

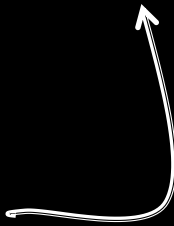
ABOUT MYSELF

- **1997 - 2002** - **BS in Computer Science** from the Pontifical Catholic University of Paraná (PUCPR)
- **1997 - 2004** - **BS in Electrical Engineering** degree from the Federal University of Paraná (UFPR)
- **2000 - 2004** - Siemens Telecommunications (first as intern, then as software engineer)
- **2004 - 2006** - **MSc in Electrical Engineering** from the University of Campinas (UNICAMP)
- **2006 - 2011** - **PhD in Electrical Engineering** from the University of Campinas (UNICAMP)
- **2008** - MCP (Microsoft Certified Professional) C#.NET
- **2009** - Brazilian PhD Student awarded the **Microsoft Research PhD Fellowship Award**
- **2012 -2013** - **Postdoctoral** employee at University of California, San Diego (UCSD)
- **2013 – present** – **Research leader in Media Standards at SRBR** (Samsung Research Institute Brazil)
Focused on image/video compression, processing and streaming. Image/video standards and network transport protocols, digital signal processing, computer vision, and information theory.
- **2014** - MIT TR35 (Young Innovators under 35) in the first Brazilian edition
- **2016** – Elected an affiliate member of the Brazilian Academy of Sciences (ABC)
- **2018** – Elevated to IEEE senior member
- **2018** – Created and nominated as **HoD of the ISO/IEC JTC 1/SC 29 (JPEG/MPEG) Brazilian delegation**

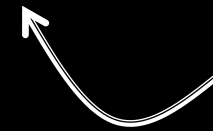
ME AND THE BOYS FOR 23 YEARS



Electrical
Engineering
Graduation
Ball
2004



New young
members elected
for the Brazilian
Academy of
Sciences
2016



... being a minority...

... underrepresented at the
top...

ME AND THE BOYS FOR 23 YEARS



My first JPEG
meeting
San Diego
2018

Working dinner with my
team and external
university partners
2020



FINDING THE GIRLS!!!



2010 IEEE WIE
(Women in Engineering)
Unicamp - São Paulo - Brazil
Faculty of Electrical and
Computer Engineering

- Mentorship
- Talks with female role models
- Projects with high school girls to attract them for STEM
- Talks about Impostor syndrome
- PhD student life strategies and difficulties
- Effective networking
- Getting involved in professional associations
- Personal life planning
- Passion for engineering and research
- Being different, not a culture fit



MOVING FORWARD

- 2013 - Lean In movement (Sheryl Sandberg - Facebook)
- Seat on the table, be visible, have a supportive partner, don't leave before you leave
- Keep women in the work force – flextime, mentoring, equal pay, stop sexual harassment

Still we have not achieved enough progress... still very few women at the beginning and even less women at the top!

What is wrong?

Focus has been only on women!!! This is not enough!!!

In addition, men must be included here... and really attend this “everybody is welcome session” 😊

IMPLICIT BIAS

- Brain creates images to what is familiar and we like to be around people who look and act like us
- No diversity, very bad for companies
- Human issue, not men or women issue
- Heidi and Howard CV study

Engineering/computer science requires logical, rational thinking and reasoning while our society assumes:

- Females are sensitive, emotional, caring, committed to families
- Males are rational, confident, aggressive, committed to jobs
- Male features are more valuable than female features

Female intelligence, commitment and skills will be more challenged due to implicit bias and if one woman fails, this failure will be associated to all other women!

- Work must be also done with men!
- People (men and women) must be confronted to overcome their own gender bias
- Sometimes it's not about you... does not matter if married/not married... kids/no kids...
- Men (most 😊) are allies, not enemies – let's include them to not only help us, but all society!

THANKS!!!

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