Do you feel like you have a seat at the table within your organization?

81.05% - Yes, my ideas are welcomed
10.53% - No, people just want to hear their own voices

When you don't participate in a discussion at your company it is because...

49.46% - I always feel comfortable to participate during discussions at my company
25.27% - I have nothing to say
10.22% - I'm not confident in my response
6.45% - Other
5.38% - I don't think it's worth my time because they won't listen
2.15% - I'm trying to make the smartest comment and run out of time
1.08% - I'm struggling to understand

Do you see yourself progressing vertically at your current employer?

35.98% - Yes, because I create my own opportunities to advance
28.57% - No, Other
20.63% - Yes, because I'm given equal opportunities as everyone else within the industry
6.88% - No, all of our leaders look the same
3.17% - No, I'm not comfortable advocating for myself and don't have anyone to advocate for me
2.65% - Yes, because I have advocates within the industry
2.12% - No, I don't think I'm qualified

QUOTES

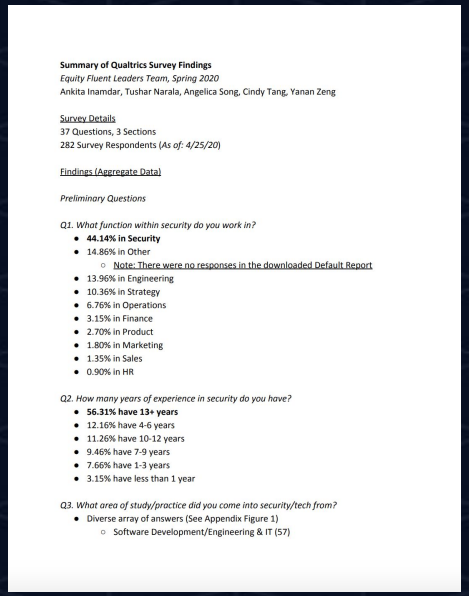
"Women do not go into the military as large a group as men, so top secret credentials are less. Women come into IT and expect that the group should be all inclusive but generally it is the same for men, as a newbie, you need to be tough, thick-skinned and willing to step up to help out. It is a boys club in IT but if you are a strong, you will be accepted and wanted by the group. STEM is still an ongoing project for women,"

- ISC2/ISSA Member

"In my school and college, I have seen a good balance of gender in STEM education, I am not sure why there's a gender inequality in male to the female workforce when it comes to STEM jobs. No one is saying that we don't hire women, and we shouldn't be focusing on just training women because there is some inequality in the gender workforce"

"Unfortunately, there are not as many women who have interest in this field. I also teach at a major university, and even my classes are disproportionate. However, the women I have had the opportunity to teach, mentor or work with, typically do better in the field of cybersecurity. The diverse thinking and attention to detail is usually superior by women than men."

FURTHER DATA



Summary of Qualtrics Survey Findings
Equity Fluent Leaders Team, Spring 2020
Ankita Inamdar, Tushar Narala, Angelica Song, Cindy Tang, Yanan Zeng

Survey Details
37 Questions, 3 Sections
282 Survey Respondents (*As of: 4/25/20*)

Findings (Aggregate Data)

Preliminary Questions

Q1. What function within security do you work in?
- **44.14% in Security**
- 14.86% in Other
  - Note: There were no responses in the downloaded Default Report
- 13.96% in Engineering
- 10.36% in Strategy
- 6.76% in Operations
- 3.15% in Finance
- 2.70% in Product
- 1.80% in Marketing
- 1.35% in Sales
- 0.90% in HR

Q2. How many years of experience in security do you have?
- **56.31% have 13+ years**
- 12.16% have 4-6 years
- 11.26% have 10-12 years
- 9.46% have 7-9 years
- 7.66% have 1-3 years
- 3.15% have less than 1 year

Q3. What area of study/practice did you come into security/tech from?
- Diverse array of answers (See Appendix Figure 1)
  - Software Development/Engineering & IT (57)

Summary of Qualtrics Survey Findings

- 90-page Default Report condensed to 17 pages
- Includes all raw data, free response aggregates
- Key findings for each question are highlighted
- All 37 questions, 282 responses are reflected

Click the image to the left to access Summary PDF

TEAM TAKEAWAYS

1. A deeper understanding of **consulting in the cybersecurity field** and structural logistics such as work plan creation, scoping, and market research
2. A detailed understanding of the **process of survey design, data analysis in Qualtrics, and outreach through various distribution channels**
3. An amazing opportunity to **interact with the vast network** in the cybersecurity industry and receive their viewpoints on DEI
4. **Gained skills** such as task distribution, opportunity metrics, and internal team management in physical as well as remote settings
5. An overall knowledge of the **structure of the industry** and the various technical and non-technical roles available in cybersecurity today

EFL LEARNINGS

1. The importance of **making ourselves available as mentors and sponsors** in the various industries we are a part of so that we can promote diversity and inclusion efforts
2. In the companies we work in, we will make sure to **promote conscious inclusion** and prevent biases from impacting any hiring/promotion decisions we make
3. We will make sure to **outreach to and promote any interesting opportunities** we find to the rest of our network because they might not be aware of them
4. As we progress in our personal career journeys, we will seek opportunities to **extend the visibility of our fields** and related fields to young and/or underrepresented groups to empower them forward
5. We will continue to **use data to drive recommendations**, action items, and progress in the realm of EFL moving forward

NEXT STEPS FOR SYNACK

Synack will put together cybersecurity's first industry report on gender diversity with key findings and metrics from our survey data highlighting trends and insights

This industry report will be made publicly available and drive change in the realm of DEI in cybersecurity for years to come

Thank you Monica & Synack
for this incredible opportunity to move the needle on DEI in cybersecurity!

We welcome any questions, comments, or feedback at this time