

# THE INTERNATIONAL THINK-TANK ON THE DIGITAL FUTURE



### Feminist? No, humanist Mariane Cimino, CEO Hoa Ora



### Being a women, as such

### **Preliminary precautions:**

- I personally never have experienced harassment or violence
- I have never been forced into an activity as a woman (for my external image, my opinions, my decisions...)
- I live in a country that works for a better place for women\*
- If I fight for equal pay, it is not relied to a gender issue
- I did not have to use my condition of woman as an argument in any occasion

# I am therefore aware of my luck considering other situations!

I do not want to generalize and apologize in advance for the ones who could feel hurt





### Being a women in Tech – My own experience

## Balance between men/women - IT and health -

- University
- Pharmaceutical Industry
- Public health organizations
- eHealth consultant

#### Subjects more dedicated to women:

- IT Quality
- Marketing/Communication
- Social and Human Sciences
- Regulatory Affairs

#### My preferences, with a majority of men:

- Data security
- Infrastructures
- IT developments
- Project management







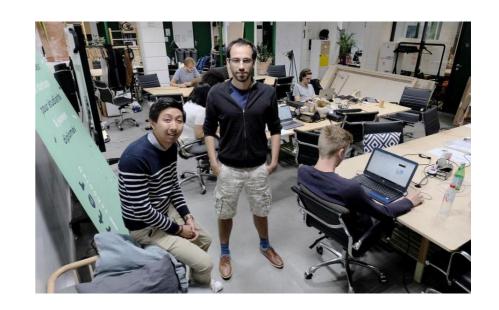




### Being a women in a Tech start-up

#### The "clichés" of Tech start-up

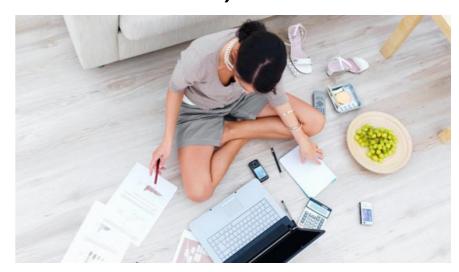
- Young people
- Cool attitude
- Men as IT developers
- Women as Marketing/Com
- Standardized elevator pitch



#### As a CEO of a health/social services platform

- Leadership (with young, seniors, women/men, int/ext...)
- Multitasking (finance, com, bus dev, IT, SHS…)
- Environment-Social-Governance investments UN criteria
- Environmental, Demographic and Digital transitions







#### **Personal conclusions**

# Women strengths / weaknesses are still deeply relied to our ancestral roles

Life generation and care

Welcome of others, openness mind, expression of emotions and exchanges in order to figure out the situation

# Not a question of gender but difference of consideration, judgments, discriminations

Due to age, social status, culture, power affirmation, need of recognition...

- > So, be yourself with your qualities/defaults
- > and do you best with what you are!



