

20

25



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She#

# A WORD FROM THE FOUNDER

**Kia Ora,**

As we reflect on the year gone by, I am filled with pride over the strides we've made towards narrowing the gender gap in STEM. Our 2025 impact has been nothing short of inspiring, and we are thrilled to share some of our standout achievements.

This year, She Sharp held 9 events that reached over 500 registered attendees, drawing representatives from 135 unique companies – a clear indication of the vibrant community we are building. This extensive network not only celebrates our growth but also signifies the collective drive for change within the tech industry.

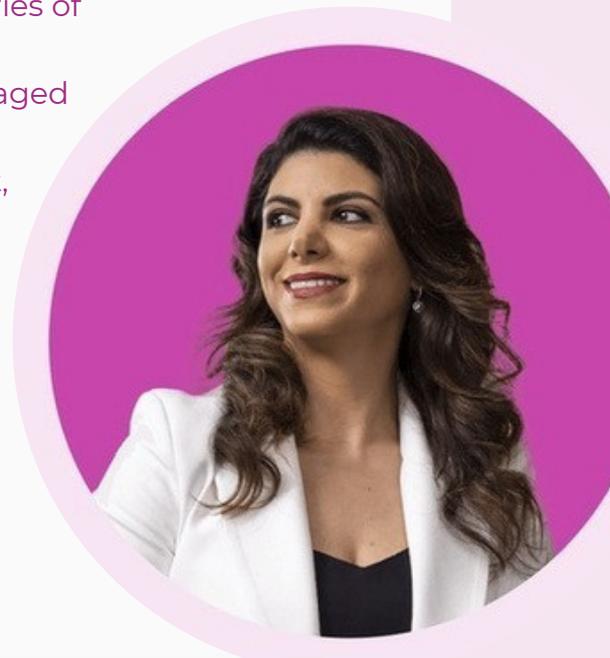
With an average check-in rate of 67% across all events, we've seen substantial engagement with attendees establishing valuable connections, gaining deeper insight into career possibilities, and enhancing both soft and technical skills.

A huge thank you to our event partners HCLTech, Fonterra, TechBabesNZ, MYOB, Vector, Xero, AUT, academyEX, Fisher & Paykel Healthcare, Secure Code Warrior and AI Forum New Zealand. Without their support, we would simply be unable to do what we do.

The figures in this report represent individual stories of empowerment, learning, and community. As we celebrate another successful year, we are encouraged by the positive changes we are championing. Together, we are making a difference – one event, one breakthrough at a time.

