



# Women Rock IT

IT is a world of possibilities.



**Gemma Alcock**

Founder & CEO,  
SkyBound Rescuer



**Lorena Marciano**

Director, Data  
Protection & Privacy  
Officer, Cisco



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# My Journey into the World of Drones for Public Safety

GEMMA ALCOCK | SKYBOUND RESCUER







**Founder & CEO**

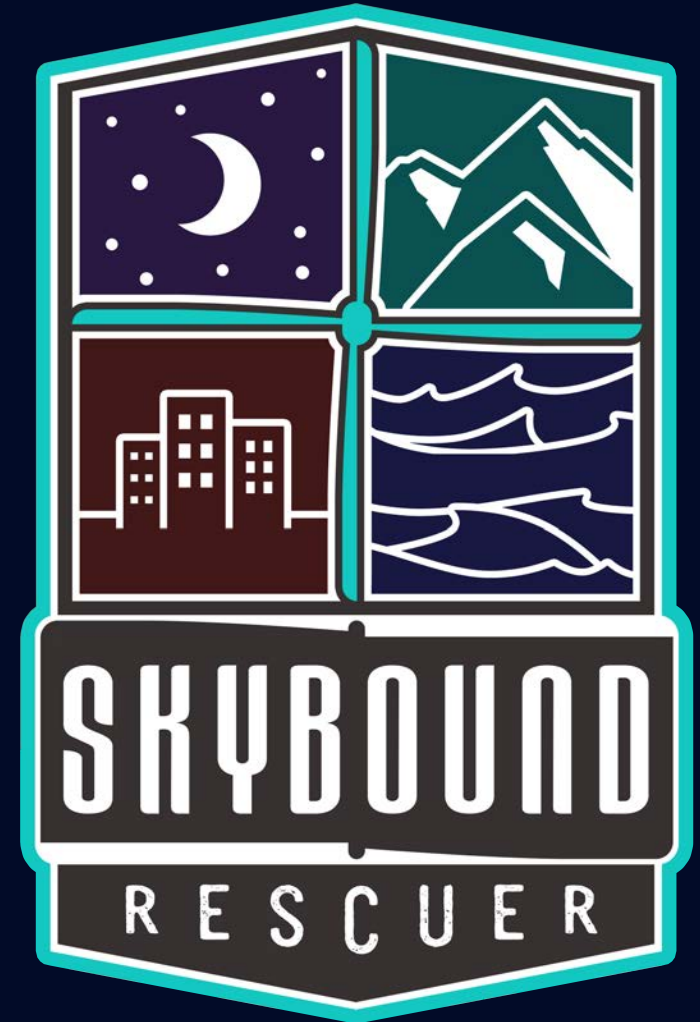


**Director of Air Services**

Entrepreneur

Lifesaving / Public Safety

Technology





# Biz whizz kids off to the county final

TEENAGERS with aspiration have beaten their peers to reach the county final of a business competition.

A team of Year 10 students from The Thomas Hardy School will now battle it out with other sixth formers from across Dorset at the Young Enterprise final.

The team, called Aspire, have produced four products including a waterproof bag, a handle to stop sports bags digging into shoulders, an anti-spillage drinks tray and a bag hook.

Managing director Molly Charlesworth, 14, said "Everyone has worked so hard."

"We have all been involved from developing ideas through to prototyping and production of our products."

"Our company is a little bit unusual because we have four products."

"Usually you only have one but in our market research and testing all four prototypes performed equally well."

All of the products can be bought



on auction website eBay and the youngsters already have trade stands at schools and shops around the town including Shoetrees in Trinity Street.

Molly added: "We are all really looking forward to the county finals and hope to show the judges how well we have worked together

as a business."

Richard Cain, assistant headteacher, said: "These students have really learned a lot about the skills needed to run a business and they have four solid products."

"I think they are strong enough in all areas like presentation and business administration to have a

real shot at the competition this year.

"A lot of credit should go to Dave Humphreys - their business advisor from the Natwest Bank - for getting them this far."

The county final will be held on May 8 at the Carrington House Hotel in Bournemouth.

