

The Data Center Industry Represent New Challenges and Work Opportunities for Women



Diana Maroto, Communications Manager, Vertiv Americas

Why do STEM careers generate a positive impact and help improve the quality of life in Latin America?

Skills in the fields of Science, Technology, Engineering, and Mathematics (STEM) have become fundamental worldwide due to their potential to face some of the challenges of the 2030 Agenda for Sustainable Development.

Science and Technology are rapidly growing sectors, becoming vital for the development and competitiveness of Latin American economies. STEM careers, therefore, have the potential to drive not only innovation in our region but also social well-being and inclusive growth.

Globally, Latinos represent 17% of the workforce, yet only held 8% of STEM jobs, [according to data from the Pew Center](#).

This underrepresentation of STEM jobs in the region affects women much more. Despite the relevance of these areas, UNESCO has determined that of all engineering and technology researchers in Latin America and the Caribbean, only 25% are women.

What is the most important lesson you've learned as a woman in the data center industry?

The world of data centers is one of constant change, which encourages us to always be on the move, seeking innovation and new creative solutions for the energy, communication, infrastructure, and connectivity challenges that we currently face, especially in a post-pandemic context.

As a female executive in this world, I've learned the value of innovation, of thinking outside the box, of seeking new ways to transform the challenges of an increasingly connected world into opportunities for growth and well-being.

Technology is a field where there are not enough women, and we certainly need them. In the region, the Data Center sector has grown at rapid rates in recent years, especially due to the demand for social networks, streaming, and remote work.

More than ever, restless and innovative hands are needed to design solutions to convert people into smarter citizens, but this talent must be female too. A different vision of doing things is urgently needed.

What message would you give to a woman to encourage her to choose a career focused on the data center industry?

The most important message I can give other women is that the data center industry is one of the most dynamic and evolving industries now. [The Arizton firm estimated](#) that the industry grew 17% in 2021 in Latin America, adding investments of US\$6.03 billion that year.

Without a doubt, it is an industry with many opportunities not only from the point of view of economic development but also from the point of view of innovation. More than ever, due to the accelerated digital transformation of recent years, data centers have become the brains of companies and societies, and new talent is required to drive this transformation to higher levels, contributing to the social development and productivity of our countries.

But that talent must be inclusive. There is an urgent need to balance the distribution of professionals in the industry and close the gender gap that is so large that there is now, both in operational and leadership positions. [According to KPMG](#), 16% of tech leaderships in Latin America are held by women. That number can't go on like this. Female talent has the power to bring a more inclusive and diverse vision, drive innovation, generate new solutions, and build a more equitable technological future.

More than ever, human skills are vital for the future development of technology, and women's contribution is transcendental to accomplish its expected growth.