



SANS 2020 Women in Cybersecurity Survey: Career Pathways and Helping Others to Succeed

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Today, women are entering and rising through the ranks of cybersecurity experts, with more expected to join these ranks in coming years. For example, females will represent more than 20% of the global cybersecurity workforce by the end of this year, according to the most recent statistics from [Cybersecurity Ventures](#). This is up dramatically from 2013, when only 11% of this workforce consisted of females.

What are their typical career pathways? And how do they negotiate the challenges they face? This survey, written by SANS instructor and forensic examiner Heather Mahalik, will target successful women working in varied roles within the cybersecurity community. It will address issues such as:

- Getting started in the field
- Valuable training experiences
- Making the most out of new opportunities
- Climbing the corporate ladder
- Asking the right questions when choosing a cybersecurity specialty
- Networking
- Mentoring others

The survey results will draw on experiences shared by women in cybersecurity from differing specialties. The goal is to provide practical advice to women all along their career life cycle, from entering the field to growing in their profession, choosing a specialty and becoming a leader within their organizations.

Why Sponsor the SANS 2020 Women in Cybersecurity Survey

Lead Generation

300-lead guarantee with no cap.

Branding

Cobrand the survey results whitepaper and webcast with SANS, the global leader in cybersecurity training, certification and research.

Thought Leadership

Collaborate with our best SANS authors who are at the forefront of the ever-changing war on cybersecurity.

About the Author



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[Heather Mahalik](#) is a SANS senior instructor and course lead for [FOR585: Smartphone Forensic Analysis In-Depth](#). As the senior director of digital intelligence at Cellebrite, Heather focuses on forensic research and making the community smarter on all aspects of digital intelligence. Her background in digital forensics and e-discovery covers smartphone, mobile device, Mac and Windows forensics, including acquisition, analysis, advanced exploitation, vulnerability discovery, malware analysis, application reverse-engineering and manual decoding. Prior to joining Cellebrite, Heather focused on mobile device forensics in support of the federal government and served as a technical lead performing forensic examinations for high-profile cases. Heather maintains www.smarterforensics.com, where she blogs and shares presentations.

Sponsorship Inclusions	Gold	Platinum
<p>Survey</p> <p>SANS will run a 20–25 questions survey for a minimum of 6 weeks. Sponsors will be informed of survey respondent counts. A SANS Analyst will develop a whitepaper based on the survey results. Sponsors will receive a draft of the paper and survey results for review and a final, branded survey results whitepaper for their use.</p>	✓	✓
<p>Survey Results Presentation Webcast</p> <p>The survey results will be presented by the survey authors. The webcast will be branded with sponsor’s logo. Sponsors will receive the webcast recording for their own promotions. Webcasts are archived for one year after the webcast date. Registrations may still be processed for archive viewing of the webcast. 300-lead guarantee with no cap.</p> <p><i>Webcast Date: March 2020 (date TBA)</i></p>	✓	✓
<p>Associated Panel Discussion Webcast</p> <p>The survey author will host a panel discussion with up to three sponsors discussing the SANS 2020 Women in Cybersecurity Survey and the survey results. The webcast will be promoted by SANS. Sponsors will receive the webcast recording for their own promotions. 100-lead guarantee with no cap.</p> <p><i>Limited to three sponsors</i></p> <p><i>Webcast Date: March 2020 (date TBA)</i></p>		✓

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast

Sponsor your own webcast that aligns with the SANS 2020 Women in Cybersecurity Survey. The webcast will be promoted by SANS. 200-lead guarantee with no cap and continued lead generation as a SANS archive webcast.

Associated Paper or Product Review

Publish a custom paper based on a segment of the report that is of interest to you or a product review that calls on the report as an entry point to the review. This associated paper includes a webcast.

Associated Video

Have a SANS expert interview a representative of your company. The sponsor will receive branded video(s) of the interview. The video will also be available on the SANS website for lead generation. SANS will organize all logistics.

Lead Submission & Promotions

Lead Submission

The initial installment of leads from the webcast will be provided within two business days of the live webcast. Additional leads will be provided on a regular basis for the first three months following the webcast. After three months, leads will be provided as requested.

Promotions

Survey: Promotion for taking the survey will be promoted for 5-6 weeks through a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.

Webcast: Promotion of the survey webcast will begin one week after the survey closes. The webcast will be promoted via a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.