

logitech

WOMEN WHO MASTER

Vision Precedes Mastery

Mission: Ignite an industry-wide movement in the tech industry and create tangible change.

Objectives:

- **Close the Belief Gap** early by introducing girls to real-life role models and non-traditional STEM pathways that expand their confidence and career aspirations.
- **Increase girls' participation in STEM education** by enabling access to mentorship, training, and technology through global nonprofit partnerships and learning programs.
- **Enable the future pipeline of innovators** through access, visibility and support
- **Build long-term brand affinity** through storytelling



Research That Defined Our Action Plan



📌 US, 2022



📌 China, 2025



📌 India, 2025



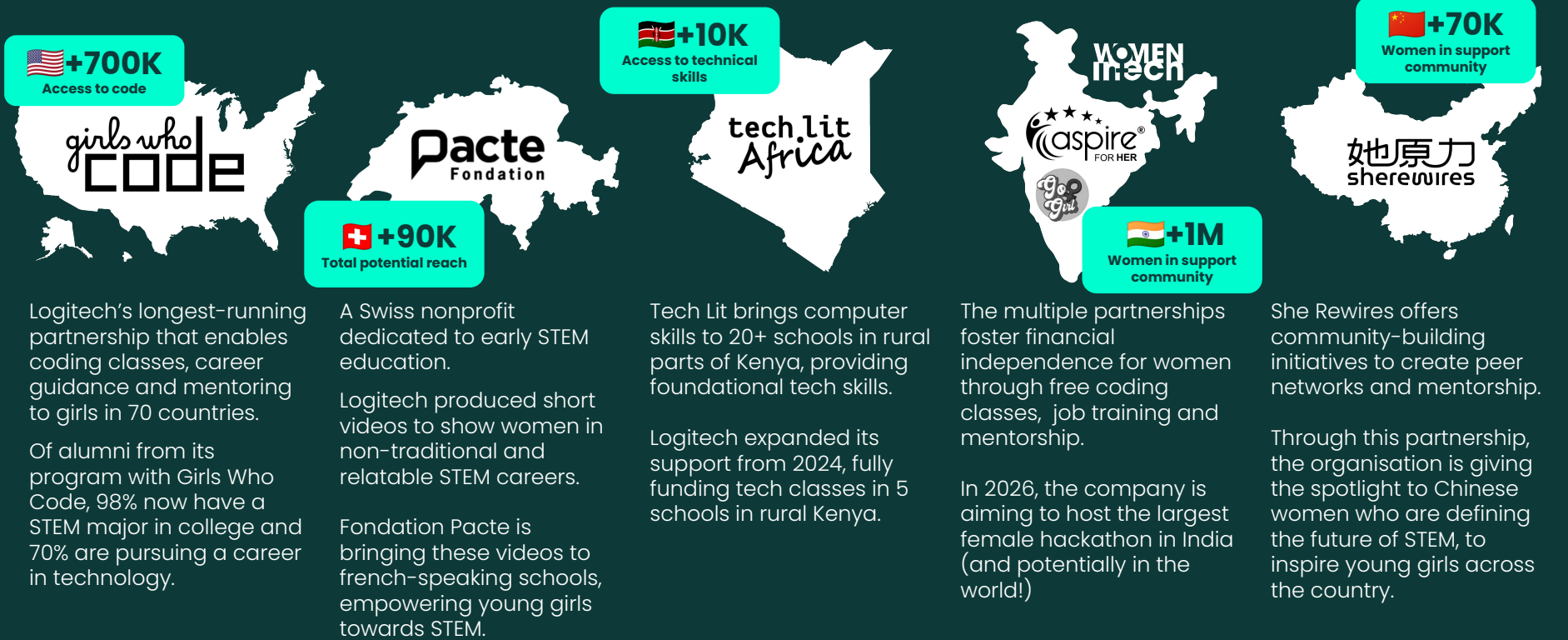
📌 Global, 2025

Primary Research Findings:

- Role models, champions, and sources of inspiration is key to tip the scale.
- Passion, aptitude, community, and support keep women in Tech.
- Microaggressions are detrimental to reaching equality.

