The Power of Passionate People: Trenders Bring the Human Touch to Secure Your Business

Trend Micro: One Heart. One Team. One Vision.

> By Eva Chen, Trend Micro Co-founder and Chief Executive Officer
The digital threat landscape is constantly evolving, and it affects each one of us.

At Trend Micro, our mission is to secure your connected world and help you build a highly resilient organization. To accomplish this, we are laser-focused on delivering innovative new technologies to stop cyberattacks before they happen.

But achieving that mission goes well beyond our technology tools. Behind Trend Micro cybersecurity solutions stand a team of Trenders: Trend Micro employees who are passionate about building lasting relationships to solve your most pressing problems.

We call our approach the human touch, and it empowers Trenders to do what’s right for our customers, approach every situation with authenticity and empathy, and go above and beyond to enable your success.
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Over Trend Micro’s 33-year history, we’ve carefully built a team of Trenders who believe that acting authentically and with empathy is essential to earning the trust of each other and our customers.

Why is authenticity so important? Because if you aren’t true to yourself, you can’t truly connect with others. To enable authenticity across Trend Micro, we focus our culture on team sharing and encourage Trenders to become their best selves when dealing with problems and creating solutions.

This extends to how Trenders build relationships with customers. Trenders are passionate about security and about people—because at the end of the day, cybersecurity is about protecting people. Customer success is our top priority, and our Trenders work together and in partnership with you to enable that success and create a positive experience.

After all, our biggest competitor is the cybercriminal, so we need to work together to beat that increasingly sophisticated threat.

Our Trenders’ passion for helping customers allows us to go beyond the traditional approach to cybersecurity and transform it for our increasingly connected world. Whether we’re working with school districts, banking institutions, global gaming companies, healthcare systems, or even another IT security provider, Trenders take the time to view every situation from every angle. Across our company, we empower Trenders to think creatively and approach new subjects as trailblazers. With that empowered passion, we can bring you innovative solutions that truly meet your needs today and into the future.
A unique culture built on trust

Trend Micro’s focus is on creating a culture of “one.” When we act as one team, with one heart and one vision, we create a culture of trust. As a global organization, I believe it is important for us to feel like we are all part of the same team, no matter where we are geographically. This trust empowers Trenders to act quickly in tandem with customers.

For instance, when a CTO needed the best protection for his school district’s students and faculty as they transitioned to remote learning during the COVID-19 pandemic, a Trender became a trusted ally. By acting swiftly to protect all the district’s endpoints, our Trender was able to ensure that students wouldn’t be left vulnerable and helped the CTO remain on the leading edge of security technology.

One of our core values is acting with heart in everything we do. Whether it’s working with customers or with each other, acting from the heart brings the human connection to each of our interactions. When we approach business from our hearts, we create strong, long-lasting relationships that are meaningful for everyone involved.

Trenders acted from the heart when guiding a global gaming company through options for data protection and service continuity. By staying up to date on the company’s needs and security environment and delivering in-depth training on the solution, Trenders went above and beyond to become a natural extension of the company’s IT team.

Our drive to make the world a safer, better place by helping people in need shows just how big Trend Micro’s heart really is. One way we accomplish this is through Trend Micro Cares. This initiative takes on a variety of projects globally to give back to the community. Whether it’s delivering assistance following a natural disaster, supplying food to the hungry, or helping to shelter those in need, supporting each other and our communities is in our DNA.
We’re in this together

Distributed denial of service (DDoS) attacks take down more businesses each year. Phishing schemes fool people into letting cybercriminals in through the front door. Ransomware has essentially become the organized crime of the new millennium. At the same time, recent technologies like 5G, machine learning, DevOps tools, artificial intelligence, and IoT offer exciting possibilities for the future—while simultaneously introducing new challenges to the cybersecurity environment.

We know that when you chose a cybersecurity solution, you’re not just selecting a product—you’re choosing a trusted partner to travel with you through this evolving world. At Trend Micro, we understand the importance of trust. When a customer chooses us, they are handing us the keys to their castle, including their most valuable assets. That’s why building human connections is so critical: It’s the key to developing trust, forming strong bonds, and doing good. At Trend Micro, our dedication to the “human touch” goes beyond our own doors and into the communities and customers we serve.

Visit our Human Connections webpage to see our Trenders in action—and hear what the “human touch” means for our customers.

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