



THOUGHT LEADERSHIP POWERED BY WOMEN

For Immediate Release

Contact: Jackie Mattox

Jackie@womeninelectronics.com

Kristie Pierson Joins WE as Director of Operations

Orange County, CA – April 15, 2024 – Women in Electronics (WE), a 501(c)(3) public charity providing leadership growth and development, mentorship, networking, thought-leadership events, and resources that advance results in gender parity, announced today their new Director of Operations, WE United, Kristie Pierson.

“The WE team is excited to welcome Kristie to assist with our 2024 efforts to level up our “WE United” mission, which provides members with valuable connections and opportunities to level up their career and leadership development. As WE grows globally and makes further strides toward gender parity, Kristie will help lead operations to drive intended results,” says Jackie Mattox, WE Founder and CEO.

With nearly 30 years of industry experience, Kristie is a seasoned professional with expertise in marketing, supplier management, e-commerce, supply chain services, and operations. Beyond work, Kristie is passionate about supporting women and enjoys reading and cheering on her children in competitive soccer. Her blend of industry knowledge and dedication to empowerment positions Kristie as a catalyst for success.

“I am excited to join this important organization,” says Kristie. “Supporting women and all rising leaders in their pursuit of greatness is a passion of mine. The team at WE United is dedicated and professional, striving to provide members with essential advancement tools. I look forward to being a part of the team!”

WE offers gratitude to sponsors: Altium/Nexar/Octopart, Amphenol, Avnet/Newark/Farnell, Cornell Dubilier, DigiKey, EETech, Flex Electronics, Galco Industrial Electronics, Kyocera/AVX, Littelfuse, Master Electronics, Molex, Neutrik Group, Rochester Electronics, Orbweaver, Plexus, RS, Renesas, Rutronik, Samtec, Sourceability, Supplyframe, TTI Family of Specialists, Vishay, and Waldom.

About Women in Electronics (WE United)

Women in Electronics (WE) was founded in 2017 by a group of professionals to offer a sense of community, develop together, and unite with colleagues to advance results in gender parity in the electronics industry, industrial industry, and related end-user markets. Since its inception, WE has further expanded to digital technology industries, focused on four organizational goals: empower, advocate, develop, and celebrate. WE provides leadership growth and development, mentorship, thought-leadership events, career resources, and the opportunity to engage with a community of professional members. WE receives support from leading industry organizations and reaches the industry community through events and local chapters throughout the US and Europe, with plans to reach a broader global community under the spirit of WE United, which includes women, men, and anyone who would like to be a part of their mission.

To learn more about Women in Electronics, visit <https://www.womeninelectronics.com>

WE is a 501c3 non-profit social impact organization.

Follow Women in Electronics on:

[Womeninelectronics.com](https://www.womeninelectronics.com)

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[Twitter](#)