

DECEMBER 2017 NEWS

- The keys to the inspiration behind our recent activities
- Don't miss our upcoming events



Dear Readers:

I'm pleased to present the newsletter for the fourth quarter of 2017. We've been very busy!

At the annual assembly we had the chance to take stock of everything PWN Madrid had accomplished in 2016 and the first part of 2017 and I must say I am proud to head up this organisation. I'm excited about the challenges that lay ahead and I'm sure that with everyone's help we'll be able to meet them head on. I'd like to thank Belén Ruiz Beato, Lourdes Camarero, Elisa Martínez de Miguel and Eduvigis Ortiz for their generosity and dedication to PWN during the time they've worked with us in their respective areas and at the same time welcome some new members who are excited to join the management team. They are Visitación Díaz, Yolanda Gutiérrez, Marta Santamarta and Rut Prada. I'm convinced that they will all be invaluable additions to our team as we strive to make society a better place.



In recent months we've had the chance to participate in events connected with institutions such as the **Women's Institute** and the **European Commission** which have been a source of great inspiration. We've also hosted six innovation workshops and prepared a report on our **M+50 project** which was possible thanks to the support of the **Community of Madrid**. We've held workshops for members, mentors and corporate partners as well as the 3 **Impact Innovation Talks** with **Telefónica Open Future**, where the speakers, contents and attendance all contributed to the success of the events.

As we announced at the general assembly, PWN Madrid has been accepted to **ECOSOC**. We will keep you informed of our activities as we use this new platform to broadcast our message through the United Nations.

Our **Mentoring Programme** has just been launched and we're eager to get to know the new mentors. We encourage you to take the step of becoming mentors and to share your skills with our members. It's one of the most enriching experiences one can have and it helps so many people.

I am proud and grateful to have been named to **YoDona's list of 500 most influential women**. At the same time there is a sense of responsibility in knowing that what we do has an influence on our society and I'm confident that the principles and values acquired throughout my career will guide me as I continue to learn and grow.

I'd like to take this opportunity to welcome Lourdes Iñigo, our Office & Events Manager, who will be working with us on all of our activities. She's at your disposal for anything you may need.

I'd also like to welcome the new members who joined last year and the new team of volunteers and collaborators. I encourage anyone who would like to be a volunteer to contact us at information@pwnmadrid.net.

Wishing you a Happy Christmas and all the best in 2018.

Warm regards,

Raquel Cabezudo
President, PWN Madrid

FUTURE EVENTS

You won't want to miss

CALL FOR MENTORS



We've launched our **Call for Mentors** and we encourage anyone who would like to participate in the 2018 edition of the mentoring programme to do so. We'll be confirming the candidates' plans with them in the coming weeks and we hope to issue the **Call for Mentees** in January.

If you'd like more information about the programme, please contact mentoring@pwnmadrid.net

PWN MADRID: Workshops and +50 Report

Our **M+50 project**, in collaboration with the **Community of Madrid**, concluded with the submission of our final report in the month of December. The purpose of the project is to promote the **employability of women over the age of 50** and our report will serve as the starting point for the work to be done moving forward.

We'd like to thank the **Community of Madrid** for supporting this project and the more than 50 directors, employees and job-seekers who participated in the **6 innovation workshops** to find solutions. We plan to publicize the results of this work in 2018.



We welcomed the support of **María Dolores Moreno Molino**, Director of Women's Issues for the Community of Madrid.



PAST EVENTS

In case you couldn't be there

PWN Madrid: Luncheon with the Director of the Women's Institute

On 19 September PWN Madrid held a luncheon with Lucía Cerón, **Director of the Women's Institute and Equal Opportunities**. The purpose was to inform her of the association's activities and to hear from the Director herself what the Women's Institute plans to do to foster and promote the careers of female professionals and executives in Spain.

It was a very pleasant atmosphere in which the attendees had the chance to chat with each other and with Lucía Cerón. During the event, Raquel Cabezudo, President of PWN Madrid, thanked Lucía Cerón for her support and commitment to the women leading the Women's Institute. The luncheon was also attended by Begoña Suárez, Deputy Director for Entrepreneurship and Women's Professional Development.



[Interviews on our YouTube channel](#)

PWN Madrid: Innovation + Start-ups + Women

The keys to EU financing.

On the 2nd October of last year, the Innovation + Start-ups + Women workshop was held in collaboration with the European Commission at its offices in Madrid.

