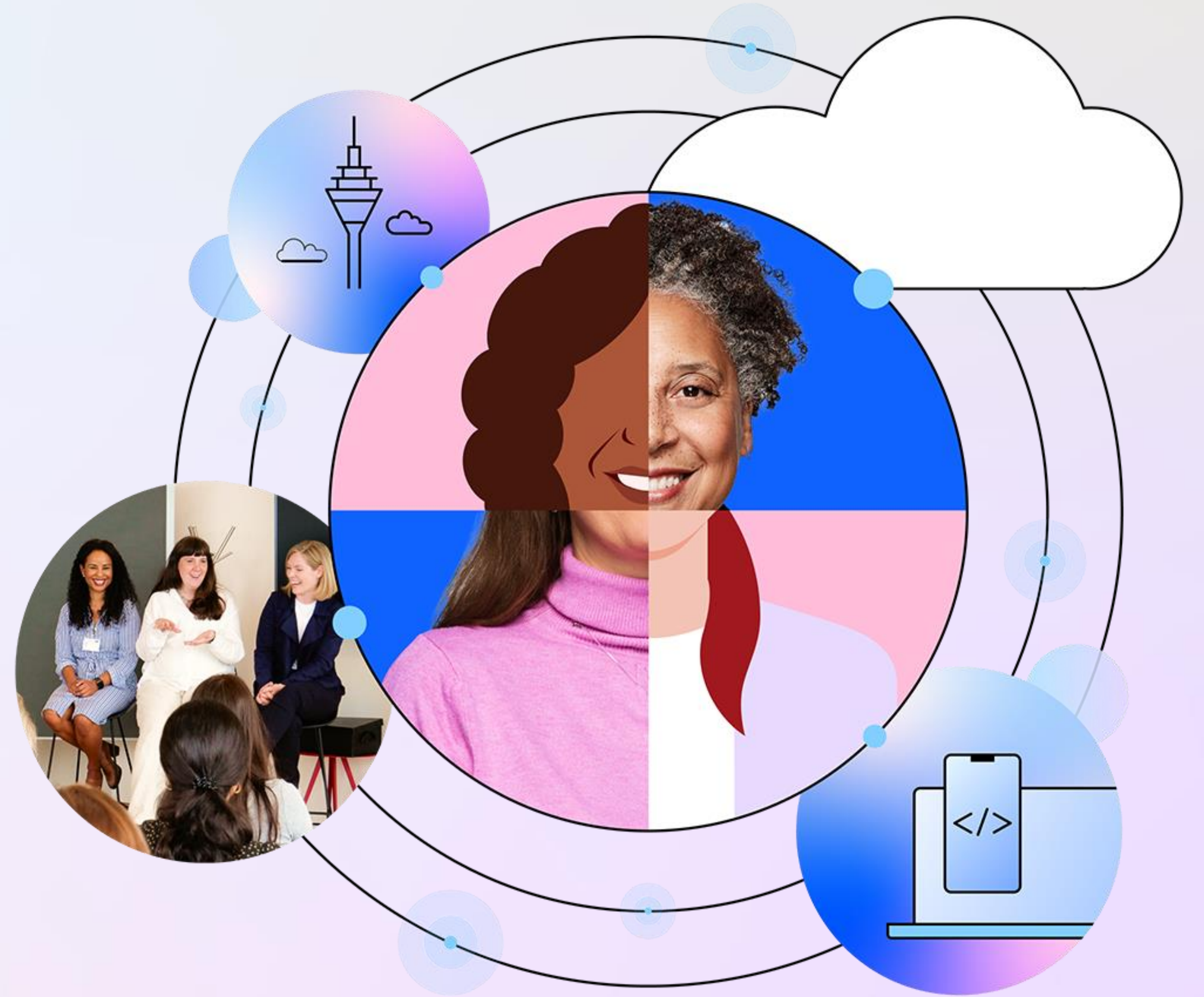


Key Insights & Highlights

Women in Tech Dusseldorf
Data & AI: Who's in control?



Keynote Emilia Rey, Head of Customer Experience Management, Saint-Gobain

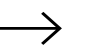
No roadmap, yet I arrived: My career adventure



Our keynote speaker, [Emilia Rey](#), shared insights into her career and journey – one shaped by her courage to take new paths, which always led to new opportunities. Her keynote demonstrated that when you embrace possibilities, everything will fall into place – it just takes courage and the drive to explore new ways forward.

