



Junior
Achievement
Americas

Member of
JA Worldwide

She is Digital

Results report
2025 • 2026



954

WOMEN AWARDED
SCHOLARSHIPS

545

CERTIFICATIONS

+134

NEW JOBS

Content



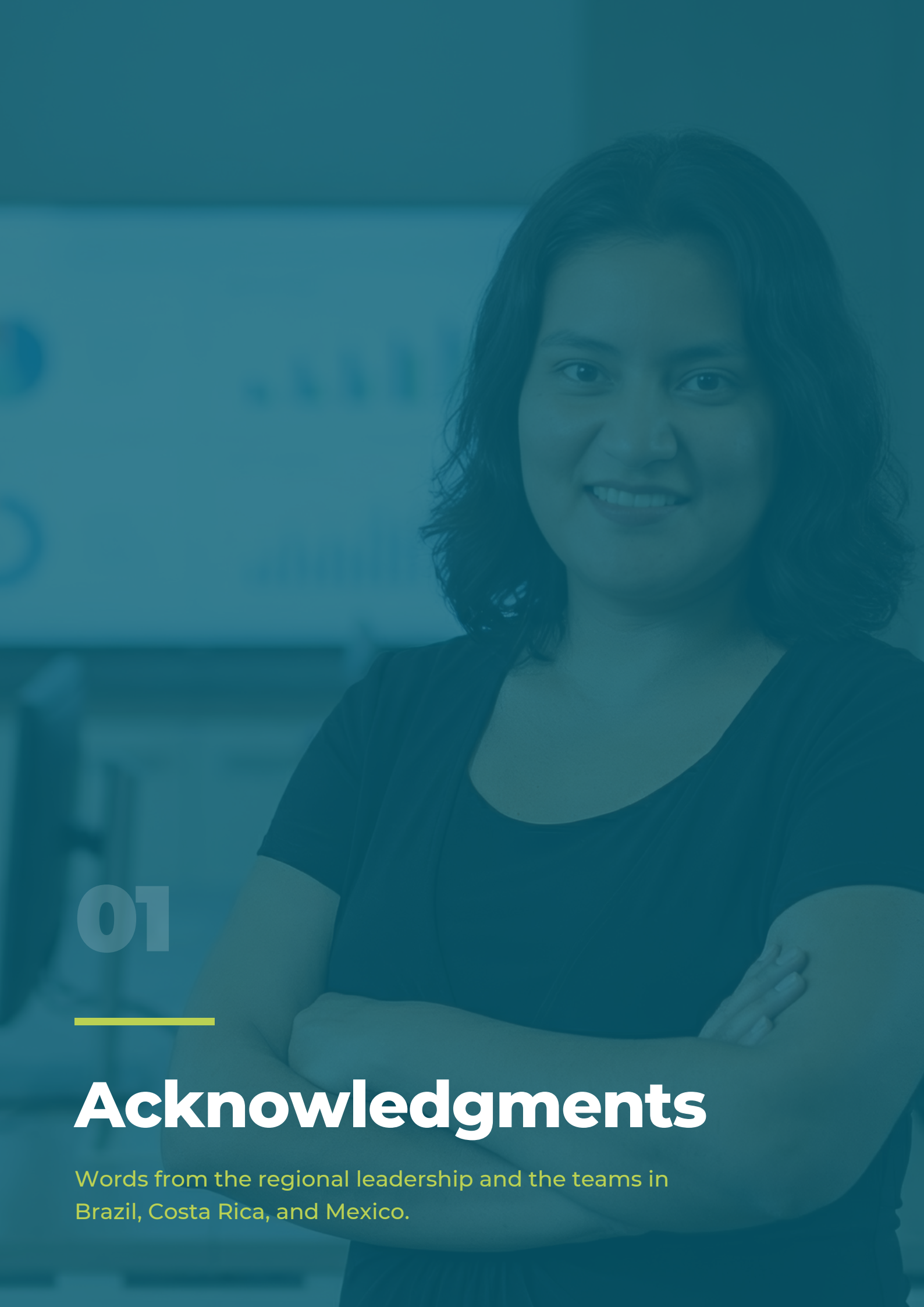
01 Acknowledgments

02 Institutional brief

03 Implementation stages

04 Pre-post analysis

05 Country highlights



01

Acknowledgments

Words from the regional leadership and the teams in
Brazil, Costa Rica, and Mexico.

ACKNOWLEDGMENTS

Expanding women's participation in technology is a concrete opportunity to add talent, improve productivity, and drive economic growth.

954

scholarship
recipients

545

international
certifications

+134

new jobs, 6 in 10 in
tech or digital roles

The results of She is Digital 2025-2026 prove it: 954 scholarship recipients, 545 international certifications, and more than 134 new jobs, six in ten of them in tech or digital roles.

Behind every figure is a woman who dared to take a step, sustained the effort, and found in our network the support she needed to move forward.

My thanks to Kyndryl Foundation, Lenovo Foundation, Delta, Accenture, Valvoline, and Cisco Foundation; and to IDB Lab, with whom we co-designed an evidence-based model. Also to the mentors who shared their time and experience, to the companies that opened concrete job opportunities, and to the Junior Achievement teams in Brazil, Costa Rica, and Mexico, who turn a regional methodology into close, sustained support.

This journey confirms something central: technical training alone is not enough. At the start of the program, confidence was the skill participants most felt they needed to develop. By the end, it was also one they most recognized having strengthened. That confidence is what turns a certification into an application, and an application into a job opportunity.

This report presents the evidence for a comprehensive model and renews our commitment to keep expanding more women's access to the opportunities of the digital economy.



Noël Zemborain,
President of Junior
Achievement Americas

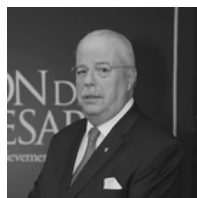
Junior Achievement Mexico

At Junior Achievement Mexico, we want to express our deep gratitude to everyone who makes She is Digital possible in our country: the team that drives and coordinates the program, our facilitators, mentors, volunteers, and partners, and most especially every woman who has trusted this initiative and committed to her own development.

