

Empowering Women in Tech: Open and Honest Insights from Search Guard's Leadership Team

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In the rapidly evolving tech industry, diversity in leadership has proven to be a catalyst for innovation and success. At Search Guard, this principle is exemplified by strong female leadership in the executive team, comprising the Chief Executive Officer (CEO) Claudia Kressin, Chief Operating Officer (COO) Mechthild Wetekam, and Chief Marketing Officer (CMO) Anja Glauch. Their collective journey offers valuable insights into leadership, resilience, and the unique perspectives women bring to the tech sector.

Challenges and Triumphs

Women, particularly in tech leadership, may face various challenges, from overcoming insecurities and stereotypes to balancing work-life dynamics. The executives at Search Guard have navigated these obstacles with resilience and determination, demonstrating the importance of mentorship, continuous learning, and creating an inclusive workplace culture that values diverse perspectives.

Claudia Kressin (CEO): "Early in my career, I thought I had to work twice as hard to prove myself. The tech industry can be tough, but perseverance, expertise, and a strong support network make all the difference."

Mechthild Wetekam (COO): "One of the biggest challenges is ensuring that women's voices are heard in leadership discussions. I've learned that confidence, backed by data and strategic thinking, earns respect and influence."

Anja Glauch (CMO): "Marketing in tech is about bridging the gap between innovation and accessibility. As a woman in leadership, I strive to bring fresh perspectives and ensure our brand speaks to a varied and broad audience."

Advice for Aspiring Female Leaders

Guidance from experienced professionals can change your perspective, open your mind, and provide valuable insights. Drawing from their own experiences, the leadership team at Search Guard offers the following advice to women aspiring to enter tech leadership roles:

- ✓ **Seek Mentorship:** “Guidance from experienced professionals can open doors and provide invaluable insights. Don’t hesitate to ask for advice—it’s how great careers are built.” – Mechthild Wetekam
- ✓ **Build a Support Network:** “Surround yourself with peers and mentors who inspire and challenge you. The right network can amplify your opportunities and help you grow.” – Anja Glauch
- ✓ **Assert Your Value:** “Know your worth, speak up, and don’t shy away from leadership opportunities. If you wait until you feel 100% ready, you might miss your chance.” – Claudia Kressin

The Future of Women in Tech

The success of Search Guard's female-led executive team serves as an inspiring example of what is possible when diversity is embraced in leadership. Their stories encourage organizations to foster environments where women can thrive, innovate, and lead.

Fairness in the workplace should be based solely on skills—because capabilities drive better decision-making and innovation.

☰ Claudia Kressin: “Diversity is not just about fairness—it drives better decision-making and innovation. The tech industry needs more women in leadership to shape the future. But it’s not just about tech—every work environment should focus on capabilities rather than stereotypes.”

☰ Mechthild Wetekam: “We need to break down barriers and create pathways for young women in tech. Leadership should be accessible to everyone, regardless of gender. One of my main reasons for taking on the responsibility as director at Eliatra in 2021 was to show my daughter that it is perfectly normal for mothers to be ‘Management’ too—not just fathers, as is so often the case among our family and friends.”

☰ Anja Glauch: “Visibility is key. The more women we see in leadership roles, the more young professionals will believe they can achieve the same. Representation matters.”

As more companies recognize the value of diverse leadership, the tech industry will continue to evolve, drive innovation, and reflect the diverse world it serves.

However, we should not assume that quotas or imposed percentages are a sustainable strategy for the future. In the end, the capabilities of individuals and the collective strength of a team are the decisive factors for success and future prosperity. Focusing on external characteristics or stereotypes of any kind is the wrong approach. Conclusion

The experiences of Search Guard's female leadership underscore the transformative impact of women in tech. Their insights not only inspire current and future generations of leaders but also highlight the need for organizations to cultivate inclusive cultures that empower all voices—without relying on artificial metrics.

☰ What do you think? What qualities define great leadership in tech? Let’s start a conversation! ☰

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