The key takeaways from her talk:

- **Unconventional Success:** Careers aren't linear. Embracing unexpected opportunities can lead to remarkable achievements and personal fulfillment.
- **Embracing Change:** Adaptability is more valuable than rigid planning. Staying open to change fosters growth and creates new possibilities.
- **Humor & Resilience:** Challenges are inevitable, but resilience and a good sense of humor help navigate awkward situations and build confidence.



Panel Discussion

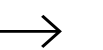
AI & Data: Who's in control, and what's at stake?



The panel discussion delved into the critical question of who controls AI and data, highlighting the ethical, societal, and regulatory challenges of rapid technological advancements. Our experts shared their perspectives on balancing innovation with responsibility, ensuring data privacy, mitigating bias, and shaping a sustainable AI future.

Here are the key takeaways from our discussion:

- Control of data is a joint responsibility across technical and business roles that can be enforced by company AI governance frameworks
- Diverse teams and data literacy starting from teaching children will contribute to preventing bias
- EU is behind in the AI competition already and the EU AI act might further slowdown the development
- AI innovations are about to change industries like Telco and Retail and help further better understand customers
- Wish: Simplicity over complexity



Our Panelists



[Parisa Najafi](#),
Product Owner
ALDI DX



[Kseniia Akshentceva](#),
Head of
Quantitative
Research
& Statistics,
Henkel



[Johanna Heyden](#)
Head of Future
Business &
Cooperations,
Vodafone
Innovation



[Bernd Eißmann](#),
Executive
Director Digital
Platform
Consulting/
AI Lead,
IBM iX

Interactive Workshop

Cognitive bugs: Exploring bias in perception and interaction



To round off the event, [Marie-Claire Paraguya](#), HR Senior Consultant at ALDI DX, led an insightful interactive workshop on “Uncovering Hidden Biases in Perception and Interaction”. The session explored how unconscious biases – especially affinity bias – shape our judgments and decisions and provided strategies for fostering greater inclusivity in technology.

Here are the key takeaways:

- **Bias is unavoidable but manageable:** Recognising bias is the first step in ensuring that they do not influence our decisions.
- **Affinity bias shapes workplace culture:** Affinity bias can lead to homogenous teams and limit diverse perspectives and innovation.
- **Decision-making under pressure increases bias:** Time pressure and cognitive overload make biases more dominant, but structured decision-making processes can help mitigate their influence.
- **Bias is a habit, and habits can be changed:** Consistent practice of small, deliberate changes can gradually rewire cognitive shortcuts and promote inclusivity.



Cognitive Bugs: Exploring Bias in Perception and Interaction.

