



NEWS RELEASE

GOODYEAR CELEBRATES WOMEN BY LAUNCHING BESPOKE MENTORING AND DEVELOPMENT PROGRAM

- **Program developed by Goodyear Women’s Network EMEA brings inspiring culture to life, growing female talent**
- **New mentoring program aimed at women wishing to work in tech is positioned to nurture a diverse workforce**
- **Diversity and inclusion at the heart of new program in partnership with KnowThyBrand Women and Girls in Tech Luxembourg**

FOR IMMEDIATE RELEASE

> **GLOBAL HEADQUARTERS:**
200 INNOVATION WAY,
AKRON, OHIO 44316-0001

> **MEDIA WEBSITE:**
[NEWS.GOODYEAR.EU](https://news.goodyear.eu)

> **CONTACT:**
Christelle Hirth
+352 691 45 14 96
christelle_hirth@goodyear.com

LUXEMBOURG, March 22nd, 2023 – Goodyear has announced plans to embark on a revolutionary mentoring and development program to support growing female leaders.

The program, named Wingfoot Women, will see several female Goodyear associates take part in a bespoke personal branding training. They will then go on to mentor young women wishing to get into tech. It will not only enhance the skills of women within Goodyear but also those in local communities.

Developed by Goodyear Women’s Network EMEA, Wingfoot Women is in partnership with social enterprise KnowThyBrand Women, and non-profit organization, Girls in Tech Luxembourg.

KnowThyBrand Women champions gender equality and empowers women in business to create a more inclusive and equitable future; and Girls in Tech Luxembourg is dedicated to eliminating the gender gap in tech by providing experiences and educational opportunities to make women feel inspired, empowered, connected, prepared and confident.

Marwa Khairalla, President of Goodyear Women’s Network EMEA explains: “The Goodyear Women’s Network has been running for many years and is at the heart of our inspiring culture. Our purpose is to enable the growth of women leaders. The Wingfoot Women program is a concrete way to enhance the personal development of women within Goodyear while also giving back to the community by mentoring and growing women who wish to get into tech.

“We are thrilled to be partnering with KnowThyBrand Women and Girls in Tech Luxembourg to make this program a reality. They bring inspiration, knowledge and expertise to the table which help us to enhance our activities linked to nurturing a diverse and inclusive workplace, now and in the future.



Marwa concluded: "A diverse workforce is critical to Goodyear's long-term success. Embracing and valuing differences allows us to attract top talent; improve associate engagement; foster innovation; and drive enhanced customer service. Our goal is to create a work environment where people have a real sense of belonging and can thrive, and the Wingfoot Women program is one of many steps we are taking to achieve this goal."

Giulia Iannucci, founder and CEO at KnowThyBrand Women added: "It is a pleasure to be working on this exciting program with Goodyear. At KnowThyBrand Women we are focused on supporting businesses in attracting, retaining and championing their female talent through gender inclusion programs, employer branding, and personal branding. We help individuals who need to boost their career through effective personal branding programs, and this is what we aim to do for women working at Goodyear."

Vasiliki Moschou, Managing Director at Girls in Tech Luxembourg: "It is really exciting to be working with a brand such as Goodyear. The expertise and knowledge that women working for Goodyear possess can help to educate and enhance our mentees who are interested in working in the tech industry. The females taking part in the Wingfoot Women Program have a lot to offer to those who are starting out in tech and we look forward to seeing these women grow and flourish."

The first stage of the Wingfoot Women Program will run for six months with the aim to expand to mentees outside of Luxembourg via other Girls in Tech Hubs in the long term.

About The Goodyear Tire & Rubber Company

Goodyear is one of the world's largest tire companies. It employs about 74,000 people and manufactures its products in 57 facilities in 23 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to www.goodyear.com/corporate.

-0-