Thanks to their effort, dedication, and support, She is Digital continues to create opportunities for more women to strengthen their digital and technical skills, build greater confidence in their abilities, and widen their prospects for personal and professional growth.

The results achieved in this edition — 225 scholarship recipients, 182 graduates, 174 certified in cybersecurity, 80 in networking, and 48 new job opportunities — reflect the joint work and commitment of an entire community that believes in women's talent and potential.

To everyone who is part of this initiative, thank you for joining this effort and for helping build more and better opportunities for women in Mexico.



**Eduardo Morali,
Executive Director and
Board Chair of Junior
Achievement Mexico**

Junior Achievement Costa Rica

"On behalf of Junior Achievement Costa Rica, I want to express deep gratitude to every mentor, partner, and organization that made this edition of She is Digital possible. The program, co-created by Junior Achievement Americas and BID Lab, has enabled more than 7,000 women from Costa Rica, Guatemala, Mexico, the Dominican Republic, Honduras, and El Salvador to train in cybersecurity, web development, and cloud computing, opening a path into the tech sector.

In our countries — and I say this from what we experienced in Costa Rica — that effort translated into real stories of women who found in technology a new door into the working world, supported by a team committed to their personal and professional development.

We thank the more than 48 regional partnerships that contributed mentoring, job openings, and training spaces, and above all every graduate who chose to trust herself and the program. This report captures more than figures: it expresses lives, and reflects the commitment of a region betting on closing the digital gender gap. With gratitude, and with the certainty that this is only the beginning of many more editions to come."



Randall Pacheco,
Executive Director of
Junior Achievement
Costa Rica

Junior Achievement Brazil

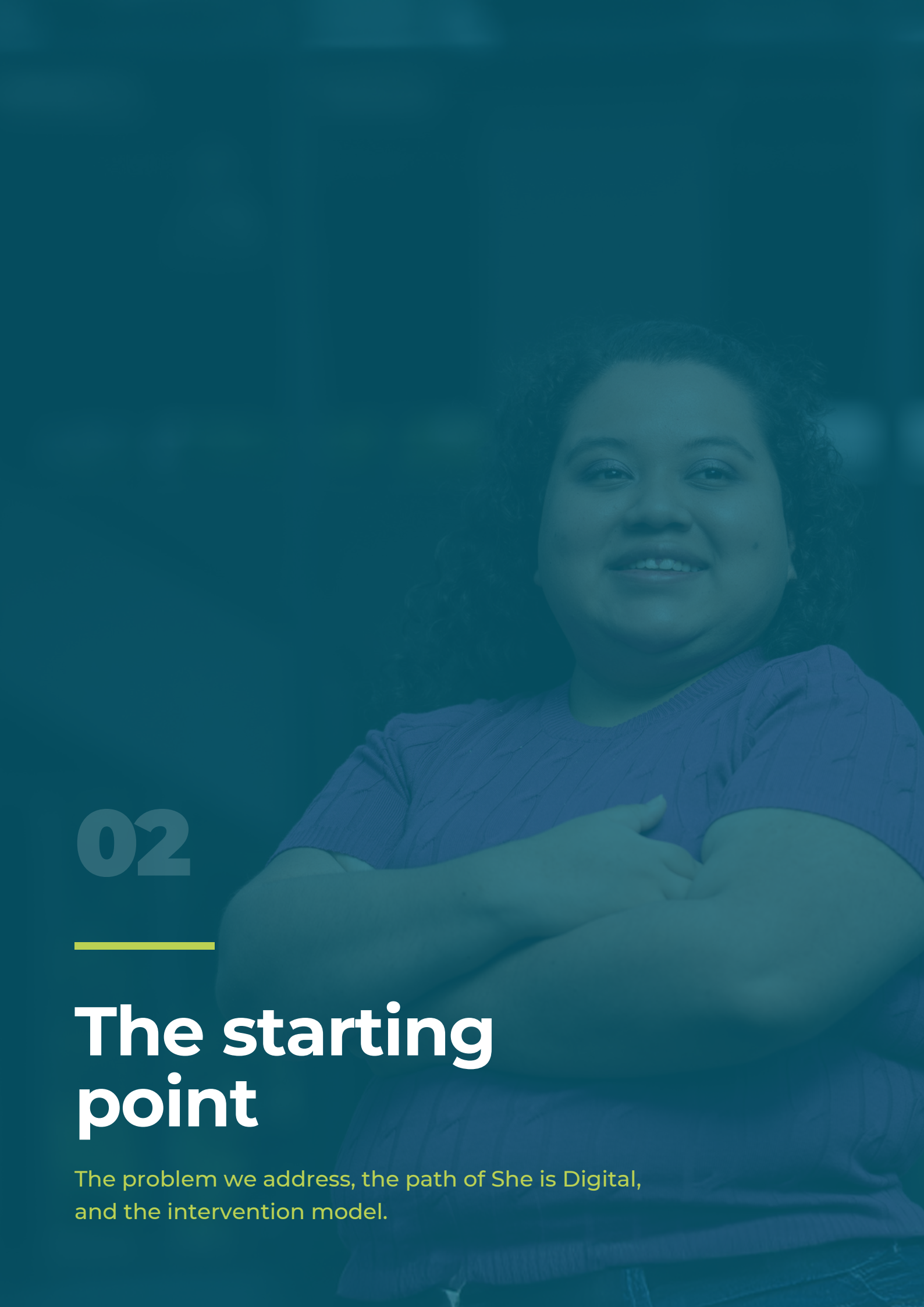
"It has been a privilege to accompany the participants of the first edition of She is Digital in Brazil. This program stands for courage, autonomy, and the building of new paths in an industry that needs gender diversity to thrive.

