



# Corporate Pledge Stories

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*Championing Change:  
Celebrating Women's Impact in  
the Tech Industry*

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# Introduction

The SGWiT Corporate Pledge is an initiative where companies pledge to create a conducive environment with strong support systems to attract, retain and develop more women tech professionals.

The initiative also aims to encourage companies to address the key motivators for young women to take up a tech career, and for women tech professionals to continue to grow and thrive in the tech industry.

Since its launch in 2021, many companies have joined the Corporate Pledge to show their support, growing the collective strength and interest of companies in Singapore in bringing about positive change for women in tech. Read more to discover how companies are championing change and celebrating women's impact in the tech industry.

We invite interested companies to participate in SGWiT Corporate Pledge. For more information, please visit [www.sgwomenintech.sg](http://www.sgwomenintech.sg).



# Ensuring Gender Diversity and Inclusion Right from the start

Ingram Micro Asia Private Limited (Ingram Micro), a distributor of information technology products and services, is leading the way in championing and supporting women in tech. The company recognises the importance of diversity, equity and inclusion (DEI) and has implemented a range of initiatives to ensure that its employees feel valued and supported.

## Ensuring gender diversity right from the start

One of the key ways that Ingram Micro ensure gender diversity is through its Hire Great methodology. Ingram Micro uses a proprietary tool and interview methodology globally to eliminate any biasness that could potentially arise due to gender preferences.



*International Woman's Day 2023*

By using behavioural interviewing to select applicants based on competencies, Ingram Micro ensures that all candidates are evaluated fairly and objectively.

## Creating an open and conducive environment

Ingram Micro adopts flexible work arrangements, including a formalised work from home policy, part-time roles, and short-term remote arrangements, to allow its employees to better manage their time and balance work and parental responsibilities. Among many of its employee benefits, the company provides nursing rooms and a fully-equipped gym to support employees' health and well-being.

To ensure that all employees feel heard and valued, Ingram Micro conducts engagement surveys and implemented a Bright Idea box where employees can share their ideas to make the company a better place for everyone. The management also reach out informally via informal forums and discussion. As the concept of gender equality was hard to resonate for some, Ingram Micro actively campaigned the concept of DEI.

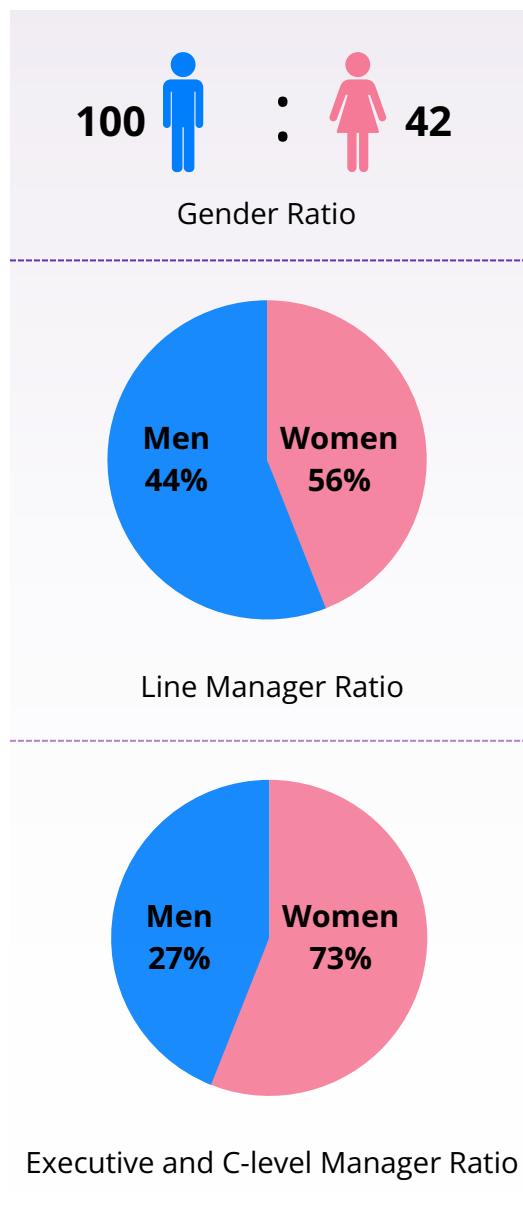
The company also celebrates International Women's Day every year to acknowledge the many achievements of its female employees.

