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What does the Brazilian have?

I hope Carmem Miranda will forgive us, but we are not going to discuss what the woman from Bahia has, but reflect on the attributes of Brazilian professionals highlighted in the foreign technology market and, in particular, the information security market.

The world is definitely changing and the employment market is not the same anymore. Everything has been happening gradually during the past few years, and, yet in an instant it will give us a clearer perception that we are in a new scenario. A scenario where the market, in you, can meet consumer clients of your products and services is no longer limited physically by the state of the federation or the country. This is a scenario that no longer recognises the obsolete concept of a job for life, but tracks opportunities dynamically, as well as the professionals that have the right competence and qualification to fit the demand.

The work relationship has changed considerably. We are all a company belonging to one man, carrying a share of knowledge, experience and a portfolio, which together form a package and represent a “utility” ratio, which can be worth more or less depending on the moment of the market and the long-term outlook, just like the stock market.

In addition, this new market does not speak only your language does not follow only your religion and does not see you as the only option to meet the opportunity that has arisen. Now, anyone from any place and origin can dispute an opportunity with you, making the employment market more open, dynamic and, at times, cruel.

On the other hand, as Brazilians, we have to see all the potential that this new world offers. If before, we were limited to opportunities generated by an unstable economy, with slow movement and doubtful growth, now we can exploit the whole world as an alternative. It is as if all the IT professionals of the world were called to play a football match with different rules, which are new and strange. This is where Brazilian professionals stand out.

We are the fruit of a young country in development, of a society where many are born without any perspective, where education is not accessible, where problems are distributed and diversified, where the government does not guarantee survival and where there is a need to develop in the young person the attribute of creativity. The fortunate young person begins academic life with the idea that they will have to stand out, and be more and more qualified even though they do not know when and where to apply all the knowledge they have acquired. Besides, they will have to think of creative alternative as professions if they are not selected for one of the few opportunities offered in Brazil.

Now, however, all this preparation is worth it. Brazil is not just another market, but part of it. Remember that now the world is inviting professionals from all areas to play a new game, where the ones that stand out are those with varied competences. It is interesting to notice that many developed countries are not prepared for this international competition, because they are not trained to do so. The current professionals from these countries, while

students have not heard their grandparents telling stories like professional jugglers, they have not received any guidance to study other languages, nor have been obliged by destiny to learn another profession or to take on a completely different role. In the UK, 68% of the companies prefer to hire foreigners because of their versatility, maturity and ability to speak other languages in detriment of local professionals. This is a fact.

For these reasons, technology professionals, and particularly, Brazilian information security professionals stand out abroad. This is not because they are more intelligent and hard working, but because they have been requested to study and face multidimensional and challenging scenarios, where the budget is restricted, electronic fraud is innovative and dynamic, where laws are complex and justice is sluggish, where top-of-the-range technology is not accessible, where the economy is unstable, where public policies are inconsistent, where corruption compromises the controls and policies, and also where there is always someone trying to break through the protection.

On the other hand, it is in the same scenario where the professional needs to customise computer software to the reality of the economy, the audits and the government, where it is necessary to be ahead adopting the best practices to gain competitiveness, where it is crucial to justify investments and make the value of the business tangible. All of this makes us multi-talented, valuable and with experience that few professional from developed countries possess.

In the information security sector, comparing the European and Brazilian behaviour, we can see in the former the noticeable valuation of research and processes, which are well-prepared, aligned with global Standards and are supported by detailed and sufficient documentation, while Brazilians prefer a rapid response and short-term results. In practice, the average European behaviour can be translated by the trinomial: research, planning and test, while the average Latin can be represented by the trinomial: experience, action and customisation. These differences do not necessarily represent inferiority or simply the irresponsibility of the Latin, but audacity to break paradigms and to seek these through new paths.

It is with the same audacity that service, software and solution centres are organised in professional associations and syndicates for promotion in Brazil and abroad, and it is today the best expression of quality and competence that we have to make Brazilian excellence tangible in the development of high-level solutions and services and higher reliability in the field of information security.

After a dense text like this one, there may be a doubt about whether these are just loose words of an optimist or if it is reality. In this case, there is no better indicator but for the comparative number of Brazilian information security professionals occupying high positions abroad. Considering only my modest *networking* as a sample, I can say that in 2004 there were 3 professionals abroad, while in 2006 there are more than 26 distributed throughout the continents in countries like England, United Arab Emirates , Australia, Italy, France, Portugal, Israel and the United States.

The globalization of Brazilian knowledge is, from my point-of-view, a path with no return, whose extension is only a question of time. Moreover, in this new race, those who are better prepared can eat the best slices of cake. Be successful!

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