Democratising Access To Tech Skills & Community of Support

"Our approach is all about breaking down barriers, broadening career possibilities and challenging how girls think about the jobs of tomorrow. We want to inspire every child – not just those already interested in science" – Logitech partner org Fondation Pacte



Spotlighting Role Models & Non-Traditional STEM Careers

Logitech partners with a network of **over 30 women** working in STEM **to serve as role models**, inspiring young girls and women all over the world to pursue careers in STEM.

MEET THE MASTERS



Jill Tang

Founder, SheRewires
Shanghai, China



Nelly Cheboi

Computer Education
Nakuru, Kenya



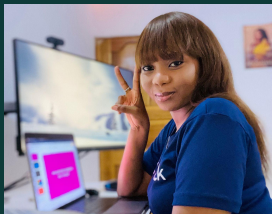
Aisha Bowe

Aerospace Engineer
Washington DC, US



Nikita Washington

UX designer
New York, NY



Adora Nwodo

Software Engineer
London, England



Eugene Siu

AI Pet-Health Startup CEO
Hong Kong SAR



Danielle Boyer

Robotics
California, US



Kate Kirwin

Coder
Perth, Australia

Storytelling To Scale The Movement

Logitech partnered with BBC StoryWorks to produce a short documentary on the power of representation with their partner TechLit Africa.

In the film, *Women Who Master* mentor and aerospace engineer, Aisha Bowe, visited Mogotio. The effect was immediate on the girls, as they started envisioning careers in STEM. And young Leddy envisioned one day also going to space.

Students wrote their dreams on postcards, which Aisha Bowe carried into space, showing literally, that there are no ceilings to a girl's ambitions.

The film reinforces a central truth: you need to see what is possible, in order to believe you can do it.

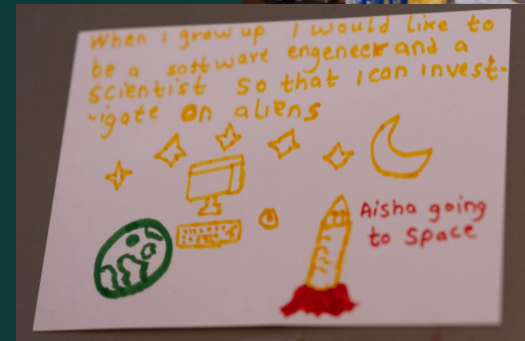
By The Numbers

+4M Views

12 Award Wins (for the film & the program)

9 Film Festivals Acceptances

+7M Impressions



Logitech Walking The Talk

Aligned with the **United Nations' Sustainable Development Goals for 2030**, Logitech is advancing gender equality across tech industries and reducing inequalities within its own business operations. The **UN Women's Empowerment Principles** have guided this effort, resulting in:

- A Leadership Team that is **43% female** and a Board of Directors that is **42% female**, led by a female Board Chair and female CEO.
- A Design for Sustainability mandate for inclusive product design.
- Pay equity, inclusive talent recruitment and retention.
- Adopted the Gender Fair Assessment Methodology for Procurement, a Supplier Diversity Pledge, and Supplier Diversity Academy.
- Philanthropic commitment to advance gender equity in STEM and eliminate bias in STEM education.



"The Logitech Scholarship Programme has allowed me to grow as an individual. It has instilled in me a deep sense of gratitude and a commitment to giving back to society. I am determined to make a positive impact by sharing my findings with others and inspiring the next generation of mathematicians and scientists."

– **Naireeta Paul**, Student

"As leaders in the tech industry, it's imperative that we elevate our commitment to gender equity. The challenges women face in joining tech are consistent worldwide, and by uniting our efforts now, we have the power to create a significant global impact."

– **Delphine Donné**, General Manager Logitech Personal Work Solutions

Logitech Recognized by Newsweek's "America's Greatest Workplaces for Women" for 2025

Women Who Master Results

700K+

Girls empowered
Towards STEM Careers

83%

Of girls felt more confident
About STEM post-campaign

98%

**Of program alumni major
in STEM**
From Logitech-sponsored Girls Who
Code programs

X2

More inspiring
Brand perception post-campaign

+8%

More trustworthy
Brand perception post-campaign

+7%

Increase of Women
In Logitech Leadership Team
Vs FY22 (March 2023)

+160M

Media reach

+4M

Views
The Human Component

9

Film Festival Selections
The Human Component