

A watercolor illustration of a woman's head in profile, facing left. The head is rendered in shades of blue. The interior of the head is filled with a vibrant, colorful watercolor wash in shades of pink, yellow, green, and blue, with small orange dots scattered throughout, suggesting a dynamic and creative mind. The background is white.

# **WOMEN IN TECH WORLD HOW YOU CAN SUPERCHARGE YOURSELF WITH NEW TECHNOLOGIES!**



# ■ DEMATERIALIZATION ■ ■ ■ ■ ■

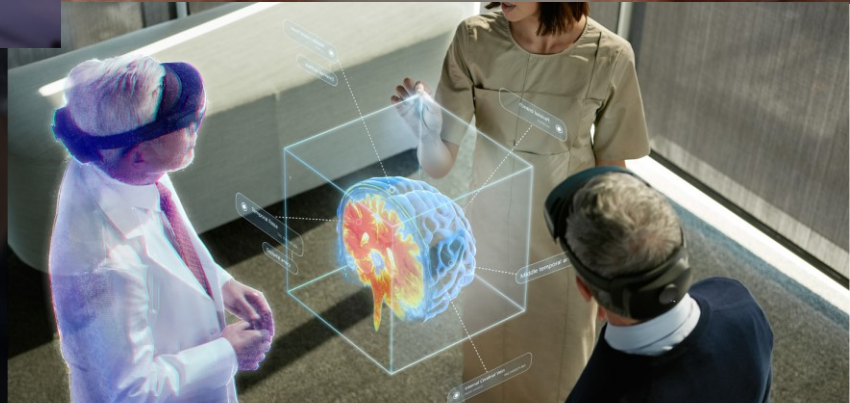
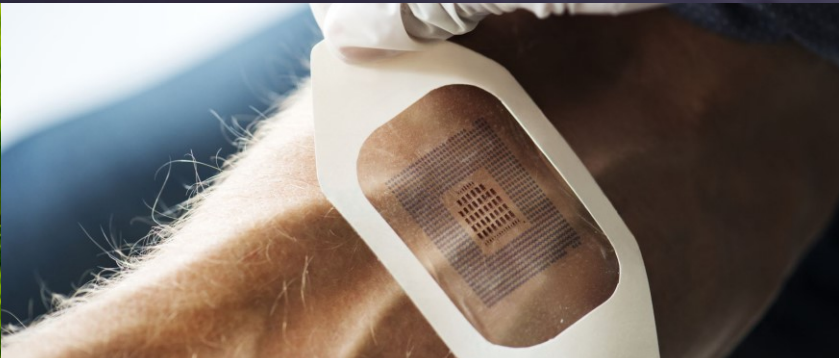
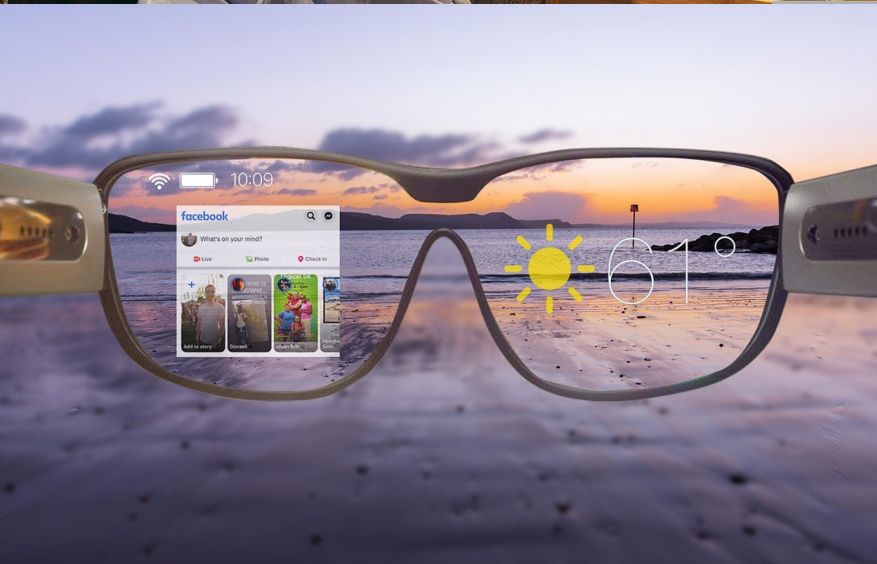
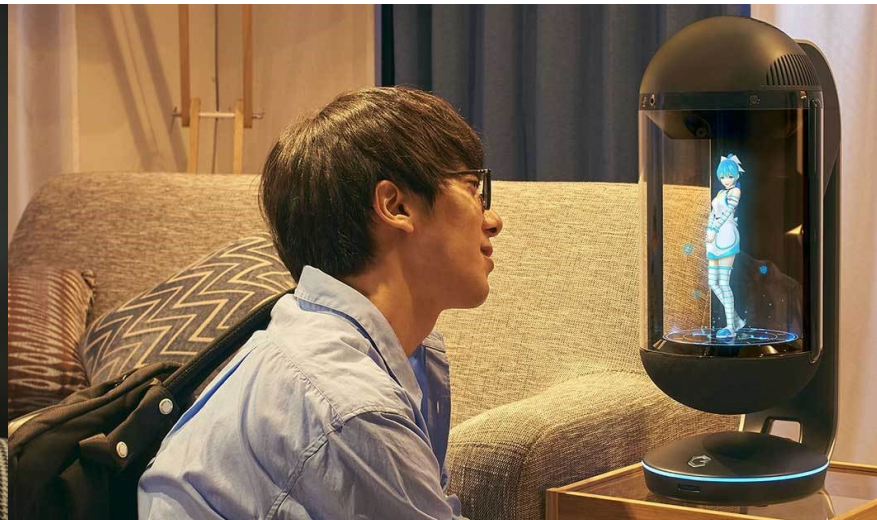
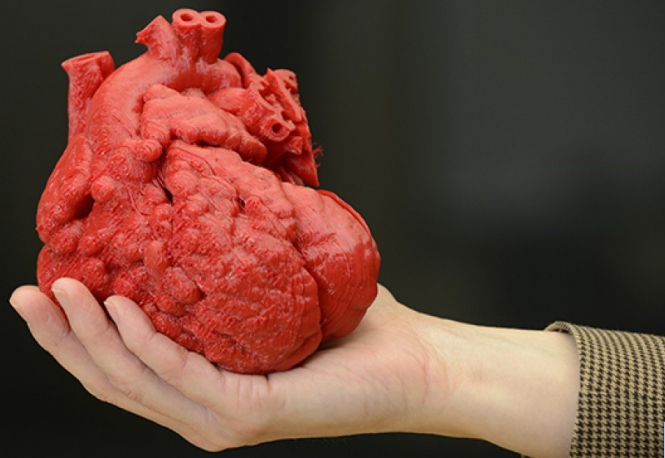
FASTER,  
CHEAPER  
COMPUTING  
POWER