Sincerely,

**DR. MAHSA MCGAULEY**



# SHE# TEAM



Dr. Mahsa McCauley  
Founder and Chair



Alyssa  
Pausanos



Chan  
Meng



Elena  
McCauley



Gowri  
Lokesh



Gurleen  
Kaur



Isha  
Sangrolkar



Iuliia  
Shmykova



Len  
Estioko



Lesley  
Gao



Marriane  
Bentigan



Maryam  
Baghery



Dr. Meeta  
Patel



Mike  
McCaluley



Moksha  
Shah



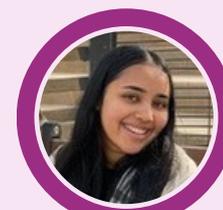
Nikita  
Kumari



Prasanth  
Pavithran



Raquel  
Maderazo



Susan  
Philip



Sabrina  
Teoh



Sara  
Ghafoor



Yesha  
Kaniyawala

# 2025 IN A GLANCE

9

NUMBER OF EVENTS

716

TOTAL NUMBER OF REGISTERED ATTENDEES TO ALL EVENTS

74

AVERAGE NUMBER OF REGISTERED ATTENDEE PER EVENT

138

NUMBER OF UNIQUE COMPANIES REPRESENTED BY ATTENDEES

## SPONSORS



AI Forum  
New Zealand  
Te Kāhui Atamahi iahiko o Aotearoa



myob



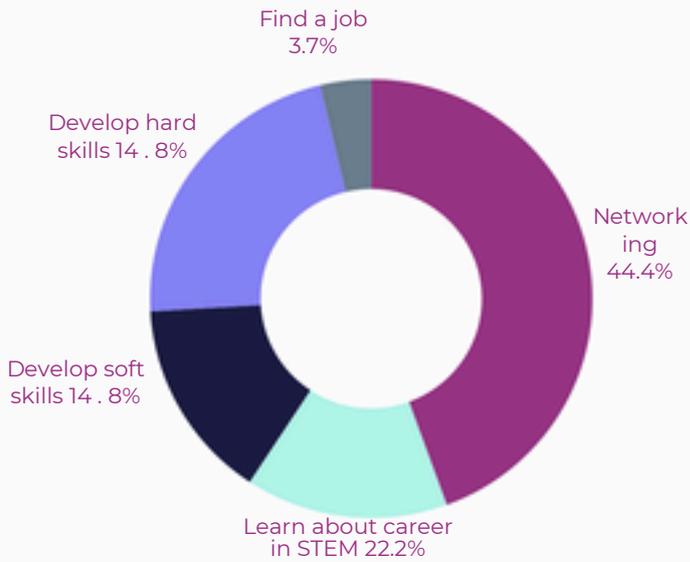
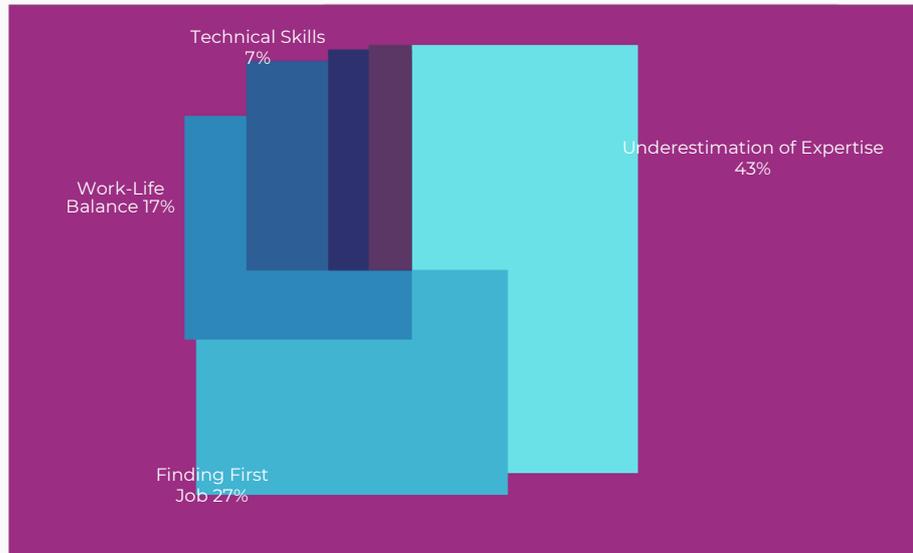
Fisher & Paykel  
HEALTHCARE

HCLTech



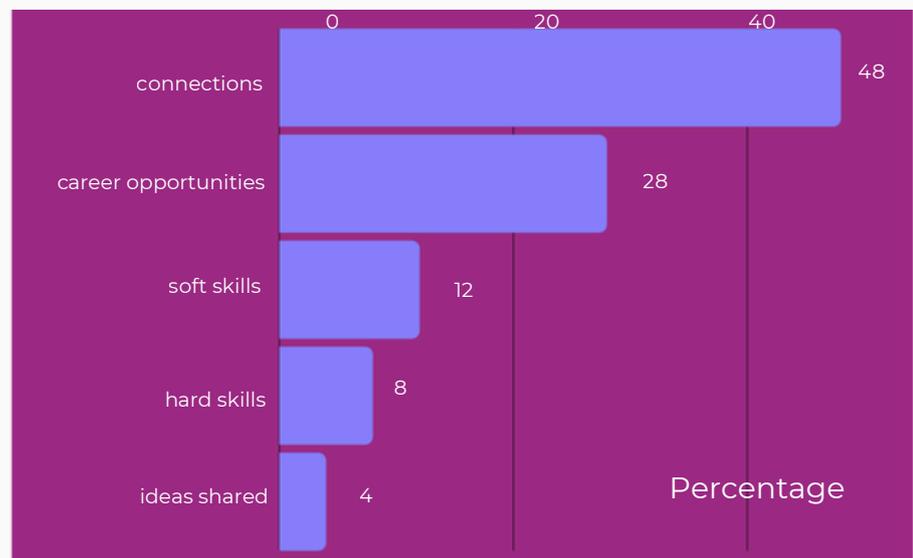
# SHE# SURVEY

WHAT ARE THE MAIN BARRIERS WOMEN FACE IN THE TECH INDUSTRY?



WHAT WAS YOUR MAIN GOAL OF ATTENDING SHE SHARP EVENTS?

WHAT WAS YOUR MAIN BENEFIT FROM ATTENDING THE EVENT?



