



# Corporate impact in Latin America

The Case of Lenovo

Latimpacto

## The Initiative

In Latin America, where a significant gender gap persists in the technology sector, Lenovo has developed an intervention strategy to promote equity through coordinated actions at multiple levels.

Its regional program, Smarter Technology for All, is implemented via strategic partnerships with organizations that specialize in training women in STEM disciplines, helping participants develop technical skills that enable their effective entry into the digital ecosystem.

At the same time, Lenovo works to raise the visibility of female role models in science and technology, aiming to inspire early interest among girls and adolescents and to challenge gender stereotypes that restrict their participation. In addition, the company supports initiatives that seek to influence education-sector public policy, promoting the integration of STEM approaches and gender equity into institutional frameworks across the region.

This comprehensive approach—combining training, cultural change, and structural impact—is aligned with Lenovo’s corporate vision of building “smarter technology for all,” understood as a diverse, inclusive technology ecosystem that creates sustainable social and economic impact.



### **Corporate:**

Lenovo.

### **Economic sector:**

Technology.

### **Company description:**

Lenovo is a multinational company guided by the vision of delivering smarter technology for all; it is the world’s largest PC manufacturer and offers a full portfolio of AI-ready devices (PCs, workstations, smartphones, tablets), infrastructure (servers, storage, edge, high-performance computing, and software-defined infrastructure), software, solutions, and services.

### **Program name:**

Smarter Technology for All.

### **Implementing countries:**

Argentina, Brazil, Chile, Colombia, Mexico and Peru.

### **Target population:**

Women.

# Impact Strategy Context

## The Challenge

In a context of rapid global growth of the technology ecosystem, Latin America faces a structural social challenge linked to the gender gap in the tech sector. Two interconnected problems underpin this gap: women's limited access to training and knowledge in STEM (science, technology, engineering, and mathematics), which sustains their underrepresentation in the sector, and an unmet demand for female talent from technology companies that increasingly recognize the strategic value of diversity in their teams.

This situation not only restricts women's economic and professional opportunities, but also undermines the industry's innovative and competitive potential, since diversity in work teams tends to foster creativity, enhance empathy in solution design, and strengthen customer connection—critical factors for sustainability and business success.

In this context, promoting initiatives that train women in technological fields becomes a priority strategy for narrowing the gender gap, advancing equity, and reinforcing the region's innovation capacity.

## The Solution

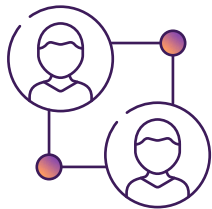
Lenovo seeks to democratize access to technology and promote gender equality in the digital ecosystem.

By expanding women's access to technical training in STEM areas, elevating female role models who can inspire others, and promoting awareness-raising and empowerment initiatives in the tech field, the program strengthens women's technical skills and increases the number of female professionals in the sector, helping to meet labor-market demand while fostering the creation of more diverse and inclusive teams.

The growing presence of women in technology not only contributes to closing the gender gap, but also broadens the pool of role models for new generations, setting in motion a multiplier effect over time.

# Governance Strategy

## The role of the corporate



The role of the corporate Lenovo's strategic role goes beyond providing funding and positions the company as a key coordinator within the intervention ecosystem. In addition to financing, Lenovo participates directly in the design, development, and monitoring of projects, which enables continuous feedback and the generation of internal learning about what works best in each context.

The company also forges and facilitates strategic alliances by connecting different partner organizations, encouraging the exchange of experiences and good practices, and mobilizing technical and human resources through employee volunteering, including inspirational talks by female leaders and specialized technical mentoring.

## The role of external allies



External partner organizations are responsible for operational implementation and technical specialization. They design and deliver training programs, carry out research on gender issues in technology, develop and disseminate female role models, and work directly with beneficiaries using their own methodologies and experience in the field.

Their deep understanding of social and educational dynamics in Latin America allows them to tailor initiatives to local realities and thus maximize their relevance and effectiveness.

