

WE ARE IN THIS TOGETHER

WITH **FABRIZIO SALANITRI** CEO OF HORISEN

How has HORISEN coped with gender equality at work and supported Women in Tech over the years?

Ever since HORISEN was established, it has been a gender-neutral company that has been equally treating both genders. For more than 20 years, the company has embraced diversity in general as an essential prerequisite for increased productivity, greater innovation and creativity. We believe that different backgrounds, genders and cultures provide our company with the balance of different skills and diversity of perspectives that we need.

In spite of many people calling the telco industry a male-dominated industry, we at HORISEN think that our industry is dominated by engineers and people with a technical background – messaging technologists. Women or men, it is all the same for us. In order to reach gender equality in telco, tech, and all the other industries, first we need to stop observing them as male/female-dominated. As a CEO, I consider all of us telco professionals so when hiring I pay attention to the brain, not the gender. That is the reason we have women on all levels at HORISEN – from interns to C-level.

What initiatives should be undertaken to support women in the tech industry?

The major reason why women are dealing with gender biases in our industry is that fewer collegiate women

seek degrees in technology and engineering-related programs than their male classmates. And why is that the case? Some research suggests that women may feel intimidated by being the minority in the classrooms or face work-life balance difficulties in getting an advanced degree while raising a family. So, we have to encourage young girls to follow their dreams and enroll in tech faculties, and only then will women not be underrepresented in tech fields. I salute every initiative that supports more women in technology and engineering-related university programs because only in this way we can expect a significant change. Also, at HORISEN, we support all our employees to have work-family balance since they reciprocally influence each other and balanced workers mean a balanced and successful company.

In your opinion, how can men within the tech industry best support women pursuing a career in tech?

Mentors are very significant for the growth of a woman's career and when I say mentors – I mean parents. Because home is where one starts from. Parents can nurture their children's interests, encourage the development of abilities and talents, and support young girls to reach their goals. If parents teach their daughters that they can become engineers, girls will grow up thinking the same way. After that, mentors can be found at schools,

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teachers who foster interest in technology or any other subject. But the first step that men can do is that fathers raise their girls to be aware of their possibilities and pursue a tech career.

Mentoring at work is also a very important process in employees' development. And again, I mean, all employees with no difference of gender. As senior leaders shape organization-wide policies and standards, they must set an example and promote mentoring throughout the organization.

At the end, it is about the work one brings to the company, women or men, it does not matter. They are all integral parts of the HORISEN family as their work is equally acknowledged and respected at HORISEN.



HORISEN is a technology software house with more than two decades of hands-on experience in messaging technology. Dedicated to developing state-of-the-art solutions for clients – HORISEN technology covers the whole messaging value chain, both for wholesale and retail messaging business. With its feature-rich, vendor-neutral SMS Platform, Business Messenger, SS7 Platform and MNP Service, HORISEN provides a powerful variety of messaging technology solutions as a one-stop shop for managing messaging business from a single spot.