# International Women's Day

**REGISTERED ATTENDEES**

**75**

**CHECKED-IN ATTENDEES**

**57**

**RETURNING ATTENDEES**

**10**

**NUMBER OF COMPANIES**

**43**

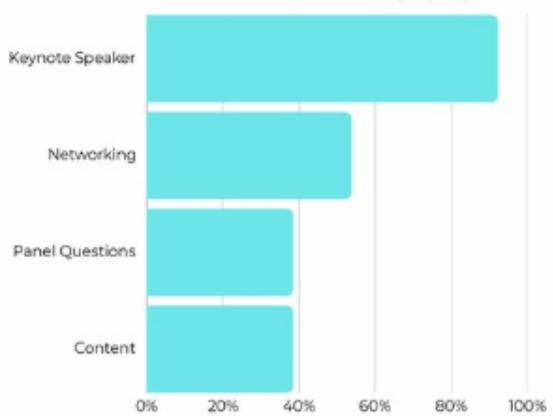


**NUMBER OF REGISTERED ATTENDEES BY COMPANY\***

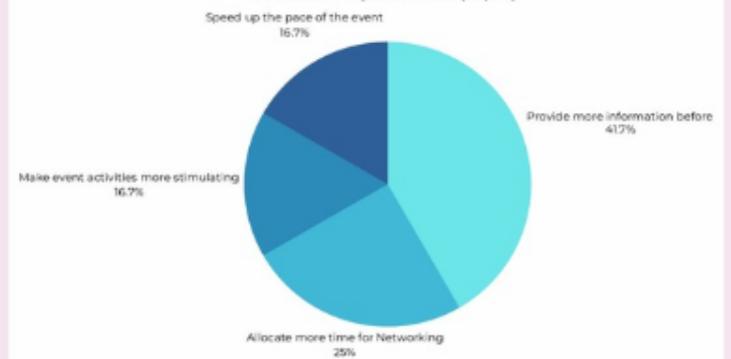
She#	8	academyEX	2	Fonterra Co-operative Group	2	Self Employed	1	Impactdev360	1
She Sharp	5	FlexWare Ltd	2	Chorus	1	Bitflow	1	Eco Choice Aotearoa	1
AUT	5	SheSharp	2	Cosgroves	1	FlexWare	1	EIT	1
2degrees	5	Independent Board Adviser	2	Zoho Corporation	1	Auckland Business Chamber	1	East Asian-Australian Flyway Partnership	1
MYOB	4	Fiserv	1	Milford Asset Management	1	BNZ	1	Salt Recruitment	1
Fonterra	3	University of Auckland	1	KiwiBank	1	Magic Turtle	1	Callaghan Innovation/She Sharp	1
NA	3	DHL	1	N/A	1	Karman Space Archaeology	1		
Exhibit Group	3	Job Hunter	1	Smart Chats	1	Dash	1		
Auror	2	Dulux New Zealand	1	Instinctive	1				

\*according to the company name indicated during the ticket checkout

**What Went Well (Top 4)**



**Areas for Improvement (Top 4)**



# #IAmRemarkable

The #IAmRemarkable movement took center stage with a powerful workshop led by SheSharp's founder and director, Dr. Mahsa McCauley (Mohaghegh), inspiring participants to embrace and celebrate their achievements. Open to everyone, the 60-minute session combined stories, research, and practical exercises to challenge the social perceptions around self-promotion, particularly for underrepresented groups. The atmosphere was both uplifting and thought-provoking, encouraging attendees to reflect on their own successes and to share them with confidence. By the end, participants left not only feeling empowered but also connected to a global movement dedicated to changing how we value and voice our accomplishments.