**Networks & sensors  
Robotics  
3D Printing  
VR & AR  
Artificial Intelligence  
Blockchain**



**New  
Business  
Models &  
Ecosystems**



**THE WAY WE LIVE AND WORK WILL CHANGE  
COMPLETELY IN THE NEXT FEW YEARS**



# THE PANDEMIC HAS ACCELERATED CHANGES IN THE LABOUR MARKET





**BY 2030, ONE BILLION WORKERS WILL HAVE TO LEARN  
COMPLETELY NEW COMPETENCES**

**WOMEN ARE UNDERREPRESENTED, UNDERPAID, AND OFTEN DISCRIMINATED AGAINST IN THE TECH INDUSTRY**



**WOMEN HOLD ONLY 25% OF COMPUTING ROLES!  
ONLY ONE IN FOUR STARTUPS HAVE A FEMALE  
FOUNDER!**



# LABOUR MARKET 2025

## ↗ Increasing demand

1	Data Analysts and Scientists
2	AI and Machine Learning Specialists
3	Big Data Specialists
4	Digital Marketing and Strategy Specialists
5	Process Automation Specialists
6	Business Development Professionals
7	Digital Transformation Specialists
8	Information Security Analysts
9	Software and Applications Developers
10	Internet of Things Specialists

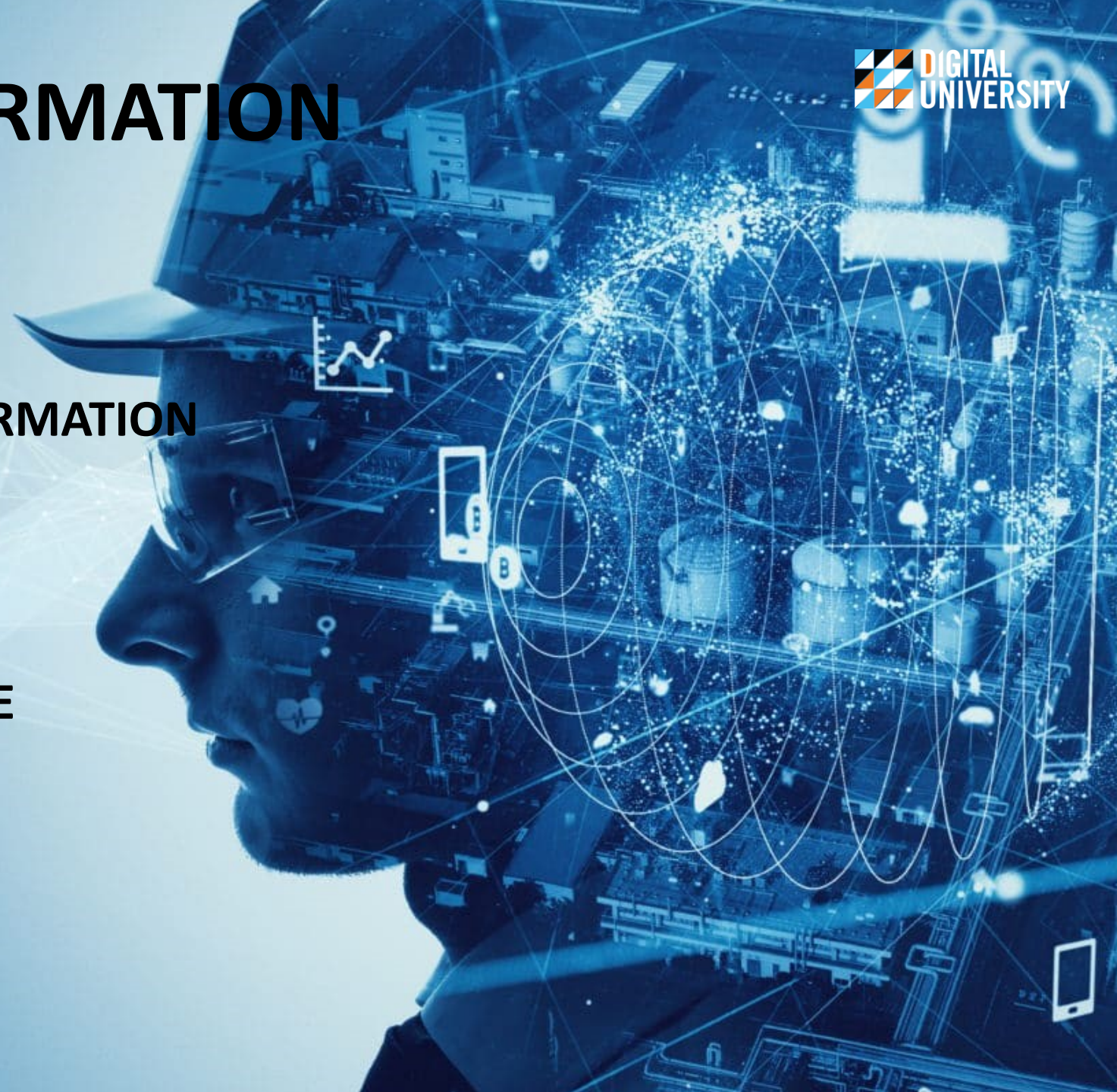


## ↘ Decreasing demand

1	Data Entry Clerks
2	Administrative and Executive Secretaries
3	Accounting, Bookkeeping and Payroll Clerks
4	Accountants and Auditors
5	Assembly and Factory Workers
6	Business Services and Administration Managers
7	Client Information and Customer Service Workers
8	General and Operations Managers
9	Mechanics and Machinery Repairers
10	Material-Recording and Stock-Keeping Clerks

# **DIGITAL TRANSFORMATION EXPERT**

- **METATRENDS**
- **BASICS OF DIGITAL TRANSFORMATION**
- **NEW TECHNOLOGIES**
- **CYBER SECURITY**
- **FAKE NEWS**
- **PROFESSIONS OF THE FUTURE**
- **LIFELONG LEARNING**
- **FUTURE COMPETENCES**
- **DIGITAL MINDSET**
- **SOCIAL MEDIA PLATFORMS**