Thanks to the support of Kyndryl Foundation, Junior Achievement can help build a community of women who strengthen one another, expand their opportunities, and show that talent combined with training can transform realities.

On behalf of Junior Achievement Brazil, I thank every partner who believed in this mission and who reinforces our commitment to keep expanding opportunities so that more women can claim their place in the labor market and build prosperous communities."



**Alexandre Mutran,
Executive Director of
Junior Achievement
Brazil**



02

The starting point

The problem we address, the path of She is Digital, and the intervention model.

The problem we address



25%

Women in the global workforce

Barely ¼ in the cybersecurity sector

Young women in Latin America face structural barriers to entering jobs in the tech sector. **At the same time, the digital market is growing at rates the available talent cannot meet.**



90%

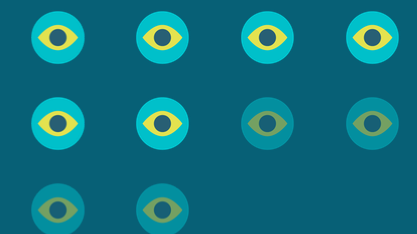
of young people in LATAM had difficulty finding work
(JA + ManpowerGroup, 2024)



48%

of IT openings in LATAM go unfilled for lack of talent

Market paradox: only 39% of tech openings accept candidates without prior experience, compared with 59% in other sectors.



63%

of employers report that the digital talent shortage is the #1 obstacle
(WEF 2025)

329K

shortfall of cybersecurity specialists in LATAM

The sector that most needs talent is the one that puts up the most barriers to entry.

“Investing in female talent in technology is not only a matter of equity. It is a strategic decision for economic growth.”

Noël Zemborain,
President of Junior Achievement Americas

She is Digital is the technical training and employability program of Junior Achievement Americas, co-designed with IDB Lab.



It connects young women with high potential and barriers to entering the sector with technical training in cybersecurity, through industry-recognized international certifications (CISCO CCST), the strengthening of social-emotional skills, and intensive employment support.

The 2025-2026 program was made possible thanks to the support of:

Kyndryl Foundation, Lenovo Foundation, Delta, Accenture, Valvoline, and CISCO Foundation

kyndryl foundation



Partners who share the conviction that closing the gender gap in technology is a strategic decision for the region's development.

The starting point

SPECIALIZATION: CYBERSECURITY

GOAL

Award 900 scholarships to young women in Latin America

PROJECT PERIOD

April 2025
March 2026

IMPLEMENTATION COUNTRIES

Brazil, Costa Rica,
and Mexico

PARTICIPANT PROFILE

Women aged **18 to 29**, with a completed high school education, residing in the countries of the call, and seeking to enter the tech labor market.

LEARNING FORMAT

100% remote. Combines live virtual classes, asynchronous content, and support sessions. Requires access to a computer with internet and 20 hours of availability per week.

+5,300 women

have already been through the program in Brazil, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, and the Dominican Republic.



Regional implementation team

REGIONAL TEAM

María Itatí Cabral

Director of Education and Impact

Matías Agustoni

Operations Coordinator

Gisela Avila

Regional Coordinator – She is Digital

Leonardo Cadena Sanchez

Regional Employability Coordinator

Pamela Ladrón de Guevara

Director of Communications and Marketing

José Giner

Director of Digital Transformation

Florencia Celmi

Salesforce Administrator

Santiago Álvarez

IT Support

Sofía Reynoso

Graphic and Audiovisual Designer

Micaela Bonifaz

Communications Analyst - She is Digital

COSTA RICA

5

people on the local team

MEXICO

5

people on the local team

BRAZIL

11

people on the local team

Country teams

COSTA RICA

Diana Corella She is Digital Program Coordinator

Raciel Rivera Cybersecurity Technical Instructor

Ronny Berrocal Monge Facilitator

Nickol Carrillo Facilitator

Karol González Ureña Employability Lead

MEXICO

Ivonne Plascencia She is Digital Program Coordinator

Jorge Alberto Almanza Cybersecurity Technical Instructor

Mariam Cabrera Employability Instructor

Marleen Romero Facilitator

Brenda Morales Facilitator

BRAZIL

Daiana Morales

Project Manager

Gabriela Días

Program Coordinator

Mayara Luna

Regional Manager

Vanessa Mainara

Methodology and Community
Manager

Samia Melikian

Facilitator – Brazil

Wylliam Vieira

Employability Coordinator

Germana Cola

Facilitator

Rithielem Muniz

Facilitator

Gil Chaves

Cybersecurity Tech. Instructor

Marilú Predebon

Cybersecurity Tech. Instructor

Cybelle Moraes

Cybersecurity Tech. Instructor

Larissa Ferreira

Cybersecurity Tech. Instructor

Karen Oliveira

Cybersecurity Tech. Instructor

Intervention model

The program is built on three components that work together from day one:



1

Technical training and social-emotional skills

Cybersecurity content applicable to real work environments, combining live virtual classes, asynchronous material, and support sessions so that each participant can progress at her own pace from zero. Throughout the program, key social-emotional skills are developed across the board: communication, teamwork, time management, problem solving, and adaptability to change — the ones that make the difference in an interview or when facing a new challenge at work.

2

International certification

At the end of the training phase, participants earn an international certification: a globally verifiable badge that backs up their technical skills.

3

Path to employment

Mentoring with industry professionals, one-on-one and group tutoring, mock interviews, digital profile preparation, and post-training follow-up. Entering the workforce is understood as a medium-term process, not a one-off event: the support does not end when the training does.

Intervention model

THE COMMON THREAD: SELF- EFFICACY AND CONFIDENCE

One thing runs through the entire experience: the work on participants' self-efficacy. That is, their ability to see themselves as women who can learn, adapt, and build a future in the tech sector.

That is why, when graduates talk about She is Digital, they don't just describe what they learned. They describe who they became.

