



DES – Digital Enterprise Show 2022 held its sixth edition in Malaga from 14 to 16 June

## The lack of digital talent to work in the new technology professions, the main concern of the ICT sector

DES2022 analyses the difficulty of acquiring and retaining talent in the industry, with companies such as Amazon Web Services, Banco Santander, Womenalia and the consultancy firm Alexander Hughes

**In 2021, some 7,000 ICT-related positions were not filled due to a lack of competent profiles**

**Madrid, 27 June 2022.-** On June 16 DES- Digital Enterprise Show 2022, the largest technology event in Europe after the Mobile World Congress, was closing its doors in Malaga with a total of 14,843 professionals from all over the world who were able to delve into the challenges that digital transformation is generating. A transformation that, as highlighted at DES2022 itself, comes from the entrepreneurial ecosystem and young talent, who are already filling the vacancies that companies have related to their digitalization process.

However, today not all job offers in the ICT sector can be filled. In fact, studies confirm that the demand for talent in this field will grow by more than 6% between 2021 and 2022, while unemployment is less than 3%. Such a high demand which caused that last year some 7,000 positions remained unfilled, according to the IV report 'Empleabilidad y Talento Digital 2021', developed by the Fundación VASS and Universidad Autónoma de Madrid.

DES2022 has provided a space for technology professionals to understand the causes of this problem and how it can be overcome. The pandemic has accentuated and accelerated a change in work environments that was already in the making and which forces professionals to acquire new skills. *"My biggest difficulty is finding someone who knows how to move in an environment where the team is spread all over the world,"* has said **Juan Diaz-Andreu García**, Client Partner and Head Hunter at Alexander Hughes Iberia, agreeing with **Emilio Nestal Diaz**, Solutions Architecture Manager at Amazon Web Services (AWS), who has acknowledged that *"most of the rejections at AWS are because we believe that the candidate will not be able to cope in a demanding and distributed environment"*.

Díaz Andreu has summarized the qualities that candidates must currently have: *"knowledge and training in data management are fundamental. In addition, they must be flexible profiles, who know how to work in complex organizations, with teams led by several people, working on different projects in parallel and remotely"*. The experienced Head Hunter also has encouraged young people to *"work abroad, get out of their comfort zone, access large organizations where there are usually very bright people, and create a network of relationships and contacts throughout their professional career"*. **Lula Ballarino**, Managing Director of Womenalia, has recommended *"self-confidence"* when



applying for jobs where not all the requirements are met, because *"human resources recruiters do not expect you to meet all the points detailed in an offer"*.

### **Retaining talent VS the liquid talent trend**

Closely linked to employability are the issues of how to generate talent, how to attract it and how to retain it, which are the three big occupations that companies are paying particular attention to. In this sense, Ballarino has spurred companies on to shift the focus from *"talent retention"* to *"talent loyalty, the way to keep talent happy and make an employer brand"*.

**Raúl Gonzalez Martin**, Director of the Professional Development Unit at ESIC, has focused on the need for a change in how we see the relationship between companies and employees. *"Sometimes companies confuse commitment with shared talent"*, he has pointed out, something that was echoed by other experts, who have explained that talent is currently liquid, that is, it cannot be retained, so corporations have to learn to manage temporary commitments.

In this change in the relationship between companies and professionals, selection processes must pay attention to *"the causes and opinions of candidates who do not accept an offer"*, according to **Fran Canales**, Corporate Director of Talent Acquisition at Banco Santander. *"Not only do we have to understand why a professional fell in love with another company, but we also have to make sure that when they leave the company, they leave with love"*, has added Ballarino.

### **Diversity and inclusion to bring digitization to the whole community**

Extending digitization to all casuistries and using technology without creating gaps are other challenges closely linked to talent that the ICT industry has to work on. Thus, gender diversity in the workforce and inclusion by design (that is, developing products or services so that they can be used by the greatest number of people) are fundamental if we want to *"create spaces where people matter"* in the words of **Lisa Mae Brunson**, creator of Wonder Women Tech, one of the largest networks that connects professionals, companies, governments and training centers to understand how we connect and create opportunities for growth.

*"We can hire more women or more workers with different skin tones, but there will still be challenges we are not addressing. We need to build an environment where we give people a voice and make them feel they are where they belong"*, she has said.

**Jesús Hernandez Galán**, Accessibility and Innovation Director of the Fundación ONCE, has addressed the issue of technological accessibility. *"Accessibility has to do with human diversity, not with the capabilities or disabilities of each person,"* he has said during his speech at DES2022. Around 100 million people, 15% of the world's population, have disability and many of them have barriers to using technologies and applications due to *"poor design"*, has denounced Hernández Galán, who has explained that technologies such as facial recognition *"do not take into account people who have a different face"*.