



For Immediate Release  
Contact: Jackie Mattox  
[jackie@womeninelectronics.com](mailto:jackie@womeninelectronics.com)

### **Women in Electronics Welcomes TDK to Our Sponsor Community**

**Orange County, CA – September 26, 2024** - Women in Electronics (WE), also known as WE United, a 501c3 public charity dedicated to advancing gender parity results through their program pillars of leadership growth & development, mentorship, and community, is proud to announce TDK as the latest addition to its sponsor community.

Jackie Mattox, Founder and CEO of Women in Electronics, commented, “Our sponsor partnerships are crucial in advancing WE’s vision to cultivate a leadership style in the electronics industry and related markets that prioritizes efforts to open opportunities for all talent to thrive and prosper. Women in Electronics is honored to partner with TDK and we look forward to building a strong and lasting relationship.”

TDK’s corporate commitment to fostering inclusion aligns perfectly with WE’s mission. The alignment demonstrates a mutual dedication to empowering both women and men in the electronics industry with leadership tools, career resources, and fresh perspectives to drive true innovation in the industry.

Jay Sebastian, Head of Diversity, Equity, & Inclusion for TDK, stated, “TDK is a powerful mosaic of 100,000 individuals across the Americas, Europe, and Asia. We strongly believe in the importance of inclusive leadership and know that diversity is critical to our long-term vision of accelerating transformation for a sustainable future. Our partnership with Women in Electronics supports our common goal to empower all members of the electronics industry to thrive professionally and personally to ultimately drive business results.”

#### **About TDK Corporation**

TDK Corporation is a world leader in electronic solutions for the smart society based in Tokyo, Japan. Built on a foundation of material sciences mastery, TDK welcomes societal transformation by resolutely remaining at the forefront of technological evolution and deliberately “Attracting Tomorrow.” It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK’s comprehensive, innovation-driven portfolio features passive components such as ceramic, aluminum electrolytic and film capacitors, as well as magnetics, high-frequency, and piezo and protection devices. The product spectrum also includes sensors and sensor systems such as temperature and pressure, magnetic, and MEMS sensors. In addition, TDK provides power supplies and energy devices, magnetic heads and more. These products are marketed under the product brands TDK, EPCOS, InvenSense, Micronas, Tronics and TDK-Lambda. TDK focuses on demanding markets in automotive, industrial and

consumer electronics, and information and communication technology. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2024, TDK posted total sales of USD 14.6 billion and employed about 101,000 people worldwide.

### **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 members 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](http://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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