"She is Digital was the little bandage that healed the wound of frustration and motivated me to keep going and reach a dream. If I can give one piece of advice, it would be: have confidence in yourselves. If you fail, if you get it wrong, if you don't know something, there are always sources to look it up. And the advantage of this program is the support for other women like us, who felt that way — that's why we form a community alongside our mentors and all the support we have [in the program]."

Melissa García, She is Digital graduate
| Cybersecurity Analyst, Daimler Truck
Mexico





03

Implementation stages

01
Recruitment and
selection

02
Training, certification, and
strengthening of social-
emotional skills

03
Transition to
employment

Recruitment and selection

OUTREACH

The outreach strategy was carried out mainly online. Applications stayed open for two months across the three implementation countries: 20% of sign-ups came in organically — through graduates of earlier editions, local social media, and institutional partnerships — and the remaining 80% through a paid social media ad campaign.

The result exceeded expectations: more than 17,000 interested women, a figure that confirms the strong demand for the program across the region.

CHANNELS USED

Social

Mailing

Referrals

Partners

¿Sueñas con entrar al mundo de la tecnología?

Comienza tu camino

- Beca completa
- Formación online
- Certificación internacional
- Acompañamiento al empleo

Mujer Digital abre convocatoria en Costa Rica

Postula ahora

"Mujer Digital me cambió mi vida, me abrió oportunidades, me hizo confiar en mí misma."

Valeria García | Egresada de Mujer Digital

- ✓ Becas completas
- ✓ 100% online

Tú también puedes ser una Mujer Digital

Postula ahora

Transforma tu camino hacia el sector tech

Mujer Digital abre una nueva convocatoria

- Beca completa
- Formación online
- Certificación internacional
- Acompañamiento al empleo

Postúlate hoy

¡Tu momento llegó! Abrimos una nueva convocatoria de Mujer Digital en México, Costa Rica y Brasil.

¿Estás lista para dar el primer paso hacia tu futuro en tecnología?

Mujer Digital abre una nueva convocatoria del programa, es tu oportunidad para construir tu camino en el mundo tecnológico.

Postúlate y obtén una beca completa para formarte, certificarte y prepararte para tu primer empleo en el mundo digital.

Dirigido a mujeres entre 18 y 29 años que buscan oportunidades reales de crecimiento profesional, no requiere formación o conocimientos previos en tecnología.

Becas completas

- +5.200 mujeres egresadas
- +2.500 mujeres certificadas
- +1.600 mujeres empleadas

¿En qué consiste la beca?

- Formación técnica 100% online
- Certificaciones reconocidas por la industria
- Mentorías con profesionales del sector
- Acompañamiento para la inserción laboral

Las plazas son limitadas. ¡No pierdas esta oportunidad!

Forma parte de una comunidad de mujeres que están transformando su camino.

Descubre historias inspiradoras aquí

Inscripciones abiertas a partir de hoy

Mujer Digital

Es un programa regional de formación técnica y empleabilidad impulsado por Junior Achievement América.

Su propósito es brindar a mujeres jóvenes la oportunidad de capacitarse en áreas tecnológicas, certificarse con credenciales reconocidas por la industria y acceder a mentorías y oportunidades laborales que transforman vidas y comunidades.

Qué hacemos

Fortalecemos las competencias digitales y profesionales de las mujeres para su inserción en el sector tecnológico, promoviendo una mayor participación femenina en la economía del conocimiento.

Certificaciones disponibles:

- Cisco CCST Cybersecurity
- Cisco CCST Networking

Impacto en América Latina y el Caribe

- +5.200 mujeres graduadas
- +20 alianzas con empresas y organizaciones tecnológicas
- +70% tasa de finalización
- 900 nuevas becas disponibles en 2026

Nuestro modelo

Convocatoria y selección → Formación técnica y en habilidades blandas → Certificación internacional → Acompañamiento personalizado y mentorías → Vinculación laboral y alianzas corporativas

Aliados regionales 2025 - 2026

kyndryl foundation



1. Brasil
2. Costa Rica
3. El Salvador
4. Guatemala
5. Honduras
6. México
7. República Dominicana



www.jamujerdigital.org
mujerdigital@jaamericas.org

Selection process

With demand far exceeding the available spots, the selection process aims to identify candidates with the strongest real motivation for the tech sector, the greatest barriers to access, and the practical conditions to sustain the training. The process has three stages:

1	Eligibility requirements A first filter that checks the minimum criteria: women aged 18 to 29, with a completed high school education and residence in Brazil, Costa Rica, or Mexico.
2	Sociodemographic profile A detailed form covering employment and education status, access to internet and devices, experience with online learning, and motivation to enter the IT market. It makes it possible to prioritize those who combine the strongest fit with the program and the greatest barriers to entering the sector.
3	Group interview In groups of 15 to 20 candidates, the team assesses communication, commitment, and consistency with what was stated on the forms, while also observing listening, interaction, and participation.