**REGISTERED ATTENDEES**

**63**

**CHECKED-IN ATTENDEES**

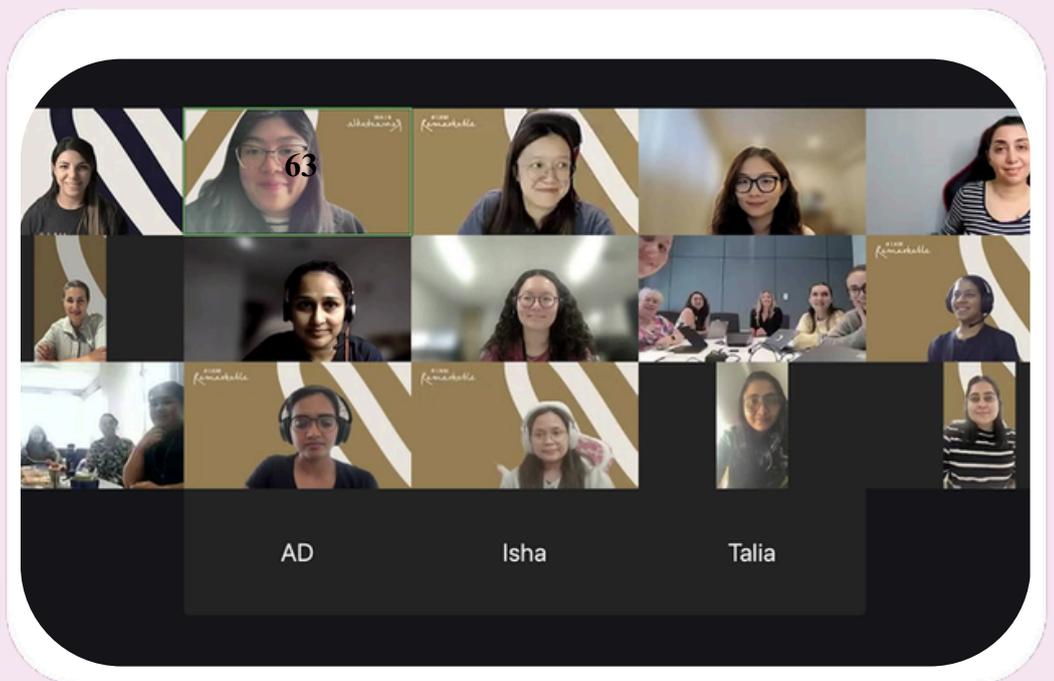
**31**

**RETURNING ATTENDEES**

**9**

**NUMBER OF COMPANIES**

**44**



**NUMBER OF REGISTERED ATTENDEES BY COMPANY\***

She Sharp Mentee	7	Fidelitylife	1	Independent	1	Zoho Corporation	1	Ais	1
Exhibit Group	6	Winstone Aggregates	1	Canva	1	2degrees	1	AJHS	1
She Sharp	4	Otaika Quarry	1	Dash	1	Kiwibank	1	RBA	1
Fisher & Paykel Healthcare	3	Auckland uni	1	SheSharp	1	Les Mills New Zealand Limited	1		
Fonterra	3	Fletcher Construction	1	ASB	1	MYOB	1		
Fisher and Paykel Healthcare	2	Healthpoint	1	NIA	1	Job Hunter	1		
St Orans College	2	Humes	1	Yaway Technologies	1	Auckland Council	1		
Fisher and Paykel Appliances	1	Wisely	1	Independent Board Adviser	1	UoA	1		
particular	1	Suncorp	1	Summer Jenkins	1	Fletcher Building	1		
		MTW	1						

\*according to the company name indicated during the ticket checkout

# Tech That Matches Your Vibe: Find Your Perfect Fit

**REGISTERED ATTENDEES**

**98**

**CHECKED-IN ATTENDEES**

**69**

**RETURNING ATTENDEES**

**36**

**NUMBER OF COMPANIES**

**64**

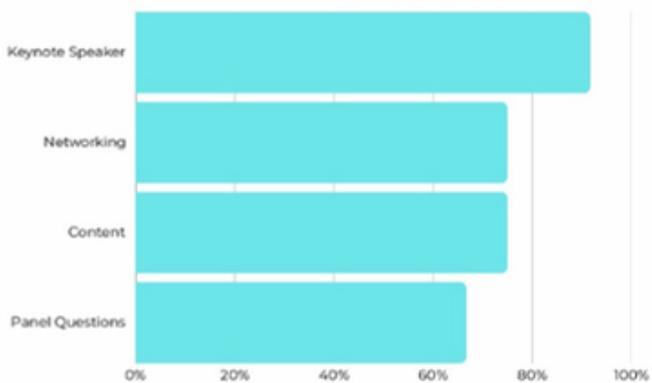


**NUMBER OF REGISTERED ATTENDEES BY COMPANY\***

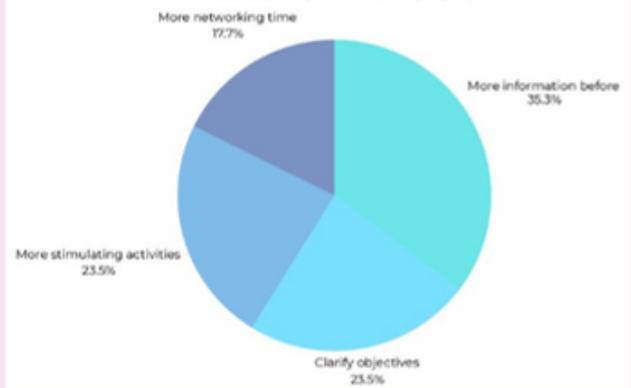
MYOB	8	Cause and FX	1	Lyra Consulting Ltd	6	Auckland University Women in Science	1
Fonterra	6	Fonterra Co-op	1	IDEXX LABORATORIES - EZYVET	7	Spark NZ	1
She Sharp	4	Konec Solutions Ltd	1	Exhibit Group	5	Salt Search NZ Ltd. - AUCKLAND	1
University of Auckland	4	She#	1	Open polytechnic	5	Ideqa	1
UOACS	3	InForm Interactive Experiences	1	Shesharp	4	Uoa	1
NA	2	Valenta	1	Auckland University of Technology	4	Self employed	1
Student	2	ASB	1	Native Audio	3	None	1
AUT	2	Westlake Girls	1	AUT CSEA	2	Autoplay	1
icebreaker	1	Clinic4O2	1	Xero	2	job Hunter	1
nzfund	1						