WORKSHOP AT WOMEN IN TECH EVENT

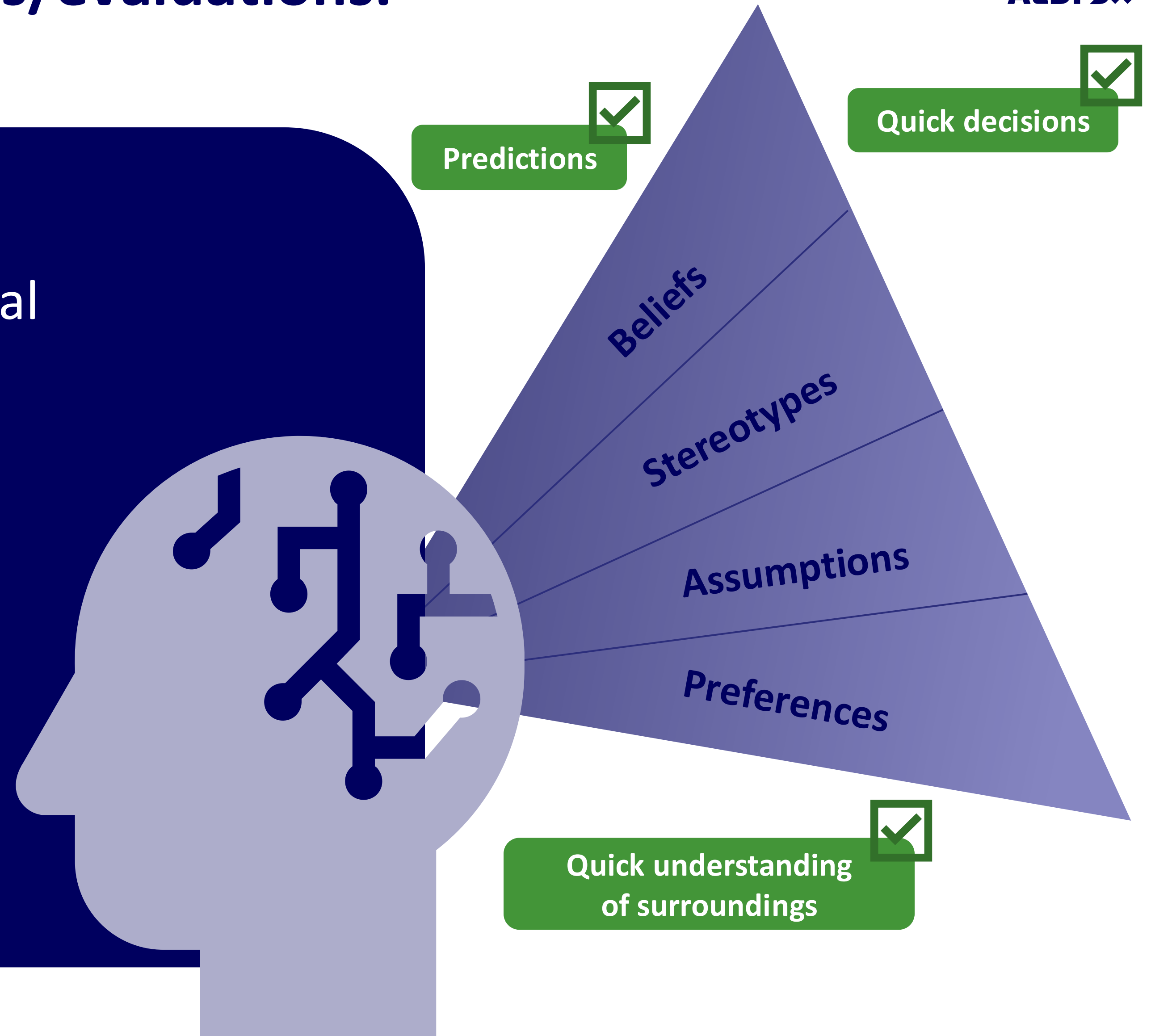
Marie-Claire Paraguya

March 25

Unconscious biases are programming errors of our brain leading to false predictions/decisions/evaluations.



- **Unconscious biases** are generalised prejudices/attitudes against other social groups that **shape how we view individuals**
- **Automatic**, frequently unconscious mechanism in our brain
- Biases are **learnt** (from experience, family/friends, society, media, ...)



def·i ni·tion

„Affinity bias“

Affinity bias refers to the tendency to favour people who share similar interests, backgrounds, and experiences with us.

This can impact our appraisal of people and situations, relationships, and decision-making.

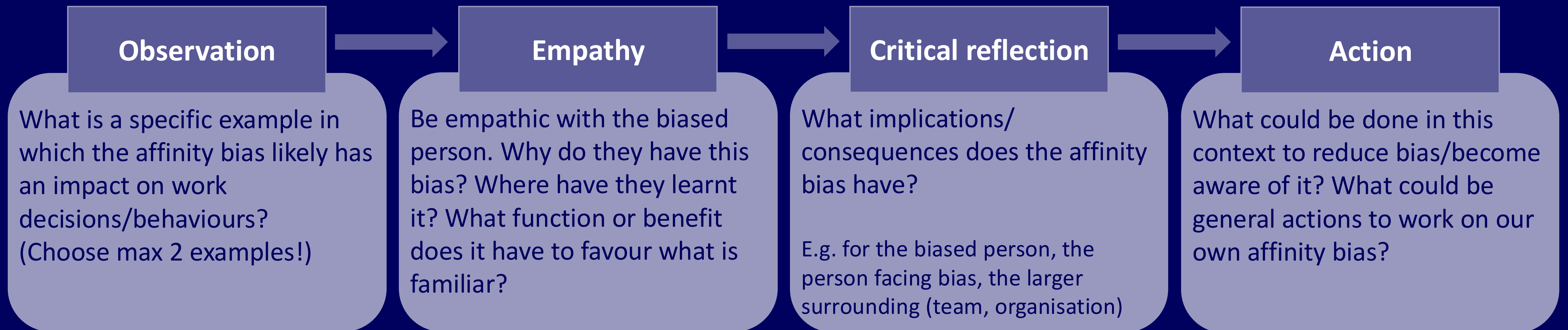
Other frequent unconscious biases are e.g. halo effect, horn effect, confirmation bias, conformity bias, anchor effect, authority bias, ...