**BOARD MEETING:** Back row, from left, Molly Charlesworth (MD), Jane Firth (operations director), Connor McKee (IT director) and Katie Holmes (finance director). Front row, from left, Gemma Alcock (marketing director), Safira Hill (sales director), Bryony Gray (sales director) and Becky Morton (company secretary and director of HR)

# Thomas Hardy students sweep the board at Young Enterprise round

## Clutch of trophies for young entrepreneurs

By DEE ADCOCK

dee.adcock@dorsetecho.co.uk

BUDDING entrepreneurs took a clutch of trophies back to their Dorchester school after they swept the board at the county round of Young Enterprise.

The eight Thomas Hardy School students now go on to the regional round at Cheltenham in June and could be heading for London to bid for the top prize in the prestigious competition.

The year 10 students formed a company called Aspire to create a product that will be a commercial success.

And the youngsters came up with not one but four ideas that are selling as fast as they can make them.

The students, aged 14 and 15, fought off competition including sixth formers from all over Dorset at the county round in Bournemouth.

They returned with trophies as the overall winners, for the best presentation on stage and for the best administered company to add to the collection of Young Enterprise trophies from the



ENTERPRISING IDEAS: Connor McKee, Jacob Firth, Bryony Gray and, front, Becky Morton, Katie Holmes, Mollie Charlesworth, Sapphira Hill and Gemma Alcock

Picture: JOHN GURD/JG2591





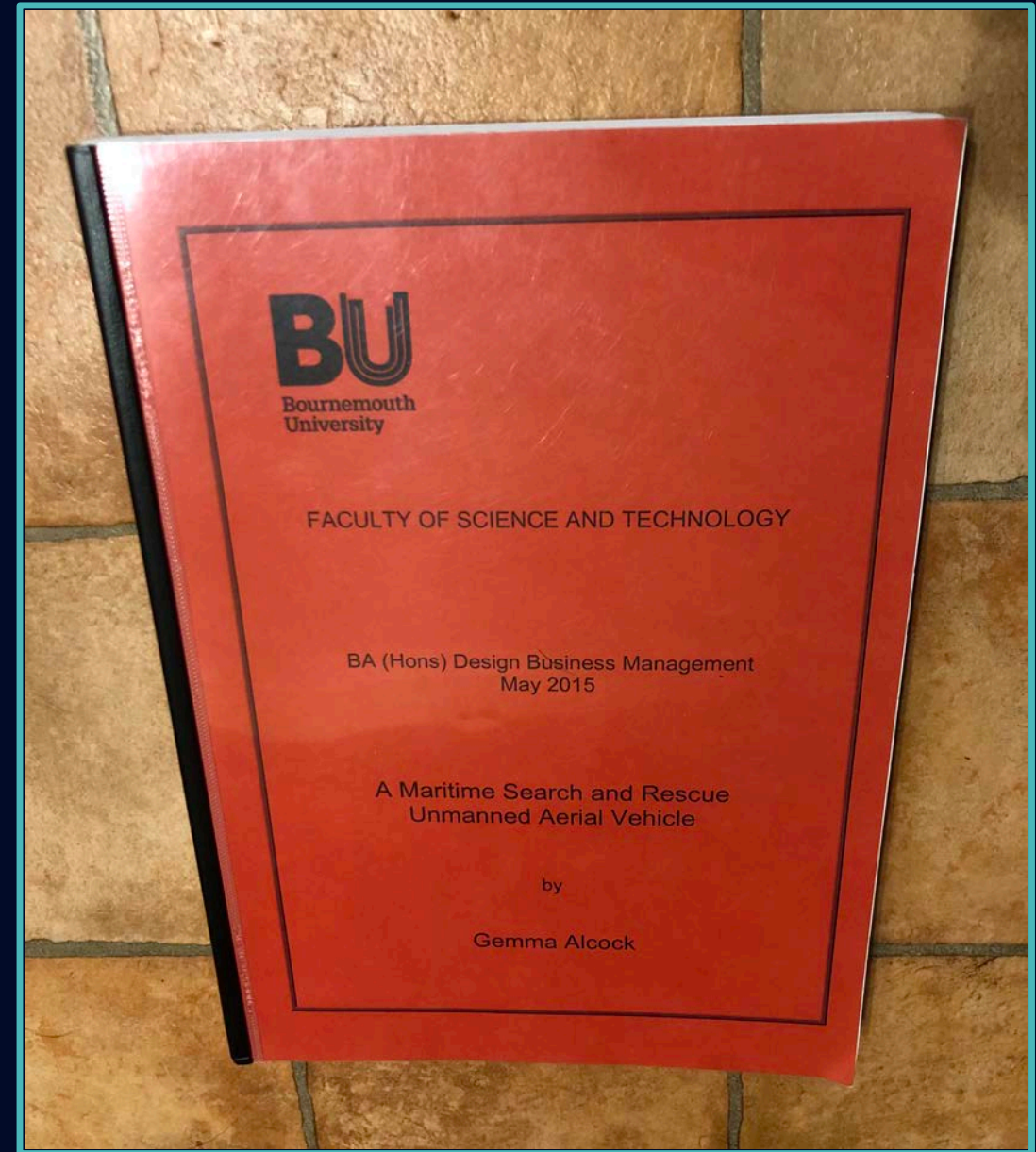
- Beach Lifeguard
- Trainer / Assessor, Beach Lifeguarding
- Flood Rescue Technician
- Crew and Helm, Inshore Rescue Boat
- Lowland Rescue Search Technician
- Casualty Care Trained
- Rescue Boat Operator
- Terrestrial Search Manager
- Trainer, Surf Life Saving