The opening speaker at the event was **Paz Guzmán Caso de los Cobos**, Senior Economist at the Madrid office of the European Commission. Other speakers included **Iker Ayerbe**, SME Support- Financial Instruments and State Aid Unit, DG Research and Innovation, European Commission and **Veronica Vaccari**, Policy Officer, DG Research & Innovation, European Commission. They explained the different financing programmes available for entrepreneurs through the European Union and discussed the 2018 Women Innovator Awards.

The finalists of the 2017 Women Innovators Awards included four Spanish women: **María Isabel Trillas**, Co-founder of **Biocontrol Technologies**, **Gema Climent**, Founder of **Nesplora**, **Africa González**, Co-founder of **Nanoimmunotech**, and **Gemma Galdon**, **Éticas Research & Consulting**. They shared their experiences as women in the research and technology sectors and their entrepreneurial side.



[Interviews on our YouTube channel](#)

PWN MADRID - IIT (Impact Innovation Talks)



The 3rd IMPACT INNOVATION TALKS were held on 16 November in collaboration with Telefónica Open Future and **Wayra España**, which on this occasion coincided with Women's Entrepreneurship Day. To mark the occasion, the talks included speakers who are references in their fields of expertise such as **Angela Shen-Hsieh** and **Ramón López de Mantaras**, Artificial Intelligence; **Rebeca Marciel** and **Pedro Antonio de Alarcón**, Big Data for Social Well-being and **Yaiza Rubio** and **David Barroso**, Cybersecurity. We share some of their key messages here.

- Did you know that 20% of the start-ups financed by **Telefónica Open Future** through its **#womensage** initiative are led by women?
- Machines with common sense will be one of the great challenges of AI in the years to come.
- If we're not careful, Big Data could become a variation on George Orwell's Big Brother.
- Just as we protect our physical objects we need to protect the virtual objects that contain our personal data and confidential information.

"The CSR areas of companies need to evolve. Technology and ethics must go hand in hand in order to capture the value of data and do good" **Pedro Antonio de Alarcón**.



Interviews on our YouTube channel

PWN MADRID - LSW Use of agile methodologies to discover new business opportunities.

Alfredo González Francisco, Founder of **WOORK SMART BUSINESS SOLUTIONS** gave us an overview of agile methodologies and their importance to business innovation



PWN MADRID - LSW

The most undervalued leadership skill: a sense of humour



Sergio de la Calle Asensio explained to us at Baker & Mackenzie on the 25th October how to use humour in the executive world as a unique team management strategy. Sergio has extensive experience in Telefónica's HR area and is currently the Head of HR Transformation. Although he would like to have been a comic strip artist, he feels very fortunate because instead of drawing the adventures of heroes and villains, his work allows him to experience them on a daily basis.

PWN Madrid: Health "The Best Talent for Authentic Leadership"

On the 20th September, **Dra. Lourdes Tomás**, Medical and Scientific Director at **Médico Mentor**, gave a talk at the offices of Software AG in which she discussed the importance of teaching leaders how to be healthy in their personal and professional lives.



Workshop for Mentors in the 2017 Mentoring Programme

"There are always new ways to learn and give back"

On this occasion, the well-known abstract painter, **Marta Cardenas**, opened the doors to her studio to us. This was our way of celebrating the generosity of the mentors and the coordinators of the **PWN Madrid Mentoring Programme**, which in this edition assisted 250 members in their personal and professional development.

Through Marta's art we saw the similarities between the artistic process and the steps of our programme: taking a different perspective, learning in a warm and affectionate environment; giving way to creativity; the call to action; supporting each other to explore new possibilities. And last but not least, adding some colour to our lives!

Thanks to everyone who made it possible!



PWN MADRID – Christmas Luncheon

Our traditional Christmas luncheon took place on 13 December. It was a time for relaxed conversation with members and non-members alike in a festive and celebratory atmosphere. Once again this year, the networking team surprised us with their thoughtful gifts.



ORGANISATION AND GOVERNANCE

PWN Madrid: PWN Global Offsite in Oslo

PWN Global held its annual offsite in Oslo this year which was attended by our President, Raquel Cabezudo, on behalf of PWN Madrid. The attendees at the meeting discussed common issues of concern to the different networks and the best ways to provide our members with value, share best practices and grow.



More than 17 local networks participated, with representatives from the PWN Global board and the Co-Presidents, **Sonya Richardson** and **Robert Baker**.

