

IFAN Webinar



International Women's Day  
7 March, 2025, 13.00-14.00 CET (Geneva)

## How to amplify your voice in standardization and make a real difference!

You want to help shape innovation, economic development, and the safety and well-being of people and the environment? Join us for this empowering webinar that will provide you with the insights needed to successfully contribute to standardization.

### Why this matters:

Standards are the backbone of our modern world. However, while women represent over half the global population, they are often underrepresented in standard-making. As a result: we are missing out on women's crucial perspectives. It is time to change that – and you can be part of the solution!

### What you will gain:

- Strategies to make your voice heard in the standards process
- Insider tips on overcoming hurdles
- Networking opportunities with the people who write the technical rules for global trade

### Meet the expert panel:

Four trailblazing women in standardization will share their journeys, challenges, and secrets to success:

Sonya Bird – Vice President International, UL Standards & Engagement

Solange Blaszkowski – Director Standardization Environment, Philips

Rachel Menda-Shabat – Director of Cybersecurity Certification, Winbond

Sally Swingewood – Technical Programme Manager, ISO

Moderation by Gabriela Ehrlich - former IEC Director of Communications (retired)

### Don't miss out!

Date: 7 March 2025

Time: 13:00 to 14:00 CET (Geneva)

Platform: Zoom

Register now! Email: [ifan@ifan.org](mailto:ifan@ifan.org)

Let's ensure that standards reflect the diverse needs of our global community. Your voice matters – let's make it heard!



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## Panellists Biographies



### **Sonya Bird – Vice President International, UL Standards & Engagement**

Sonya is responsible for positioning UL standards globally. As a former US representative to the IEC Standardization Management Board, she actively contributed to the IEC Council Board Task Force on Diversity, a group that addressed the need for greater gender diversity across all levels of the IEC.

Sonya also participated in and then led the IEC Council Board Task Force on Sustainable Development Goals (SDGs), where she helped drive IEC commitment and improvement in addressing all SDGs, including SDG 5 on Gender Equality.

More recently, Sonya served on the Joint IEC/ISO Task Force on Gender Responsive Standards, which developed guidance materials to assist technical committees in developing standards that meet the needs of both men and women.

Sonya played a pivotal role in planning and implementing the inaugural Women in IEC luncheon at the 2022 IEC General Meeting in San Francisco, celebrating the women engaged in IEC standards work.

Sonya holds a Bachelor's degree in Electrical Engineering from North Carolina State University, and has successfully completed the UL Executive Leadership Program at Yale School of Management.



### **Solange Blaszkowski – Director Standardization Environment, Philips**

Solange oversees all Philips standardization activities at national, European and Internal levels for product, management system and terminology standards in the areas of environment, material efficiency/circularity and circular economy. As the “gatekeeper” at Philips, she plays a crucial role in ensuring that business can effectively comply with regulatory requirements and policies.

In her capacity, Solange contributes to standardization at various levels:

- National level: NEN (Netherlands Standardization Institute)
- European level: CEN/CENELEC (European Committee for Standardization/European Committee for Electrotechnical Standardization)
- International level: IEC (International Electrotechnical Commission) and ISO (International Organization for Standardization).

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Solange holds several leadership positions within these organizations and actively participates in numerous standards groups. Her contributions have been instrumental in the development of several Guides.

With a background in chemistry, Solange holds a PhD in Catalysis from the Eindhoven University of Technology which provides her with a strong scientific foundation for her work in standardization and regulatory compliance.



**Rachel Menda-Shabat – Director of Cybersecurity Certification, Winbond**

Rachel leads the security certification of Winbond products and is deeply involved in security standardization and regulatory frameworks, helping to shape the future of cybersecurity regulations. At the international level she actively participates in key committees and working groups in ISO and IEC. In Europe, she plays a significant role in CEN/CENELEC, contributing to the standardization of secure connectivity and product resilience, including the development of security requirements for the Radio Equipment Directive (RED) and the Cyber Resilience Act (CRA).

With over three decades of experience in the semiconductor industry and two decades in cybersecurity product development, testing and certification, Rachel is a key influencer in shaping global security standards. She also holds leadership positions in Eurosmart and GlobalPlatform, where she leads technical groups that drive the development of cybersecurity regulations, ensuring industry frameworks align with emerging security challenges and technological advancements.



**Sally Swingewood – Technical Programme Manager, ISO**

At ISO, Sally is responsible for overseeing committees that cover quality management, occupational health and safety management, food, sustainable development goals and personal protective equipment. In this context she supports the committee leadership, helping them to navigate the rules and resolving conflicts. She also helps translate complex ideas into simple language and promotes the work of the committees.

Prior to joining ISO, Sally was a committee manager at BSI, UK's national standards body, for almost ten years.

Sally holds a Master's degree of the University of Sussex in creative writing, the arts and education, and a Bachelor in Art & At History, Goldsmiths, University of London.