\*according to the company name indicated during the ticket checkout

**What Went Well (Top 4)**



**Areas for Improvement (Top 4)**





# THRIVE: Your Career, Your Story

## REGISTERED ATTENDEES

98

## CHECKED-IN ATTENDEES

72

## RETURNING ATTENDEES

26

## NUMBER OF COMPANIES

62

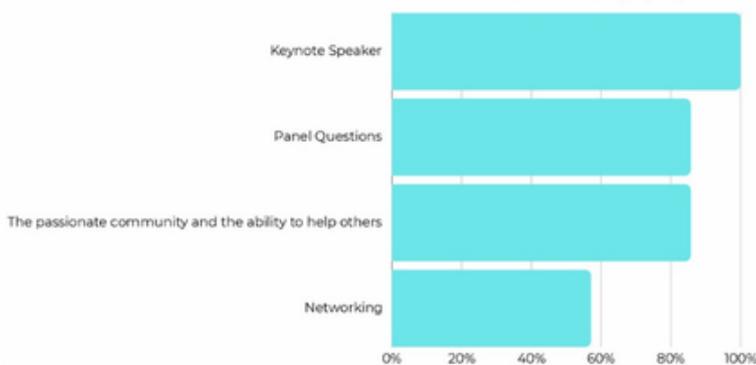


### NUMBER OF REGISTERED ATTENDEES BY COMPANY\*

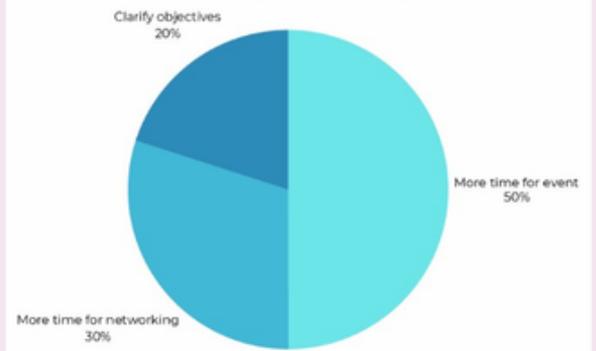
AUT	6	PossibLai	2	CB	2	Beca	1	NZME	1
She Sharp	5	UniversityofAuckland	2	Hewlett Packard Enterprise	2	Microsoft	1	Trade Me	1
She# Mentee	5	Serko	2	Softsource VBridge	2	EY	1	Colliers International	1
2degrees	5	TheWarehouseGroup	2	AIA Insurance	2	Fonterra	1	Reserve Bank of New Zealand	1
She#	4	IBM New Zealand	2	Recent Graduate	2	Tata Consultancy Services	1	Helloverse	1
ANZ	4	Westpac	2	Veeam Software	2	Orion Health	1	DOC	1
Spark NZ	4	Air New Zealand	2	Auckland University of Technology	2	Gen-I	1	Vista	1
She# Mentor	4	ArchiPro	2	Amazon Web Services	2	Department of Internal Affairs	1	PWC	1
Student	3	NOVA Energy	2			Auror	1	Harmony	1
MYOB	3	Kiwibank	2						