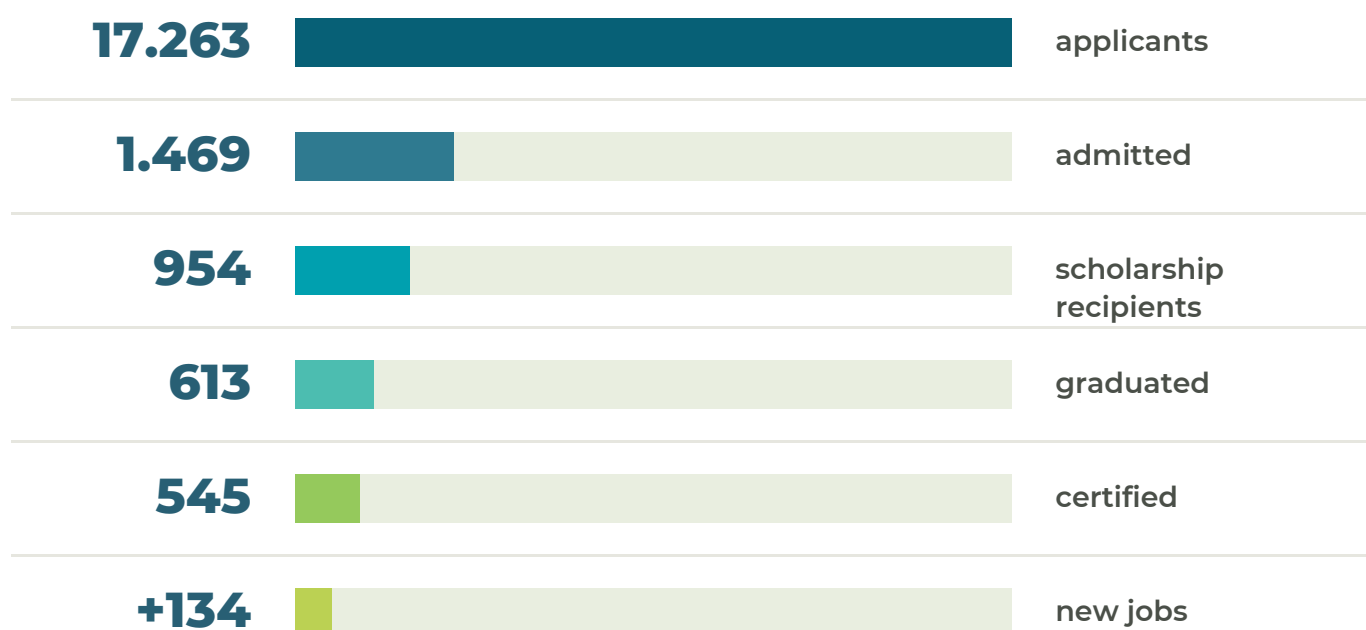
8,5%

of applicants were admitted to the process

15–20

candidates per group interview

THE SELECTION FUNNEL



62% OF THE JOBS IN IT OR DIGITAL ROLES

PARTICIPANT PROFILE

She is Digital is aimed at young women who face barriers to higher education and formal employment in technology. In Latin America, thousands of women reach adulthood with interrupted educational and working lives, caregiving responsibilities, or being part of historically underrepresented communities. The program was created as a concrete response: a way into the tech sector for those who have been left out of the education system or the formal labor market.

In this second edition, **954 women** received scholarships to train in cybersecurity:

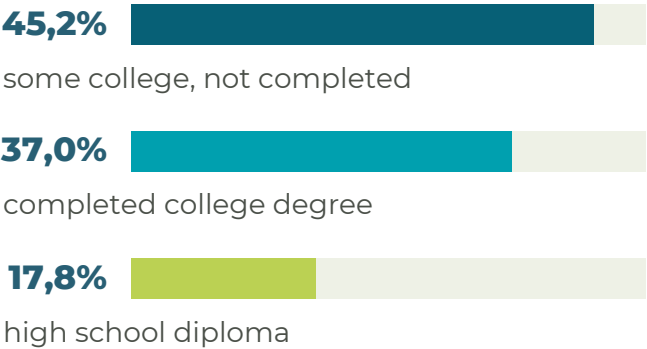


ENTRY PROFILE

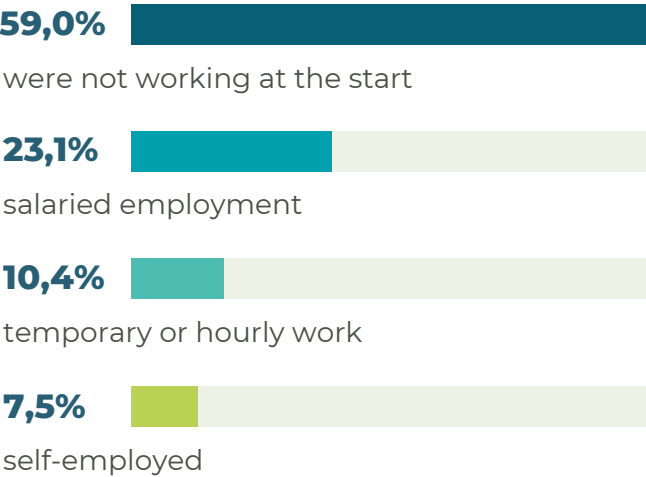
Women aged 18 to 29 with a completed high school education, access to internet and a computer, 15 to 20 hours of availability per week during the 5 months of training, and strong motivation to work in the sector.

Who the 954 are

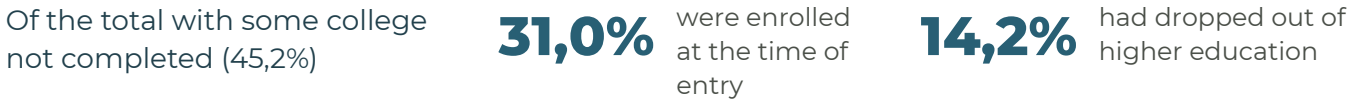
EDUCATION LEVEL



EMPLOYMENT STATUS



EDUCATIONAL CONTINUITY



BARRIERS AND CONTEXT

48,1% received some form of financial aid	19,8% are the only working adult in their household	19,2% had dependent children	30,6% lived in areas with few or no tech job opportunities
11,3% identified as a migrant	26,6% identified as part of the LGBTQ+ community	12,7% identified as Afro-descendant	4,3% reported belonging to an Indigenous community

STAGE 2

Training, certification, social-emotional skills

In **2025-2026**, She is Digital focused its training on cybersecurity, one of the highest-demand and fastest-growing areas of the technology sector. Over **5 months** of intensive training, participants *combined the development of technical skills with social-emotional skills*, building a well-rounded profile ready for today's working world.