## The Value of Partnerships

Strategic partnerships are a fundamental pillar of the program's implementation and success, as they enable the co-creation of projects that integrate complementary perspectives and capabilities to address identified challenges in a more comprehensive and context-sensitive way.

In addition, collaboration with key partners also broadens the initiatives' geographic and sectoral reach by leveraging their networks, prior experience, and territorial knowledge, which not only strengthens the program's operational capacity but also diversifies approaches, enriches solution design, and amplifies social impact.

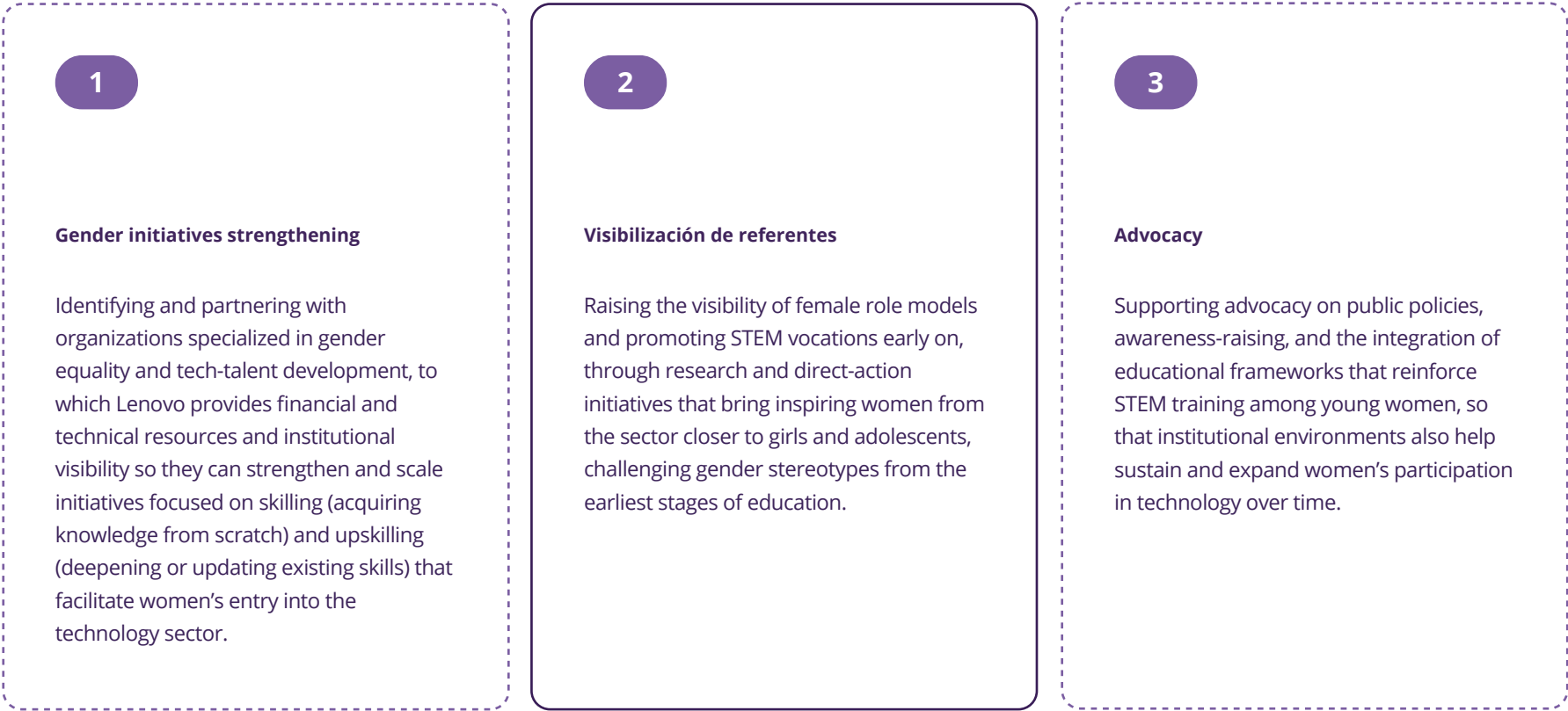


Lenovo understands that expanding the reach of its impact strategy requires synergies, alliances, and collaborative work with other actors that bring together different capabilities and viewpoints to solve a shared problem.

