



WOMEN in
Electronics
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THOUGHT LEADERSHIP POWERED BY WOMEN

For Immediate Release
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Electronic Specifier & Women in Electronics Launch Survey and Forum

Orange County, CA – August 8, 2024 – Women in Electronics (WE), a 501c3 public charity providing leadership growth and development, mentorship, community, thought-leadership events, and resources that advance results in gender parity, announced today its partnership with Electronic Specifier to launch a comprehensive survey focused on building a benchmark for leadership succession in the electronics industry and adjacent markets.

This survey aims to gather critical data from people who identify as men or women to better understand the landscape of leadership, specifically within technology markets and sectors. The questions will delve into critical themes, such as the level of resources and support needed in the workplace for non-traditional employee groups and identify solutions for organisations to achieve higher levels of retention.

Electronic Specifier, a leading source of information in the electronics industry, providing news, product launches, and technical insights to engineers and industry professionals, has been a strong advocate for inclusion, regularly featuring stories and insights on the importance of this topic. In partnering with Women in Electronics, Electronic Specifier reinforces its commitment to supporting initiatives that drive progress towards equitable work environments and inclusive cultures.

Women in Electronics (WE) is a non-profit organisation dedicated to opening opportunities for their members, comprised primarily of women and gaining more support from men, to join the mission. Women in Electronics, more recently known as 'WE United', invites anyone to be a part of their community that supports a leadership development model with civility, ethics, and humanity. WE implements its mission through three main pillars; leadership growth and

development, mentorship, and community.

Paige West, Managing Editor at Electronic Specifier, said: "We are pleased to partner with Women in Electronics on this initiative. Launching our joint survey on the experiences of both women and men in the electronics industry and adjacent industries is an important step in our shared commitment to promoting inclusion. This will provide valuable insights and foster meaningful dialogue on how we can collectively create a more balanced and inclusive industry."

"Women in Electronics/WE United is thrilled to partner with Electronic Specifier on this very important survey to uncover data that will be incredibly helpful to organisations and their talent. We're all in this together, as systemic change impacts everyone," comments Jackie Mattox, WE Founder & Chief Executive Officer.

The collaboration marks a significant effort to uncover helpful data that will provide a benchmark for systemic change within the electronics industry and adjacent industries representing end user markets. Both organisations have a long-standing commitment to fostering inclusion, supporting underrepresented groups, and advocating for equitable opportunities for all.

The survey will go live shortly, and data will be collected over the next several months, including at the WE Annual Leadership Development Summit from 9-11th September 2024 and electronica 2024 during the dedicated 'Women in Tech' forum. A full report is slated to be released in Q1 2025.

The Women in Tech forum will kick off with a keynote from Jackie addressing systemic change and the mission for WE United globally. Immediately following, Paige will lead a panel of senior leaders in an authentic discussion regarding leadership best practices for inclusion in the workplace. Currently confirmed panellists include senior leaders from TDK, Texas Instruments, Mouser, and Infineon.

Electronic Specifier will host refreshments for guests and attendees following the session at their booth B4.299 (very close to the Visionary Forum).

This event promises to be a valuable opportunity for attendees to gain a deeper understanding of issues facing leaders within the electronics sector and the impact on talent retention for organisations.

Join us on Wednesday, 13th November, from 9.30 to 12.30, at the Visionary Stage in Hall B4. We look forward to welcoming you there.

Register your interest here: <https://www.electronicsspecifier.com/pages/women-in-tech-forum-electronica-registration>

About Women in Electronics (WE United)

Women in Electronics (WE), more recently known as WE United, was founded in 2017 to offer a sense of community, develop together, and unite with colleagues to advance results in gender parity in the electronics industry, adjacent technology markets, digital/software sectors, and end-users of components. WE empowers women through leadership development, mentorship, and community building. By fostering a culture of civility, ethics, and humanity, WE aims to set the new bench strength for leadership succession.

Women in Electronics receives support from organizations on the leading edge of technology and extends its reach through events and local chapters across the US and Europe, with plans to expand global impact and create a worldwide community.

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

To learn more about Women in Electronics, visit www.womeninelectronics.com

WE is a 501c3 non-profit social impact organization that ensures inclusivity for anyone who would like to be a part of their mission.

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