



Myros Allegre, Marketing Communications Manager



What is your current job title and responsibilities?



Marketing Communications Manager at IDEMIA.

What initially interested you, and lead you to this industry?



I am a curious person. I've always been drawn to topics surrounding innovation, and, more importantly, innovative technology that are making a positive impact in the world. This is definitely the case at IDEMIA. Working in the tech industry opens your eyes to an ecosystem that serves so many verticals for the greater good. Today, in my current role, I work with engineers and industry experts with respect to technology surrounding 5G, automotive and the IoT/M2M landscape. From the connectivity aspects right down to security, whether it be for citizens of the world or the connected objects that make our lives easier personally or at industry level.

Do you have any insights or advice for other women who may not know this industry as a potential sector for them?



If, like me, you did your university studies in Liberal Arts and Mass Communication, I would say that you do not have to have a science or engineering degree to kick start your career in tech if that is an area that you want to gravitate towards. My advice is, if you are curious about the industry, focus on the type of company you want to work for and the type of atmosphere you want to be in. Is that company making a difference in the world? Then align your skill sets to that position of interest to you. Write a winning cover letter that highlights why you are the right candidate that grabs that hiring manager's attention. Network, reach out to the managers that you could potentially be working with. Cover all your bases for the position you really want.

International Women's Day 2021

Do you have any insights into what could be done to encourage more women into this sector?



I think there is a positive movement in the technology sector; we are seeing amazing women rise and take on positions normally held by men. I would say - don't hide your talent, it's your voice. What I love about IDEMIA's culture is exactly that. There is this nurturing culture within the company that is all-encompassing and has been positioning women in impactful positions since its inception. The technology sector is not a man's world, it only is if you let it.

What do you as a woman bring to the industry?



I serve as a face and a voice. An example that women are perfectly capable of holding impactful position at every level. We are collaborators, decision makers, creators, and equivalent to our male counter parts and more.

Where do you see yourself in five years? What is the big goal?



In 5 years, I am certain my position will have evolved into something greater. Big goal? Well, you will just have to wait and see, the possibilities are endless, and I am currently moulding out what that shall be for me.