\*according to the company name indicated during the ticket checkout

### What Went Well (Top 4)



### Areas for Improvement (Top 3)



# AI Hackathon Festival 2025

## REGISTERED ATTENDEES

98

## CHECKED-IN ATTENDEES

96

## RETURNING ATTENDEES

34

## NUMBER OF COMPANIES

75

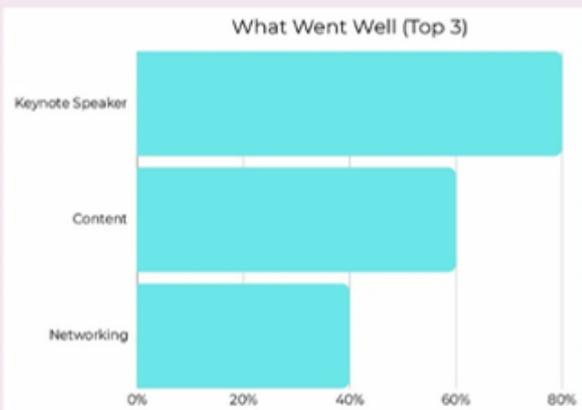


### NUMBER OF REGISTERED ATTENDEES BY COMPANY\*

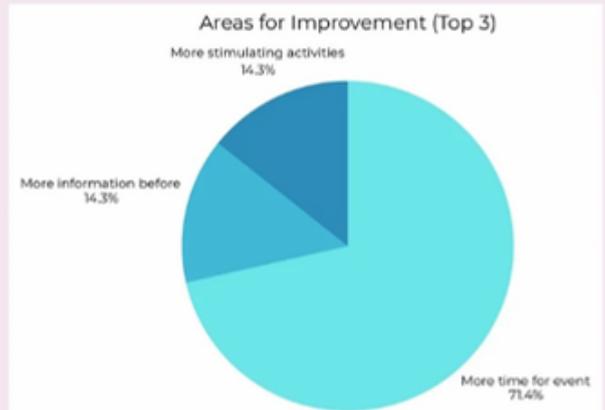
AUT	6	UniversityofAuckland	2	Hewlett Packard Enterprise	2	mercury NZ	2	CBRE	2
She Sharp	7	Serko	2	Softsource VBridge	2	BNZ	2	OSS Group	2
She# Mentee	5	TheWarehouseGroup	2	AIA Insurance	2	EY	2	Datacom	2
2degrees	5	IBM New Zealand	2	AWS	1	Xero	1	samsung	1
She#	4	Westpac	4	TradeMe	1	Deloitte	1	One NZ	1
She# Mentor	4	Optimotion	4	Beca	1	Fonterra	1	Tata Consultancy Services	1
Student	3	MYOB	3	Vodafone	1	Microsoft	1		
Possibl.ai	2	Ideq	2	CoreLogic	1	Visa	1		
Fisher & Paykel Healthcare	2	Kiwibank	2	Vista	1	2degree	1		
Spark NZ	1	CBRE	2	PWC	1	nzfund	1		

\*according to the company name indicated during the ticket checkout

### What Went Well (Top 3)



### Areas for Improvement (Top 3)





# Business and Technology Transformation Through Platforms and Products

## REGISTERED ATTENDEES

62

## CHECKED-IN ATTENDEES

52

## RETURNING ATTENDEES

13

## NUMBER OF COMPANIES

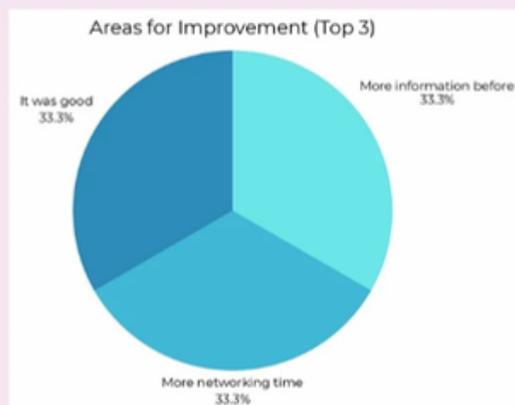
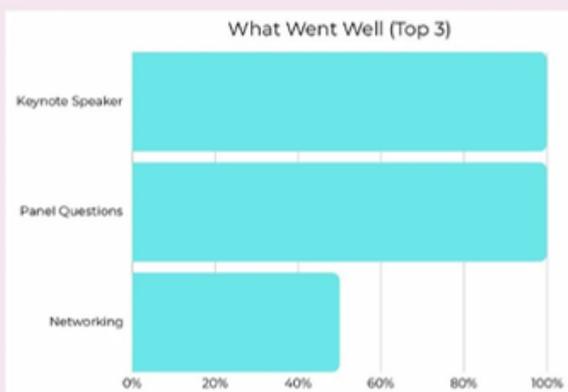
51



### NUMBER OF REGISTERED ATTENDEES BY COMPANY\*

Fonterra	29	PB Tech	1	Genesis	1	Cottee Parke Architects	1
She Sharp	8	Personal Brand and Leadership Coach	1	BNZ	1	Konec	1
2degrees	5	Data Moving	1	Ideqa	1	OSS Group	1
AUT	4	RJITCS	1	realestate.co.nz	1	Melanie Disse Consulting	1
N/A	3	Deloitte	1	Secure Code Warrior	1	Invest New Zealand	1
Accenture	2	SheSharp	1	Lyra Consulting	1	Auckland Business Chamber	1
MYOB	2	Optimation	1	Honey Consulting Ltd	1	Milk New Zealand Dairy	1
She sharp	2	Empasoft Institute of Technology	1	AUT Ventures	1	AWS	1
Fisher & Paykel Healthcare	3	Te wānanga o Aotearoa	1	Cin7	1	AIS ST Helen's	1
academyEX	2	2 Degrees	1	She Sharp guest	1	Ministry of Social Development	1