Cybersecurity training

The track is delivered through **Cisco Networking Academy** and is designed for beginners: it covers the fundamentals for working as a Junior Cybersecurity Analyst, with key content such as threat intelligence, network security, and risk management. The program follows the official pathway recommended by CISCO, culminating in two international certifications:



CCST Cybersecurity
Cisco Certified
Support Technician
in Cybersecurity



CCST Networking
Cisco Certified
Support Technician
in Networking

Each participant receives a 100% scholarship to take both exams remotely, removing a financial barrier that would otherwise put these credentials out of reach.

HOURS PER PARTICIPANT

+146

hours of asynchronous technical training

+70

hours of live classes

= +216 total hours of technical training

+83%
attendance

Attendance stayed above **83%** throughout the training, a key indicator of the participants' commitment.

Technical certification

Exams are administered through Certiport by Pearson, fully remotely with proctor supervision (40 questions, 50 minutes per exam), on weekly sessions dedicated exclusively to testing.

40

questions per exam

50

minutes per exam

100%

remote

Of the 954 scholarship recipients, **64% completed the training (613)** and **57% earned the international certification (545)**. Of the 552 who sat the exam, only 7 failed: a pass rate **above 98%** reflecting the rigor of the training and the level of preparation achieved.

64%

completed the
training
613 of 954 recipients

57%

earned the
international
certification
545 of 954 recipients

98%

pass rate
of 552 who sat the
exam, only 7 failed

Social-emotional skills

A key differentiator of the program is the development of social-emotional skills across all 5 months: self-confidence, communication, leadership, time management, and teamwork, later applied in professional contexts such as agile methodologies. These competencies, increasingly valued by employers, allow participants to carry themselves confidently in interviews, integrate into diverse teams, and respond to the challenges of a constantly changing environment.

Self-confidence

Communication

Leadership

Teamwork

Agile methodologies

Time management

+15

hours of asynchronous training

+28

hours of live classes and group activities

= +43 total hours per participant

Digital credentials

On graduating, participants receive digital credentials that any employer can verify online and that can be shared on LinkedIn: **a social-emotional skills badge** and a **program completion credential**, permanent and traceable, which add to the ecosystem of credentials recognized by the tech industry.

BADGES RECEIVED



STAGE 3

Transition to employment

Training does not end with certification. Landing a first job in IT is one of the most challenging moments in a career: no prior experience, limited self-confidence, little knowledge of the market, and demanding hiring processes. That is why, in the months after graduation, She is Digital deploys a comprehensive ecosystem of tools, opportunities, and connections that strengthen real chances of finding work.

KEY INITIATIVES

Mentoring program

Each participant can be matched with a mentor from the tech industry who works with her one-on-one as she enters the workforce — one of the tools graduates value most.

+340

mentors signed up
+145 accepted

+358

participants received
mentoring

86,5

mentor NPS

"It wasn't just about teaching them to write a resume or prepare for an interview, but about helping them believe in their own worth. There was one conversation where a mentee went from doubt to clarity... That 'click' is when you understand that your time is really making a difference."

— **José Ángel León Ortiz, Volunteer Mentor, Mexico**

"Supporting Liza's growth reaffirms the real impact mentoring has on professional development. It is rewarding to contribute to strengthening female talent in technology."

— **Ericka Quirós, Associate Director and Cybersecurity Manager, Kyndryl | Volunteer Mentor, Costa Rica**



"It was a privilege to take part as a mentor. Every meeting was a real exchange, full of reflection and deep conversations about career and future possibilities. I come out of this cycle greatly enriched, having learned from every story shared."

— **Kelsilene Alves Farias Moreira, Associate Director, Complex Program Management, Kyndryl | Volunteer Mentor, Brazil**

Support ecosystem

Masterclasses and Q&A sessions

Virtual sessions with industry leaders on market trends, interview preparation, and real stories of entering the field.

Resume, LinkedIn, and personal brand

Group workshops to build a solid professional profile that communicates the skills gained and attracts opportunities.

Tutoring

One-on-one support to review the digital profile (resume, LinkedIn, portfolio), set career goals, and prepare for specific interviews.

Mock interviews

Practice under real conditions with professional feedback on communication, presentation, and technical and behavioral answers.

Talent pool

A database of graduates available to partner companies looking for junior cybersecurity profiles: a direct line between trained talent and real demand.

Job fairs

Virtual networking events between graduates and companies looking to bring on tech talent.

Job openings and partnerships

Priority access to job openings, trainee programs, and internships through the network of partner companies.



New employability initiatives

In 2025-2026, new job-matching tools were piloted in Mexico, with results that led to their rollout across all three program countries:

■ Job board

prototype with +45 job openings posted, 599 views, and 5,123 impressions. It was added to the She is Digital website and rolled out to all three countries.

■ Talent pool

a consolidated database of graduates (resume, LinkedIn, portfolio) to present to employers and recruiters.

■ Job-matching system

application management with initial tracking (views, impressions, active postings), a foundation for moving toward finer matching and follow-up mechanisms.

■ Partnership activation

+870 contacts with employers in the Mexican labor ecosystem, +12 strategic partnerships, and 45 job openings offered.

Partner companies include Minsait, Daimler, One IT, Izzzi, INE, AstraZeneca, KIO, Bluetab, TD SYNEX, BanBajío, Batta, and SoftwareOne.



Building on what this pilot showed, the tested methodology is set to be extended to every country in the program.