Despite some initial challenges, Ingram Micro has made significant progress in achieving gender equality at the senior leadership level. In Ingram Micro's Singapore office, the gender ratio is 42 females per 100 males, with women making up 56% of line managers and supervisors and 73% of executive and C-level managers.

Ingram Micro's commitment to diversity, equity and inclusion is a testament to its dedication to creating a more inclusive and equitable workplace for all employees. By championing and supporting women in tech, Ingram Micro is leading the way in creating a more diverse and inclusive tech industry.



*SG Women in Tech Company Pledge*



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*At Ingram Micro, we are strong advocates for Diversity, Equity and Inclusion. Our workplace prioritize gender diversity and we advocate for policies and practices that promote equal opportunities for women. We foster safe and inclusive spaces where women can discuss challenges, seek advice, and share experiences without fear of discrimination or bias. We are committed and will continue to lead the way in creating a more diverse and inclusive tech industry.”*

**Ms Eunice Lau**  
Executive Managing Director



pwc

# From Empowerment Circles to High Tea for High-Tech

## *PwC Singapore's Innovative Approach to Promoting Diversity and Inclusivity*

**PwC Singapore** is not just any leading professional services firm, it's a firm that values diversity and inclusivity, and has implemented several initiatives to empower women to thrive.

As an active supporter for the SG Women in Tech initiative, PwC Singapore has pledged to do the following as part of the Corporate Pledge initiative:

- a. Nurture our growing female talent in technology by offering executive coaching to women in tech at PwC Singapore;
- b. Amplify the voices and achievements as well as raise awareness on challenges facing women across diverse backgrounds through "Lean In" circles which are safe spaces and communities created in the firm to support women in driving their personal and career goals forward.
- c. Collaborate with educational institutions and facilitate knowledge sharing with both male and female students in STEM, bringing into light the career and personal journeys of female tech talent in PwC Singapore

But PwC Singapore doesn't stop at just making pledges - it has implemented various initiatives to ensure that these pledges are fulfilled.

### **Employee support initiatives promoting diversity and inclusivity**

One of the ways PwC Singapore promotes diversity and inclusivity in the workplace is through its employee support initiatives. Its "Empowerment Circles" series provides a safe space for employees to share their experiences and support each other in their personal and professional growth. This initiative has garnered participation from 83 staff members across different genders ensuring that different voices are shared, heard, and supported.

These support initiatives also extend to the physical "hardware" of the company - nursing rooms, for example, are provided to make sure returning mothers are supported wherever necessary.



## Empowering women through leadership and mentorship initiatives

PwC Singapore also offers several leadership and mentorship initiatives to empower women in the workplace. For instance, in celebration of International Women's Day, PwC Singapore offered female employees the opportunity to access mentorship and knowledge sharing firsthand from the firm's leaders through their "Sharing Steps" campaign. The campaign attracted 28 mentors and 30 female mentees, with almost all of them having overwhelmingly positive feedback.

One participant shared that her "assigned mentor Parul was very inspiring and shared a lot of insights on her journey in PwC and (in her) personal life", allowing her to have many positive takeaways.

## Community Outreach Initiatives to bridge gender gaps

PwC Singapore doesn't just focus on its own employees. The firm also organises several community outreach initiatives to bridge the gender gap in tech. For example, the High Tea for High-Tech event organised by PwC Singapore and Girls in Tech (Cross-Polytechnic) is a tech-focused and female-powered event for students who are curious to explore a career in the exciting world of technology. Tailored for young girls keen on tech careers, the event featured a panel of experienced female role models discussing opportunities, progression and leadership in the tech field, inspiring many young girls to pursue further.

Overall, PwC Singapore's initiatives demonstrate its commitment to ensuring diversity in the workplace. By fostering a more inclusive and supportive workplace culture, PwC Singapore is setting an example for other organisations to follow and creating an environment where all employees can thrive.



# Flying High: How Singapore Airlines Champions Women in Tech

Singapore Airlines (SIA) is the flag carrier of Singapore. To support women in the workplace, SIA has established a culture and policies that support working mothers, including providing nursing rooms and flexible work arrangements.