## The Aim:

To find a problem in lifesaving operations in a maritime environment, and solve it with technology

## The Problem I Aimed to Address:

To give the benefits of a search and rescue helicopter to the lifeboat crews, but instantly









**WE RESEARCH.**



**WE INNOVATE.**



**WE EDUCATE.**

### **Our Mission:**

To optimise drone performance for all Emergency Services

### **Our Vision:**

To enable all Emergency Services to save lives that couldn't be saved before

# Thank You!

Find [@skyboundrescuer](#) on Twitter to follow and join in with our [#DronesSaveLives](#) movement

**GEMMA ALCOCK | SKYBOUND RESCUER**







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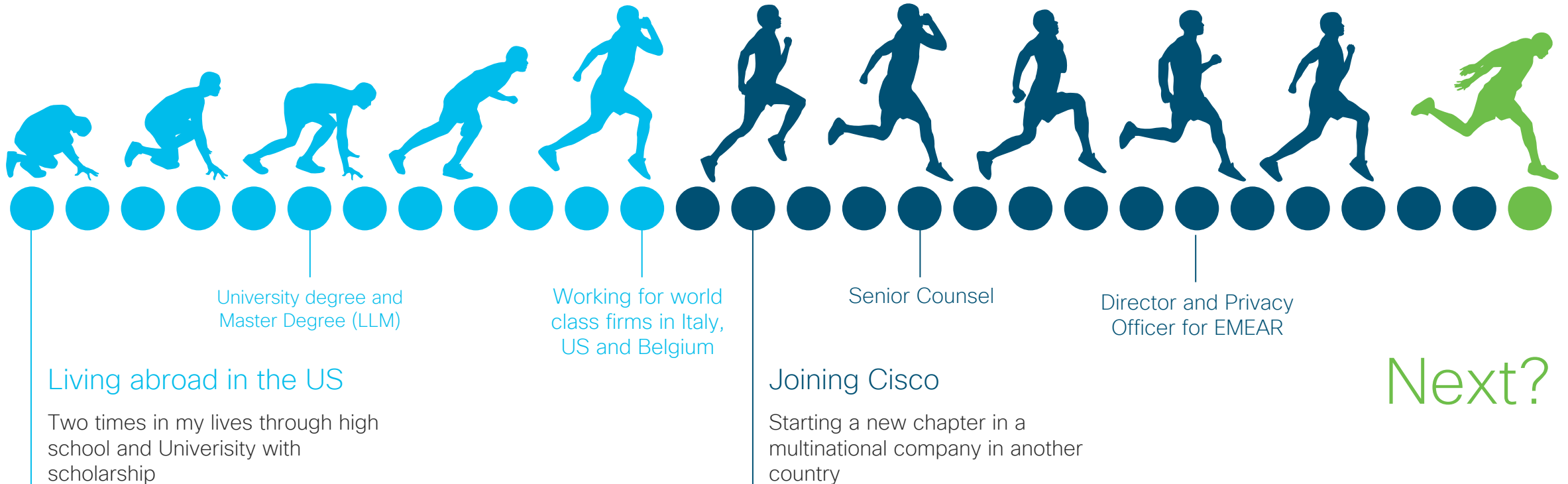
**Lorena Marciano**

Director, Data  
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# What I wanted to do...