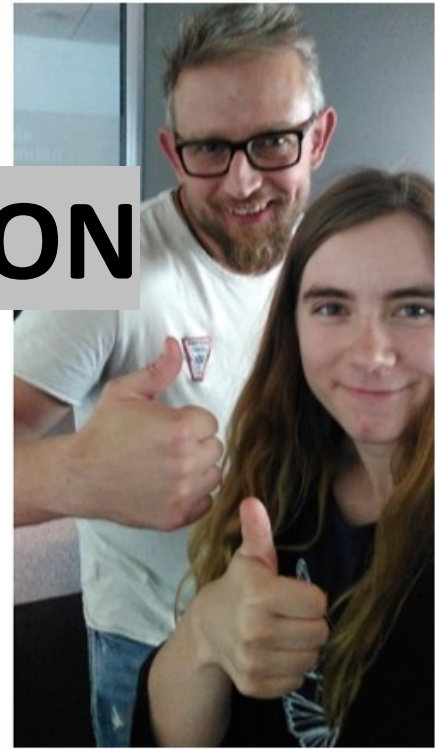
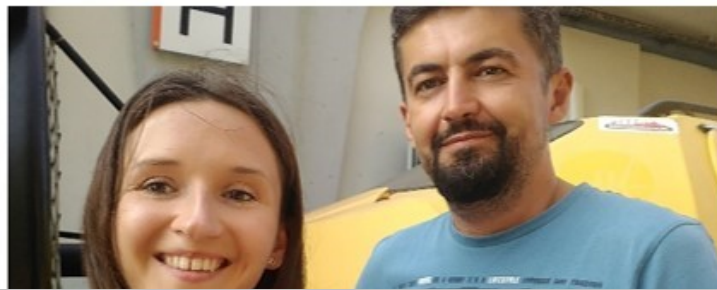
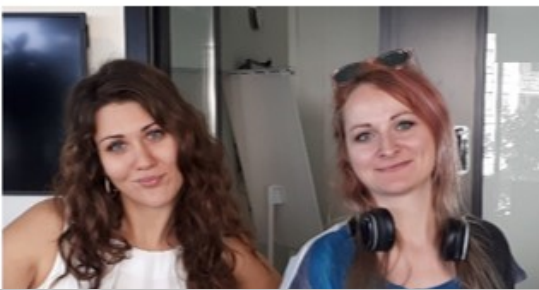
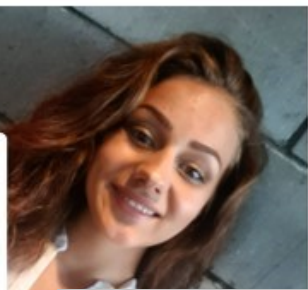
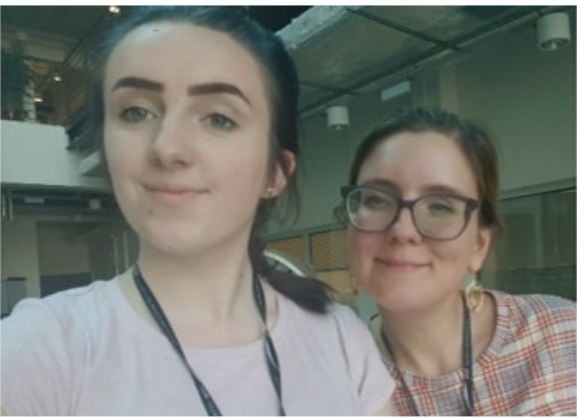
# WHY DO I NEED SOCIAL MEDIA PLATFORMS?



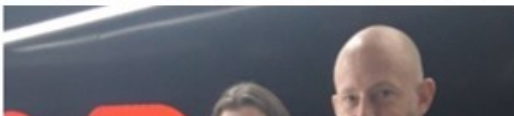
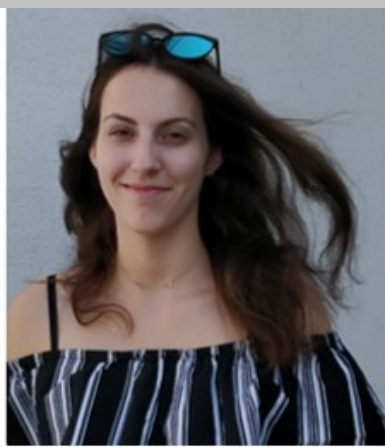
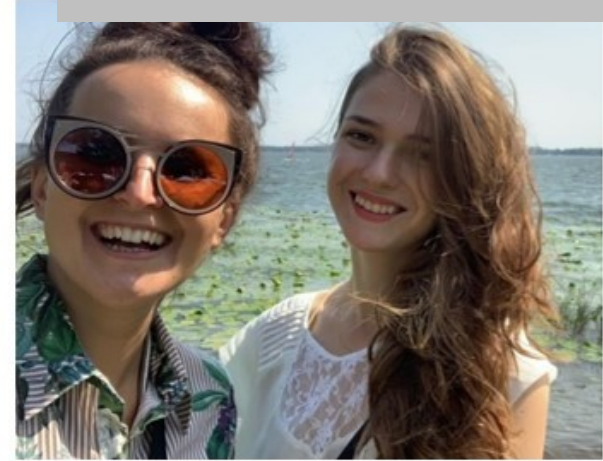
HOW SOCIAL MEDIA AFFECTS OUR DAILY LIVES?

HOW TO BUILD YOUR IMAGE IN SOCIAL NETWORKS TO ACHIEVE A SPECIFIC GOAL?

WHICH SOCIAL MEDIA ARE FOR PROFESSIONAL PURPOSES AND WHICH ARE BETTER RESTRICTED TO PRIVATE USE?



# DIGITAL UNIVERSITY FOUNDATION



**THANK YOU!**



**BNP PARIBAS**



**Thank you!**

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