## Balancing gender diversity during recruitment

When it comes to recruiting talent, SIA strives to balance between genders and looks into developing women leaders. The company has joined island-wide initiatives like WomenHack and pledged support for SG Women in Tech initiative since 2020. As part of a Corporate Pledge, SIA committed to:

- a. Organise special outreach events for recruiting female tech talent, such as internships and career talks;
- b. Set up Women in Tech Resource Team; and
- c. Mentorship Programme for coaching and development

## Empowering women through a supportive culture

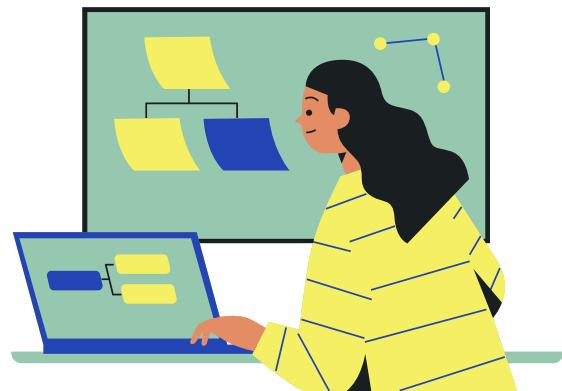
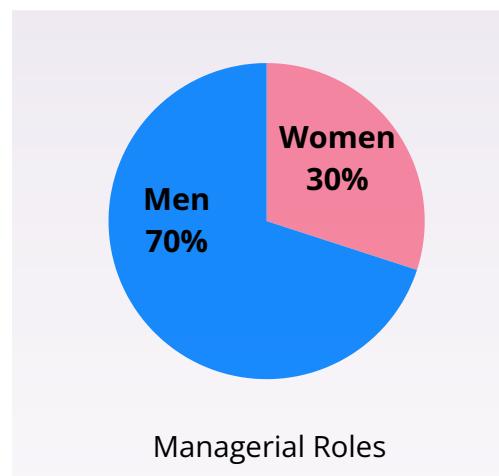
Despite the challenge of balancing genders in IT roles, SIA has inspiring stories of its employees who have excelled. Salima Azeez, Manager Applications Services (Contact Centre Service Solutions), a mother of three, is one such outstanding employee. She credits the airline's supportive culture and flexible work arrangements in enabling her career advancement while maintaining a work-life balance. 2017 was the year where Salima joined the airline and her third child was diagnosed with autism. Working smart, being mentally and physically fit became Salima's goals and central to her lifestyle. The flexibility in working hours with the hybrid working option at SIA, was a key factor that helped Salima reorganise her work and personal priorities optimally. She was thankful for the collaboration with her teammates, empowerment and trust from her bosses.



Salima believes that women's professional growth is supported by an inclusive culture that promotes gender equality, mental well-being, and professionalism. SIA's inspirational leadership team mentors, guides, and inspires women to perform to their strengths.

SIA has provided multiple opportunities for women professionals to contribute, grow, and be part of the company's success. As a result, SIA has a higher representation of women in leadership roles, with 30% of managerial roles and above held by women, which is higher than the industry average.

Overall, SIA's commitment to supporting and championing women in the workplace is a testament to its dedication to diversity, equity, and inclusion. By providing a supportive culture and flexible work arrangements, the airline is leading the way in creating a more inclusive and equitable workplace for women in tech.



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*The flexibility in working hours with the hybrid working option at SIA, was a key factor that helped me re-organize my work and personal priorities optimally. True flexibility is achieved through amazing collaboration, empowerment, and trust in the individual.* ”

**Salima Azeez**  
Manager, Applications Services  
(Contact Centre Service Solutions)



# Inspiring Initiatives to Grow Women in Tech

**ST Engineering** is a global technology, defence and engineering group with a diverse portfolio of businesses across the aerospace, smart city, defence and public security segments. And similar to many engineering and technology firms, there tends to be a greater representation of men, compared to women.

Even so, ST Engineering recognises the benefits of a diverse workforce and culture.

"We believe in the importance of an equitable workplace where stereotypes are discouraged and women are evaluated on their merits, without having to work harder to prove themselves. We are committed to accelerating change by recognising the valuable contributions of women in our workplace, and providing them with the necessary support so they are empowered to excel," said Tan Lee Chew, Group Chief Commercial Officer (Market Development) and President Smart City & Digital Solutions of ST Engineering, and Sponsor of Women @ ST Engineering.

Hence, it established Women @ ST Engineering in 2019 to raise awareness of gender diversity and in driving initiatives that support women.

Women @ ST Engineering has three focus areas: professional development, family caregiving and health & wellness. Our activities supporting these focus areas include mentorship programmes, training enrichment, sharing and networking sessions, fireside chats with leaders and influential guests, workshops and roadshows. These efforts augment the Group's Diversity and Inclusion initiatives.