For additional elements to help maximize impact, see the report [Corporate Impact in Latin America](#).

# The Impact Strategy

The program's impact strategy operates simultaneously in three key dimensions for women's economic empowerment in technology: technical training, cultural transformation, and education-policy advocacy. This multilevel approach treats the gender gap as a systemic problem and combines actions that address both structural barriers (such as access to STEM skills and employability pathways) and cultural barriers (such as stereotypes that discourage women from entering the tech ecosystem). Overall, the strategy aims to create a virtuous cycle of social impact, where inspiring new generations, providing technical training, promoting inclusive employability models, and transforming educational and social structures together advance a more equitable, diverse, and sustainable technology industry in Latin America.



## The Impact Achieved

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The project developed with Laboratoria **has more than 4000 women graduates to date.**

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The employability rate of **female graduates is 77%.**

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The average monthly salary of **female graduates is USD +1,241 at the end of the training process.**

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*"We have noticed that there is a giant gap in the presence of women in the technology sector. Although the tech market is looking for female developers, female programmers, there are not enough of them in the labor market. So, we started to have a gender focus in our skilling and upskilling efforts to expand the female labor market.*

*Ours is a role of financing, of providing the financial resources for execution, but it is much more than just that. We enter with our knowledge and we also promote articulation with the market and the technology ecosystem. And we also always try to involve our employees in the projects we develop."*

**Alice Damasceno**

Director of Corporate Citizenship  
& ESG Communications at Lenovo.

## Articulation With the Business

The link between the social impact project and Lenovo's core business is strategic and structural, since the company's commitment to reducing the gender gap in Latin America's technology sector is fully aligned with its corporate vision of "smarter technology for all," which explicitly seeks an inclusive and equitable digital ecosystem where diversity drives innovation and competitiveness.

By actively promoting the training and employability of women in STEM, Lenovo not only helps address a significant social challenge but also strengthens its own business model by expanding and diversifying the pool of available talent.

Incorporating more women into the technology sector responds to a strategic interest in building more diverse internal teams, which enrich product and solution development with multiple perspectives and support the design of technologies that reflect the needs of an increasingly heterogeneous market, including the female population as a substantial consumer segment.

This impact strategy therefore acts as a lever for inclusive innovation, contributing both to the region's social development and to the strengthening of Lenovo's business performance, reaffirming a model of sustainable and responsible growth in which corporate purpose and business success converge.



## Lessons Learned

### The power of collective action

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Collaboration with specialized organizations, the establishment of strategic alliances, and the joint development of projects have proven more effective than isolated interventions, enabling synergies, shared learning, and diversified approaches that maximize social impact.

### Facing Contextual Challenges

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The dynamic nature of the technology sector, marked by the rapid evolution of digital tools and the exponential growth of artificial intelligence, requires a flexible and adaptable training strategy that can respond in a timely manner to changing labor-market demands.

### Strategy design should focus on the target population

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Participants often face subjective barriers such as the prevalence of impostor syndrome, which limits their confidence and recognition of their own competencies even after successfully completing training processes, making it essential to incorporate visible and concrete success stories that motivate women and foster positive identification.

## Learn More

[www.lenovo.com/us/en/about/foundation](http://www.lenovo.com/us/en/about/foundation)

Agradecemos la contribución para la elaboración de este estudio de caso a:  
**Alice Damasceno** - Directora de Ciudadanía Corporativa & Comunicaciones ESG de Lenovo.