



For Immediate Release

Contact: Jackie Mattox

jackie@WEunited.tech

## **WE United Welcomes Colin Strother to its Advisory Council**

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WE United (WE), a professional community dedicated to developing high potential and high performing talent, while advancing parity results in the technology ecosystem, announced today that Colin Strother, Executive Vice President for Rochester Electronics, LLC, will join its Advisory Council. Rochester Electronics, a global leader in authorized semiconductor distribution and licensed manufacturing, is a Silver sponsor of WE United.

Jackie Mattox, Founder and CEO of WE United, shared, “Rochester has proven to be a dedicated partner in our journey to open opportunities for all talent to thrive in the semiconductor industry and adjacent markets. We are excited and grateful for Colin’s participation and look forward to his contribution to our Council.”

“I am honored to expand my involvement with WE United as a member of the Advisory Council. This opportunity aligns closely with the values and community-oriented, results-oriented culture that characterize Rochester Electronics. Within our expansive industry, we remain a small village. As we progress into a future shaped by technology and artificial intelligence, the significance of relationships and collaboration remains fundamental to our happiness and success. I cannot stress enough the importance of the WE United

mission, and I am excited to help play a small part in our ongoing growth and success,” comments Colin.

### **About WE United**

WE United (WE), was founded in 2017 to mindfully build the leadership pipeline in technology driven industries, such as semiconductor and component manufacturing, component distribution, medical, industrial, automotive, aerospace, military, energy/sustainability, electronics, and digital/software sectors. WE empowers members through leadership development, mentorship, and professional community building and advocates for leadership rooted in civility, ethics, and humanity.

WE is supported by organizations on the leading edge of technology and offers gratitude to sponsors: Amphenol, Avnet/Newark/Farnell, Kyocera/AVX, Altium/Nexar/Octopart, DigiKey, EETech, Flex Electronics, Galco Industrial Electronics, Google, Littelfuse, Master Electronics/Onlinecomponents.com, Molex, Neutrik Group, Renesas, Rochester Electronics, Orbweaver, Plexus, Samtec, Supplyframe, TDK, TTI Family of Specialists, Vishay, and Waldom.

WE extends its reach through events and local chapters across the US and Europe, with plans to reach a greater worldwide community.

*WE United ensures inclusivity for anyone who would like to be a part of their mission.*

To learn more about WE United, visit: [WEunited.tech](https://WEunited.tech)

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