- Work with smart people
- Contribute to society
- Solve challenging problems
- Do meaningful work
- Growth possibilities outside my comfort zone

# My career – a marathon





Everything is connected  
Data



Privacy

Decision-making

Culture

Digital

Secure

Privacy Engineering

Regulatory

People

Data

Ethics

Strategy

Business

Protect

Awareness

Innovation

“Personal data is the new oil of the internet & the new currency of the digital world.”

MEGLENA KUNEVA, European Consumer Commissioner

Insight

Vision

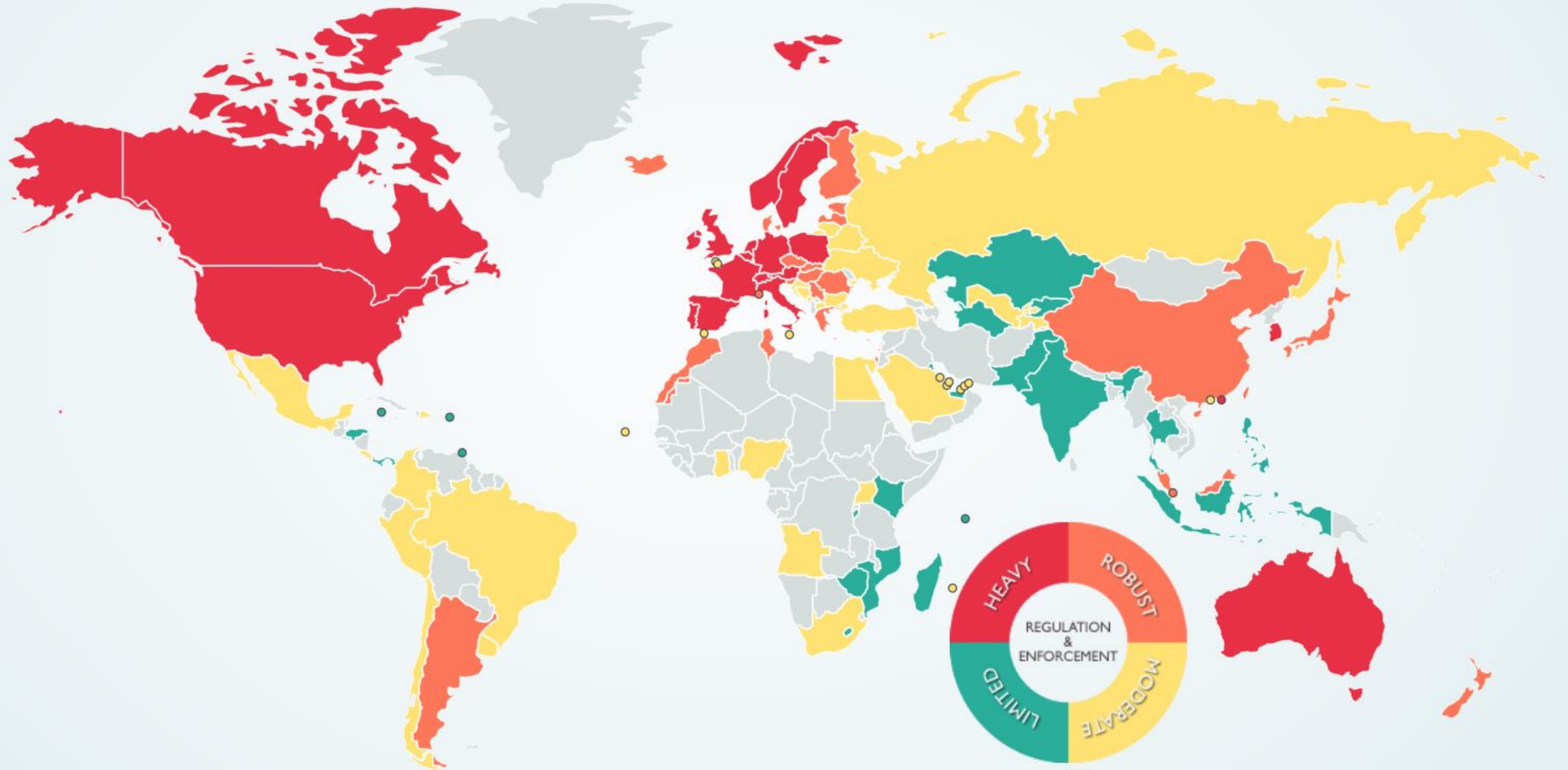
People

Process

Value

Respect

# Privacy is a world concern

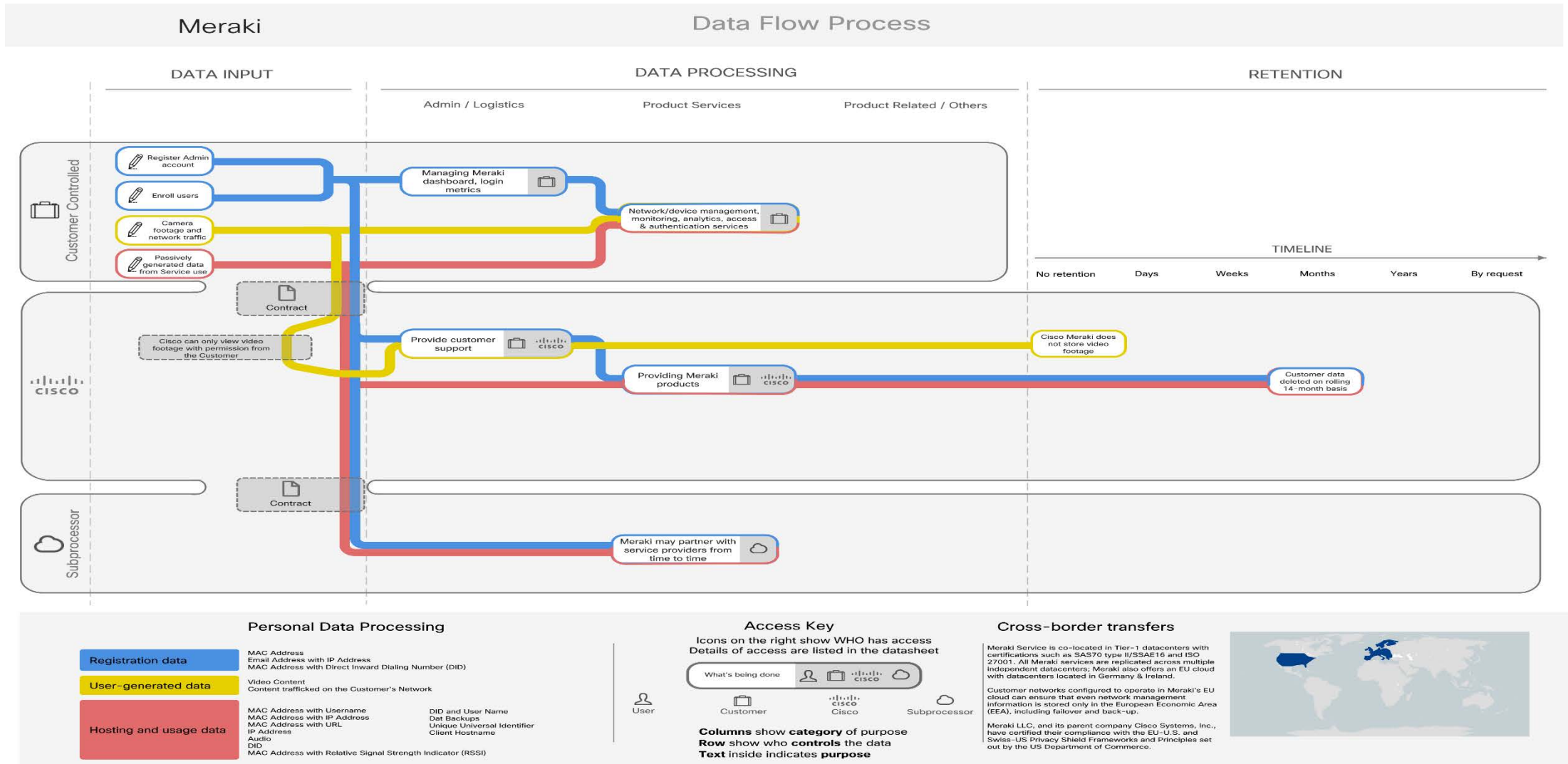




What People  
Think We are  
doing...



# What we are trying to do...



“Companies must be good data stewards. If you are not, we will not do business with you.”

US media company in Beacon Group research study, 2018



# What we need: privacy engineering

Data privacy & protection by design



Discipline



Innovation



Data-centricity

# COURAGE





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