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PWN MADRID – Annual General Assembly

Our annual assembly was held at the offices of Mercer, our corporate partner on the 6th November. During the inaugural presentation our President, Raquel Cabezudo, recapped the activities of 2016 and the plans for 2017. She thanked the entire team, the corporate partners and members who had made it possible to forge ahead and achieve the stated objectives for the year, noting how proud she was to be part of our network.

Upon being unanimously re-elected, she thanked the attendees for the vote of confidence. She also expressed her gratitude to the outgoing members of the team and welcomed the new arrivals: **Visitación Díaz**, **Yolanda Gutiérrez**, **Rut Prada** and **Marta Santamarta**.

Proud to be part of PWN Madrid!



Lourdes Iñigo Pérez-Serrabona joins the staff

We welcome **Lourdes Iñigo Pérez-Serrabona** to our team. Lourdes has a great deal of experience in event planning, advertising agencies and media. She joins the staff as the Office & Events Manager and you can reach her at information@pwnmadrid.net.



OTHER NEWS AND PUBLICATIONS

Madrid Polytechnic University: “The role of women in the challenges of the 21st century”

The Madrid Polytechnic University was the venue for the event titled “The role of women in the challenges of the 21st century” held on the 29th September. During the event we had the chance to exchange ideas with the Vice Chancellor of MPU, Guillermo Cisneros, and with the Secretary of State for Research, Development and Innovation and President of AMIT, **Joaquina Álvarez**.

The Association of Women Researchers and Technologists seeks to attract women to the Science and Technology sector.



Women on Board at the Senate (Mujeres Avenir Event)

On the 18th October, PWN Madrid participated in an event organised by Mujeres Avenir at the Senate to discuss the presence of women on boards of directors and executive management positions. More specifically, the discussion focused on a comparison between **France** and **Spain** on equality matters.

Some of the speakers at the event included **Susana Camarero**, President of the Senate's Equality Committee; **Lucía Cerón**, Director of the Women's Institute and Equal Opportunities of the Government of Spain; **Marie-Jo Zimmerman**, the MP who sponsored the French Quota Law; **Julia Sevilla**, Professor of Constitutional Law at the University of Valencia; and **Muriel de Saint Sauveur**, founder of *Women Masterclass* and author of the book ‘*A woman's world: a better world?*’.



Madrid Network: "Female entrepreneurship at Madrid Network "

At the entrepreneurship workshop held on the 15th November, our President, Raquel Cabezudo, had the opportunity to explain what PWN Madrid is and to discuss the group mentoring programme that has completed its 11th edition.



Third Edition: Breakfast with Directors for the Digital Era "Reinventing the energy model"

On the 27th November, we were kindly invited by **ATOS** to a breakfast hosted by **Mercedes Payá**, Director of Sales for Atos Iberia. Guests included **Begoña Cristeto**, Secretary General of Industry and **Blanca Losada**, CEO of Technological Innovation and Engineering at Gas Natural Fenosa. Participants of the round table discussion included: Carmen Becerril, former director of Acciona; **Mayte González**, Director of Customer Service and Digitalization Plan at Endesa; **Eva Pagán**, General Manager of Transmission at Red Eléctrica Española; **Rocío Sicre**, General Director of EDP Renovables for Spain and President of the Wind Farm Business Association. The closing comments were offered by **Eva Levy**, Director at Atos.



PWN on "La Linterna"

On Thursday, 16 November PWN's Raquel Cabezudo was a guest on Cadena Cope's programme "La Linterna" hosted by Juan Pablo Colmenarejo, where she discussed the association's activities and in particular the IIT event (Impact Innovation Talks) sponsored in collaboration with **Telefónica Open Future**.



PWN on RTVE

On the 12th December, Raquel Cabezudo appeared on the RTVE programme "Emprende" to discuss PWN and the work we do to foster entrepreneurship, as well as the activities carried out by the EU to promote innovation and entrepreneurship.

ANNOUNCEMENTS

Help us improve the scope and engagement of our social media networks

At PWN Madrid we are working to improve the scope and engagement of our social media networks.

Help us enhance our presence on your favourite networks, which will make our activities and our brand more visible so that they can reach as many people as possible.

Share our contents on your profiles by liking, retweeting and commenting. We promise to answer!



We have three new positions:



- 1.- Leading software company - Professional Services Project Coordinator.
- 2.- Leading software company - Professional Services Project Manager.
- 3.- Beable Capital – Executive President (part time - Alicante).

Our Corporate Partners



Knowledge Partners



Global Partners