Group Photo

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*Our ultimate aim is to create an equitable workplace where stereotypes are eliminated and women are evaluated on their merits, without having to work harder to prove themselves. Hence, we are committed to accelerating change by recognising the valuable contributions of women in our workplace, and providing them with the necessary support so they are empowered to excel,*”

**Tan Lee Chew**

Group Chief Commercial Officer (Market Development) and President Smart City & Digital Solutions of ST Engineering, and Sponsor of Women @ ST Engineering

As part of the SG Women in Tech Corporate Pledge initiative in 2021, ST Engineering pledged to do the following:

- a. Encourage networking within its organisation and with external partners through sharing of best practices and experiences
- b. Build pipeline of women talents, offer mentorship and sponsorship for individuals on women in leadership professional development
- c. Create awareness of diversity at work and organise events and support groups

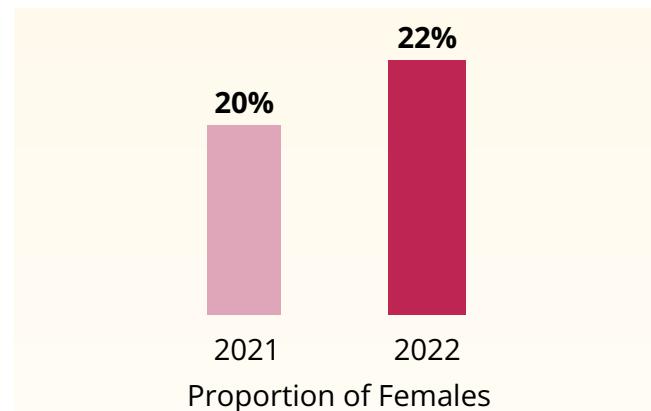
ST Engineering launched a Women Support Group in the same year to deepen engagement, and promote social, emotional, and mental resilience among its female employees. This initiative provides a platform for connecting with a professional network of advisers to address issues and share coping strategies. It also serves as an internal network for peer support.



*Launch of Women Support Group*

These have enabled its female workforce to effectively share ideas and benefit from a sense of community, leading them to feel more appreciated and motivated at work,

thereby strengthening engagement and retention. This year, ST Engineering expanded Women @ ST Engineering to its businesses in North America. All these have been crucial in cultivating a resilient and empowered workforce.



In a show of numbers, the proportion of females in its workforce has increased from 20% to 22% from 2021 to 2022, demonstrating the success of ST Engineering's recruitment strategy, including its initiatives in attracting and retaining female talent in the organisation, for instance, engaging girls in IHLs and Polytechnics to promote interest and career opportunities of STEM, having female mentorship programmes with opportunities to be mentored or to offer mentorships, and making mammograms more accessible to more female staff with its annual mammogram bus roadshows.



*Women Support Group*

kaspersky

# Breaking Barriers: Kaspersky's Efforts in Nurturing Female Talent in Cybersecurity

Kaspersky is a global cybersecurity and digital privacy company that provides a wide range of security solutions and services to protect businesses and individuals from cyber threats. As part of its dedication to empower women champions in the cybersecurity field, Kaspersky joined the SG Women in Tech (WiT) initiative in 2021, committing to the following pledges:

- a. To encourage and enable female undergraduates to pursue cybersecurity careers through activities such as career talks, and book prizes;
- b. To promote cyber literacy and better the understanding of cybersecurity career pathways; and
- c. To build a Kaspersky WiT resource team to heighten confidence of female professionals in cybersecurity through mentorship and coaching.

In alignment to these corporate pledges, Kaspersky has taken various concrete steps to promote gender inclusivity and diversity within its organization in a male-dominated field.

## Providing equal opportunities and further support

Kaspersky sticks to a transparent hiring process based on the applicants' competences to exclude the possibility of gender discrimination. An employee's skills and talent are the key factors in the decision-making process when appointing or promoting staff members.

Besides ensuring equal footing for the company's female employees at the start of their careers, Kaspersky offers them additional support measures when on maternity leave and encourage career prospects with the help of individual development plans.

Kaspersky also endeavors to eliminate the gender pay gap: just as in the hiring process, the employee remuneration is based on their qualifications and the position in question.