An exploration of affinity bias



 20 min

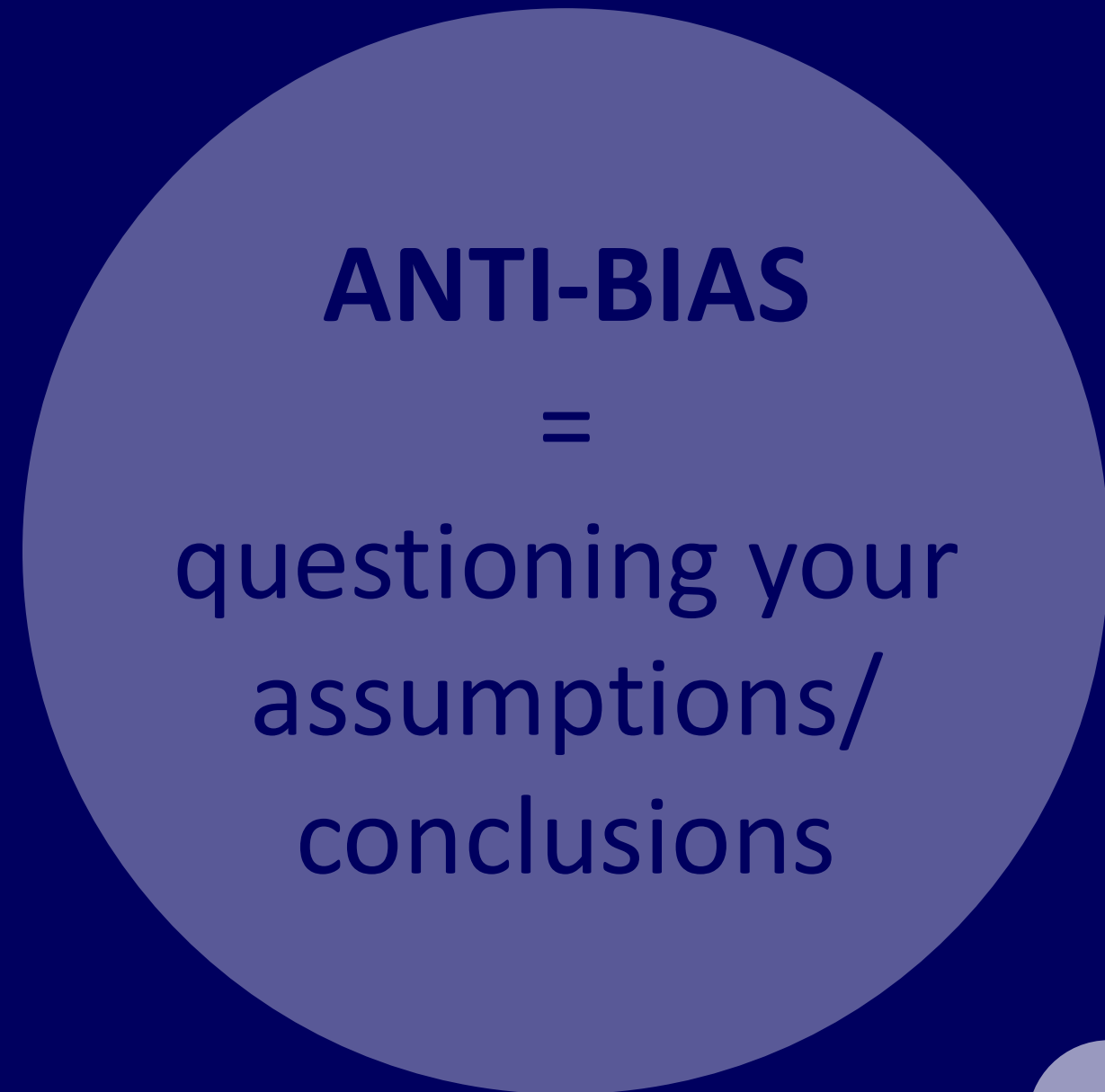
Form smaller groups (5-6 people). Reflect on affinity bias by working through the four questions and write down your thoughts.



 10 min

Share your ideas and best practices: One member stays at the station, the others join a different station. The remaining person presents their group's findings. The new joiners add whatever further points they have come up with in their group discussion and share their examples.

What can we do to combat our biases?



“Objective criteria where possible!”

When evaluating something, stick to objective criteria, KPIs, and data where possible.

“Search for examples!”

Do you actually have specific examples that support your assumption?

“Search for counter-examples!”

Can you think of examples that contradict your assumption?

“Ask rather than tell!”

Do not assume you know a person, their motives, their live experiences, their preferences, etc. ... just ask them about it.

“Learn your patterns!”

What are groups/people that trigger biases in you?

“Decelerate important decisions!”

Take breaks and allow your brain to relax – overwhelmed brains tend to fall back on bias”

“Make new experiences!”