\*according to the company name indicated during the ticket checkout





# She Sharp, SecureCodeWarrior, Xero: Code Secure

## REGISTERED ATTENDEES

62

## CHECKED-IN ATTENDEES

52

## RETURNING ATTENDEES

13

## NUMBER OF COMPANIES

51

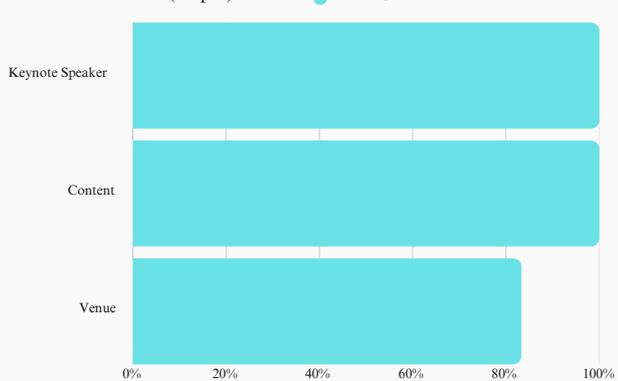


### NUMBER OF REGISTERED ATTENDEES BY COMPANY\*

AUT She Sharp	11	academyEX	1	NA	2
Vector	8	IAG	1	AIS St Helen's	1
Secure Code Warrior	4	HEB Construction	1	AUTWS	1
Mercury	4	Yoobee Colleges Auckland	1		
Student (No org specified)	3	Milk New Zealand	1		
DEFEND	3	Spectrum Consulting	1		
Xero	2	Docyt Health NZ	1		
Auror	2	Common Fund	1		
Serko	2	Westlake Girls High School	1		

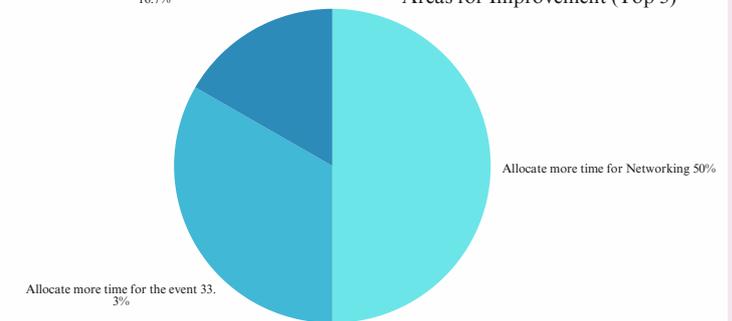
\*according to the company name indicated during the ticket check-out

### What Went Well (Top 3)



### Provide more information before the event 16.7%

### Areas for Improvement (Top 3)



# She Sharp & Vector: Future-Ready: Data, AI, Digital Innovation & Inclusive Careers

REGISTERED ATTENDEES

93

CHECKED-IN ATTENDEES

67

RETURNING ATTENDEES

20

NUMBER OF COMPANIES

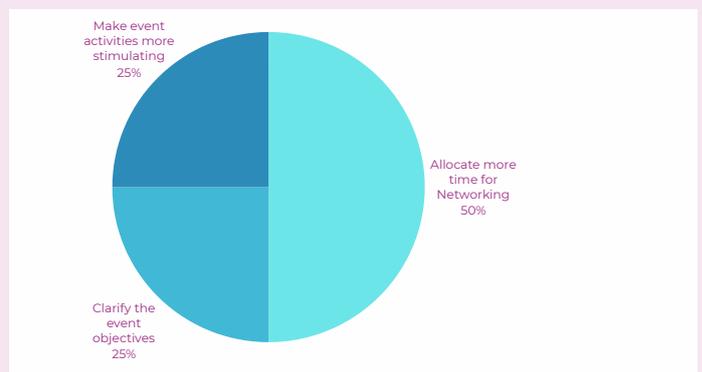
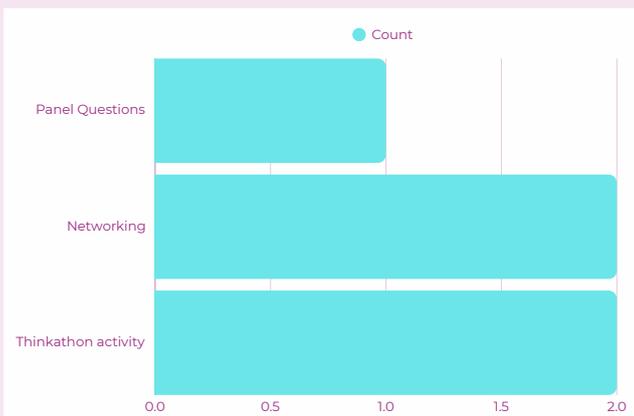
51