## Continual Training for Female Employees

Kaspersky provides continual training for female employees to maximise their potential and overcome any barriers they may face in the workplace. This promotes a mindset change especially among women who tend to disqualify themselves or fail to report unfair work behavior due to stereotypes.

Internship positions are also offered to young female talents, providing them with valuable work experience and exposure to the cybersecurity industry. Some of these interns have successfully joined the company as full-time employees.

## External projects encouraging women to pursue STEM careers

Kaspersky's commitment to reduce the gender gap in IT is also shown through the company's external projects. The company has a designated community called Women in Cybersecurity on Facebook, consisting of 27,000 members who share their knowledge and experience to help encourage one another in their professional careers.

Another major online project of Kaspersky — Empower Women — also attempts to motivate women to pursue a career in IT by sharing the stories of Kaspersky female employees, who might serve as role models for the future generation of female specialists in IT. The project features personal career growth stories and general advice on how women can build successful careers in IT.

## Impact of Kaspersky's Efforts

Kaspersky's consistent efforts have shown impact at all levels of the organisation. Despite being in a male-dominated industry, 26% of its employees are female. Key business functions in strategy for government and public affairs, human resources, and finance are also led by women leaders. These are testament to the company's consistent efforts in ensuring diversity and inclusion in the workforce.



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*Participating in SGWIT Corporate Pledge required real commitment from the company. We are glad to be among the first to do so and have had a strong foundation in empowering WiT over the years of our corporate history, and have contributed to this important topic in Singapore and globally.”*

**Genie Gan**

Head of Government Affairs & Public Policy, Asia-Pacific, Japan, Middle East, Turkey & Africa regions, Kaspersky



# Mentoring Made Easy: vLookUp's AI-Enabled Platform for Women in the Workforce

vLookUp is a start-up that is making waves in the world of mentoring for women. With a mission to break access barriers and nurture more women talent pools across businesses, vLookUp offers an integrated career mentoring platform for women in the workforce or those aspiring to join.

As part of the Corporate Pledge initiative in 2021, vLookUp has pledged to:

- Connect aspiring women leaders in Tech to mentors, role models and domain experts and nurture curated, one-on-one conversations coupled with career-specific guidance to enable women to grow and lead;
- Aims to break access barriers to leaders in Tech Industry and to facilitate access between women leaders and mentees. It is a mentee driven platform which empowers women in tech to choose from a pool of mentors as per their specific career needs; and
- Create a cross- organizational community of mentors and women mentees who believe in helping women leaders in Tech grow and find relevant opportunities.



## AI-enabled Mentor Connect Platform

One of the ways that vLookUp is achieving its mission is through its AI-enabled digital platform, which connects women mentees to mentors, and role models across domains, organisations, and countries. This allows mentees to choose a mentor based on their specific life stage and needs.

The company is proud to have a global and cross-organizational community of mentors who are passionate about developing talent and fostering diversity. Since launching in July 2021, vLookUp's community has grown to include over 800 mentors and mentees from 24 industries, over 300 organizations. Within the community, they have enabled over 3500 hours of meaningful mentoring engagement for their members.

## Enabling Women to Find Internship and Career Opportunities

vLookUp goes beyond connecting mentees to mentors. It actively contributes to the building of crucial networks that lead to internship and career opportunities for women. Mentoring is essential to help women who are just starting out in their careers to find the right internship opportunities. For instance, by providing mentorships for a hackathon organized by "Girls in Tech" Society, a cross-polytechnic society for Girls in Tech, 20 internship opportunities were created for the girls.

vLookUp has facilitated mentoring for close to 200 women in Singapore alone since its launched. Additionally, vLookUp has successfully connected 10 mentees from Nanyang Poly and 20 mentees to Republic Poly to senior leaders and mentors, helping them with career guidance and opportunities.



"Girls in Tech" Mentoring Program

Their mentors have helped them with career advices and internship opportunities. They are in the process of launching a second bigger mentoring cohort for Republic Polytechnic.



*With "Girls in Tech"*

Despite its small size, vLookUp is making a big difference in promoting diversity and inclusion in the workplace. vLookUp is empowering women to stay, grow, and lead in their professions through its AI-enabled digital platform and various mentoring programs. The company's success stories and impact on women across various age groups and industries demonstrate how we can nurture more women talent pools across businesses.

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*Access to Mentors, Leaders and Role Models goes a long way in retaining and growing women in workforce as it inspires them and gives them hope and courage”*

**Kanchana Gupta**  
Founder, vLookUp