Spend time with groups/people that you have prejudices about and allow for your brain to associate new experiences with those people.

“Get another opinion!”

Does another person, that usually thinks differently than you do, come to the same conclusion?



We'd love for you to be part of our Women in Tech community.

Get in touch — together, we'll find the perfect opportunity for you to join the conversation and inspire others.



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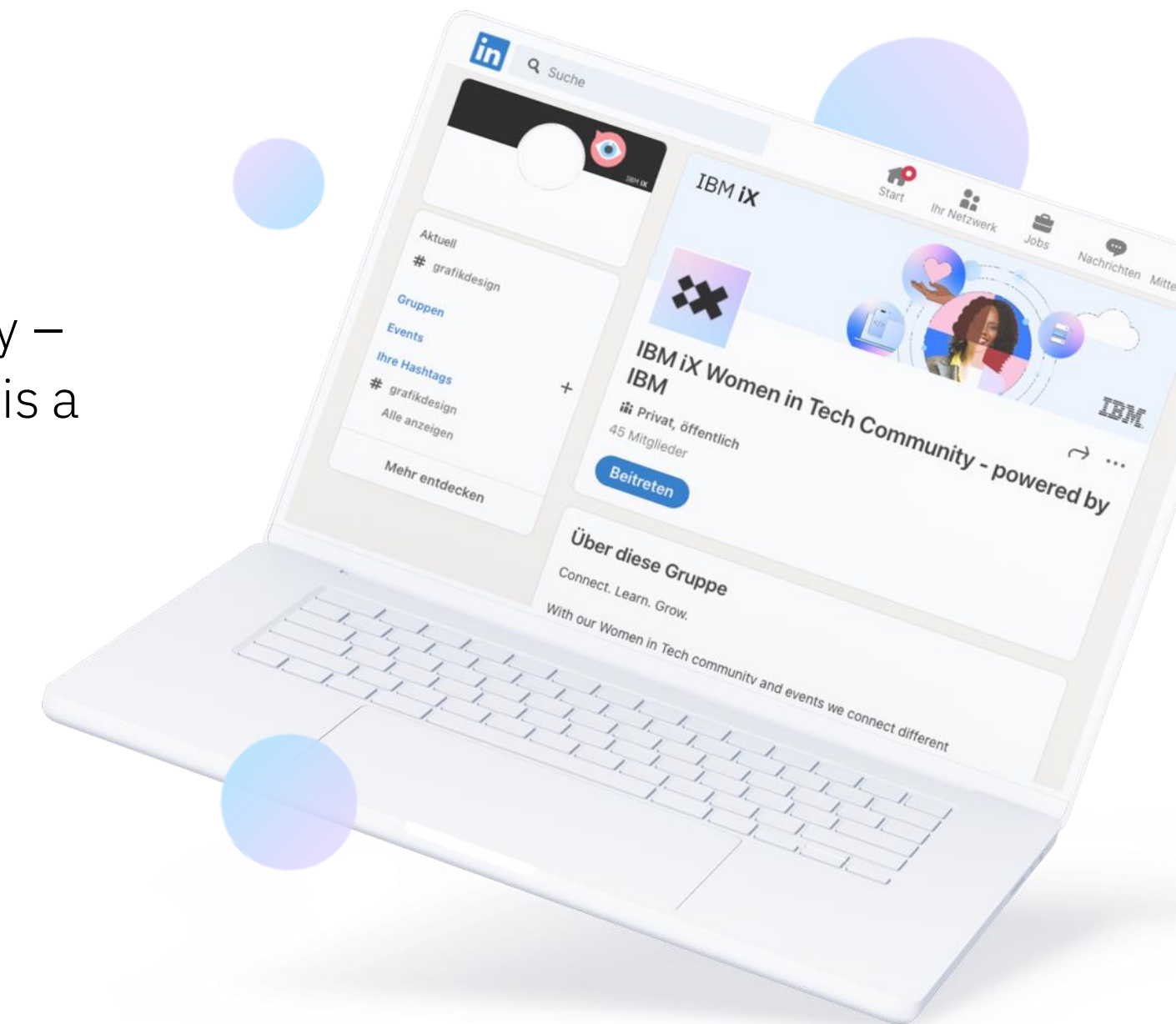


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Women in Tech LinkedIn group

Join the “Women in Tech Community – powered by IBM” LinkedIn group. It is a place to connect and engage in meaningful discussions.



Women in Tech Community Hub

Check out our Women in Tech community Hub for more information and continuous updates on upcoming events, and interesting news.