NUMBER OF REGISTERED ATTENDEES BY COMPANY\*

Vector	24						
She Sharp	12	Air NZ	1	ICL Business School	1	Samsung	1
2degrees	4	Auckland Pain Management Clinic	1	LOOKING FOR JOB	1	Students	1
AUT	2	Brim Consultancy	4	Les Mills International	4	TCS	4
EduventureNZ	2	Cin7	2	Lexel Resourcing	2	Timely	2
Massey University	2	Crackerjack	2	MYOB	2	Transam new zealand Ltd	2
Xero	3	CreateOps	2	Nil	2	University of Auckland	2
Student	1	Datacom	3	Not Yet	3	Victoria	3
AA Insurance	1	Docyt	1	OP	1	Woolworths nz	1
Adaptis earth	1	IBM	1	One NZ	1	eir evo	1
						yoobee colleges	1
						Open Ploythecnic	4
						Yondu	1
						academyEX	1
						One NZ	1
						ICL	1
						Open Ploythecnic	1

\*according to the company name indicated during the ticket checkout





# She Sharp & HCLTech: AI Empowerment: Shaping an Inclusive Digital Future

## REGISTERED ATTENDEES

68

## CHECKED-IN ATTENDEES

55

## RETURNING ATTENDEES

18

## NUMBER OF COMPANIES

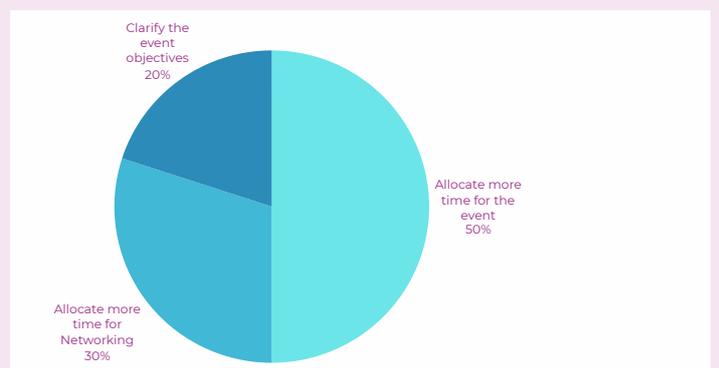
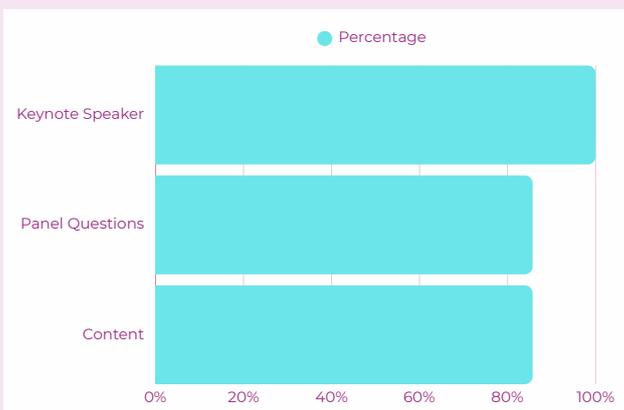
51



### NUMBER OF REGISTERED ATTENDEES BY COMPANY\*

HCLTech	15	Potential	3	Otago Polyfest	3	Ministry of Education	2
SheSharp	7	Unknown	2	Otago Polytechnic	2	Logan Park High School	2
Student/Education	6	AD Instrumcments	1	Pelnz	1	Ministry of Social Development	1
Pacific Edge	4	Cyclone	1	Queens High School	1	Ministry of Business, Innovation	1
trends	4	Deloittee	1	Secondary Transitions	1		
DCC	2	Fisher and Paykel Appliances	1	TBA	1		
Dunedin City Council	3	Independent	1	davies collison cave	1		
Auror	2	Kokiri Training Centre 1	1	One NZ	1		
		Logan Park High School	1				

\*according to the company name indicated during the ticket checkout



# FROM ALL OF US AT SHESHARP, THANK YOU!

We look forward to what's  
ahead.

