

Ayumi Moore Aoki

Ayumi is the fruit of diversity. She grew up in an international and multicultural environment: born in Brazil (from a Japanese father and a half Brazilian, half English mother), studied in South Africa, travelled and worked in many countries before settling down in France. She currently leads Women in Tech®, an international, non-profit organization whose aim is to bridge the gender gap and Help Women Embrace Tech. She founded it for different reasons: as an entrepreneur, she has observed over the past 10 years the increase of the gender gap and the difficulty in finding skilled women to work in the technology industry. As a mother of 4 children, she sees in firsthand how in education, girls don't receive as much support as they need to discover the benefits of a career in STEM.

Women in Tech® focuses on 4 primary areas that are a call for action: Education, Entrepreneurship, Projects, Awards. The aim is to educate, equip and empower women and girls with the necessary skills to succeed in the Technological industry. Ayumi is also the founder and CEO of Social Brain, a human scale, award-winning digital agency who handcrafts social media campaigns, brand content and websites.