04

Pre-post analysis

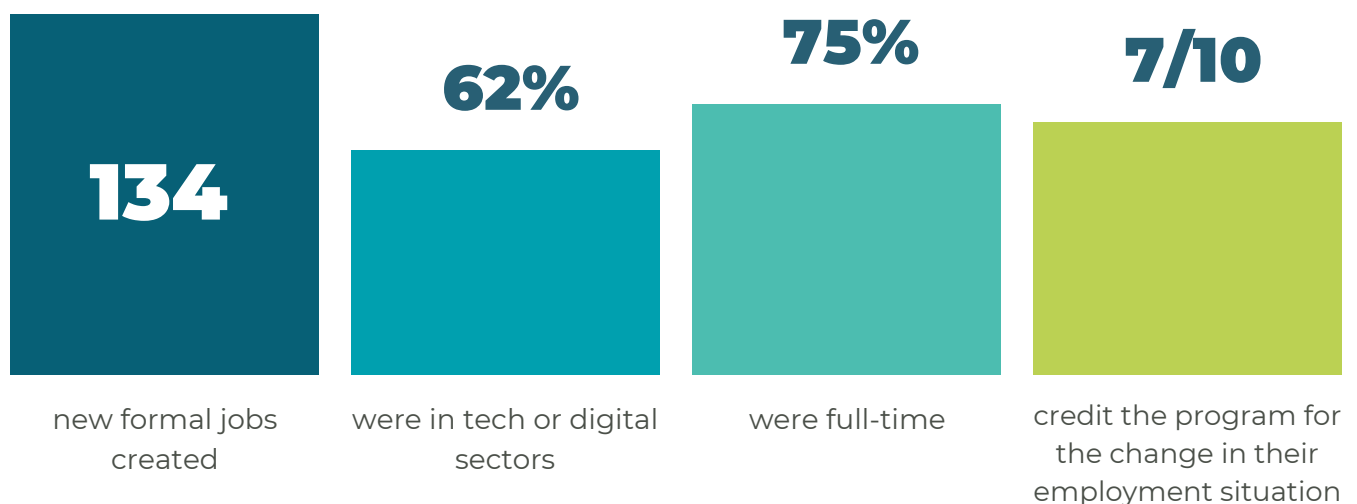
The following analysis comes from the external evaluation carried out by Junior Achievement Americas and ZIGLA, based on a comparison of 364 participants with baseline and exit data. The employability results are complemented by follow-up surveys conducted after the program ended.

1

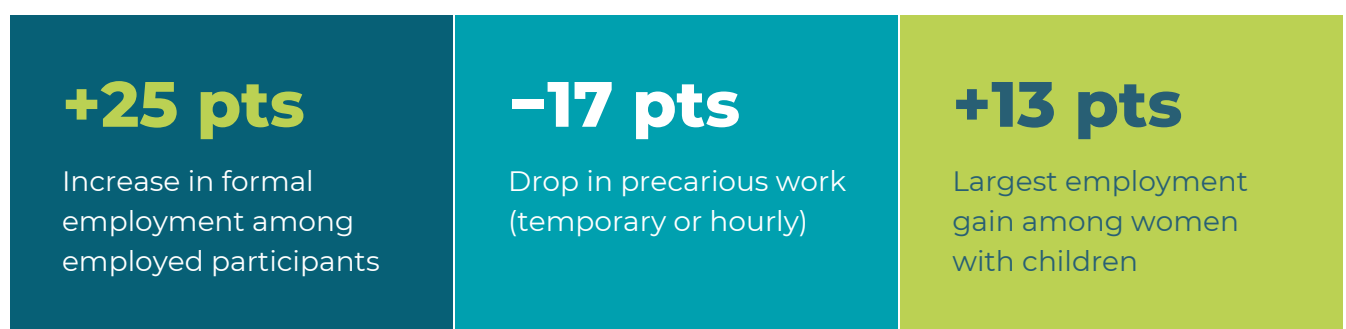
Overall employability

The program closed this cycle with concrete, measurable employability results. Beyond the number of jobs created, the data show that job quality also improved and that long-standing gaps affecting women in the labor market narrowed. *The indicators below reflect not only how many participants found a job, but what kind of job they landed and how decisive the program was in that change.*

IMPACT ACHIEVED



The gains went beyond number of jobs, quality improved and gaps narrowed.



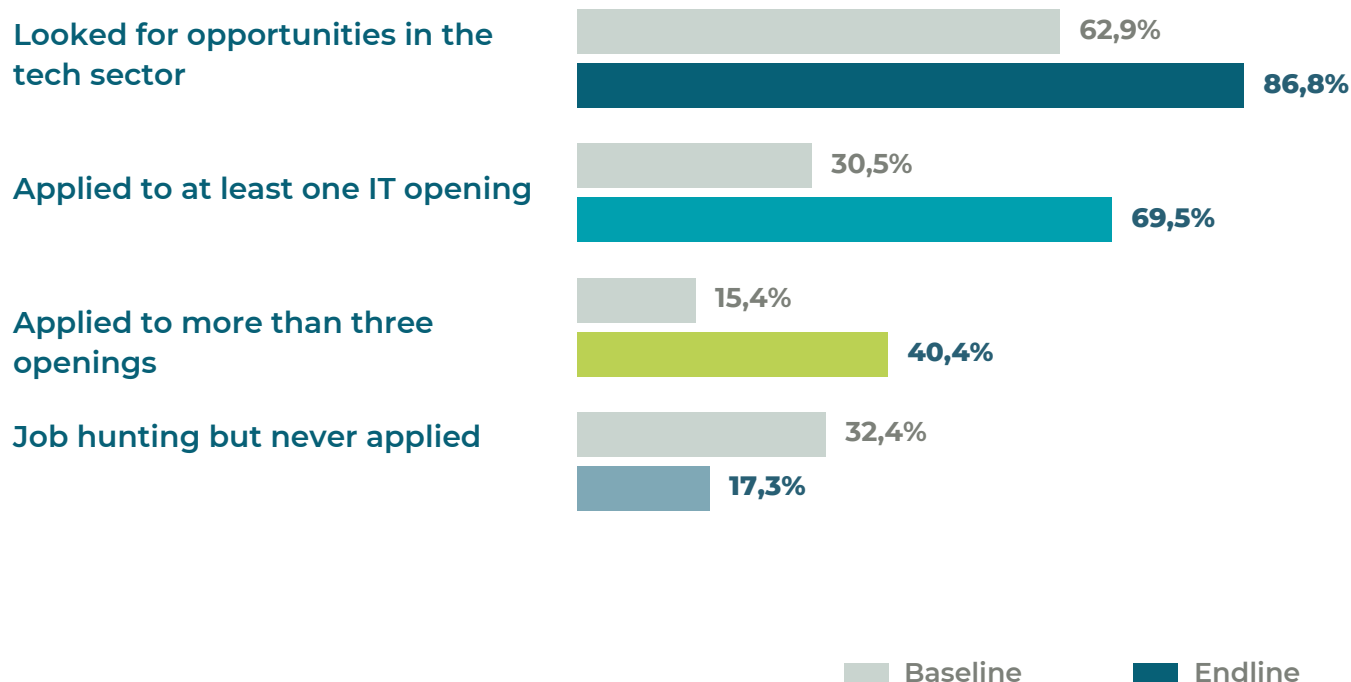
69,5%

applied for IT jobs

+39 pts

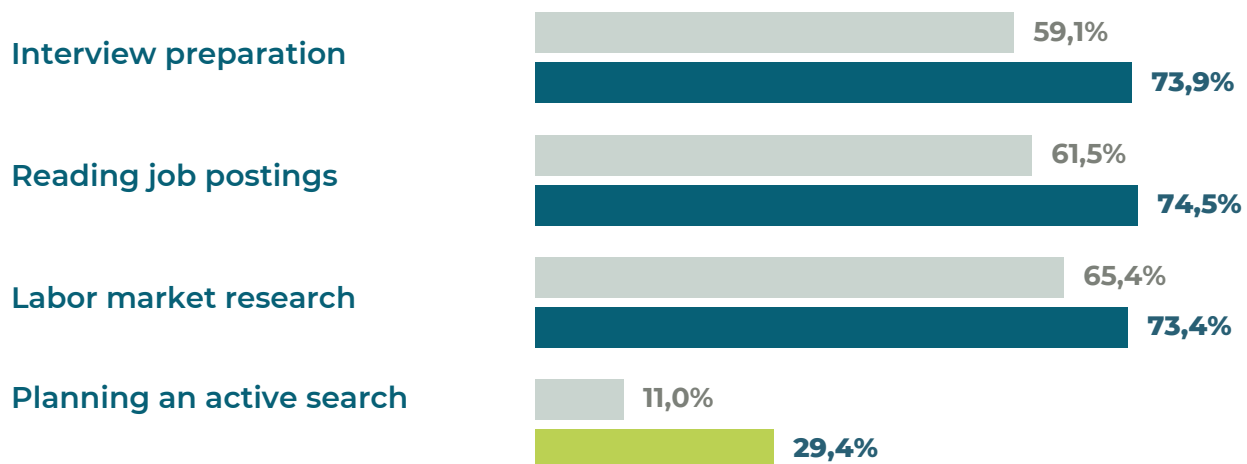
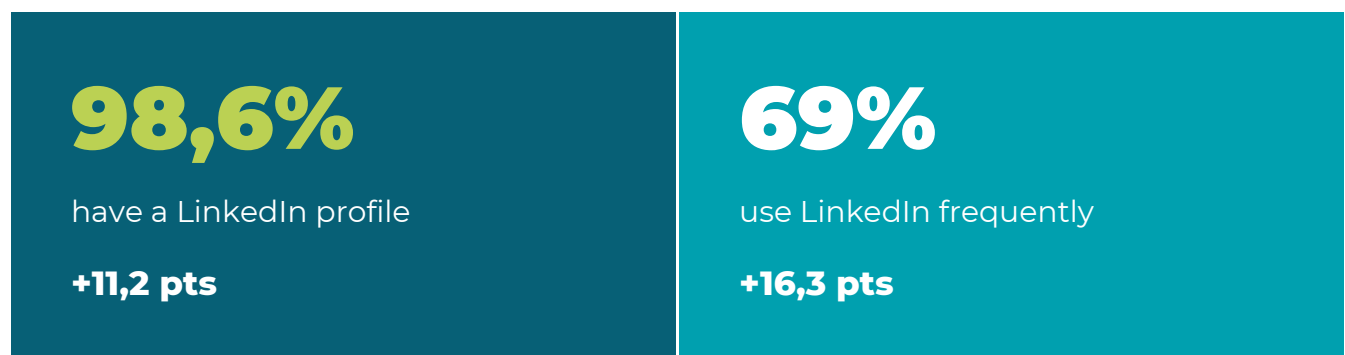
Job search

The program drove a more active and sustained job search. The share of participants looking for opportunities in the tech sector rose from 62,9% to 86,8%. At the same time, those who were job hunting but never got as far as applying fell from 32,4% to 17,3%, **while participants who had applied to at least one IT opening grew from 30,5% to 69,5% (+39 percentage points)**. In addition, by the end of the program, 40,4% had applied to more than three openings, compared with 15,4% at the start.



Job preparation

Participants strengthened their use of key job-search tools. By the end of the program, 98,6% had a LinkedIn profile and frequent use of the platform rose from 52,7% to 69%. Their search strategies improved too: interview preparation went from 59,1% to 73,9%, reading job postings from 61,5% to 74,5%, labor market research from 65,4% to 73,4%, and planning an active search from 11,0% to 29,4%, the largest increase recorded.



By the end, nearly every participant has a LinkedIn profile: some 41 created one during the program and the share without a profile dropped ninefold, from 12,6% to 1,4%. Frequent use means logging in several times a week or daily.

Social-emotional skills and self-efficacy

92,6%

feel their self-confidence improved

97,3%

feel able to learn and solve problems with technology

By the final session, 92,6% of graduates feel their self-confidence improved. In parallel, confidence in learning new tech skills and solving problems with technology reached 97,3%, the highest level among the self-efficacy dimensions measured.

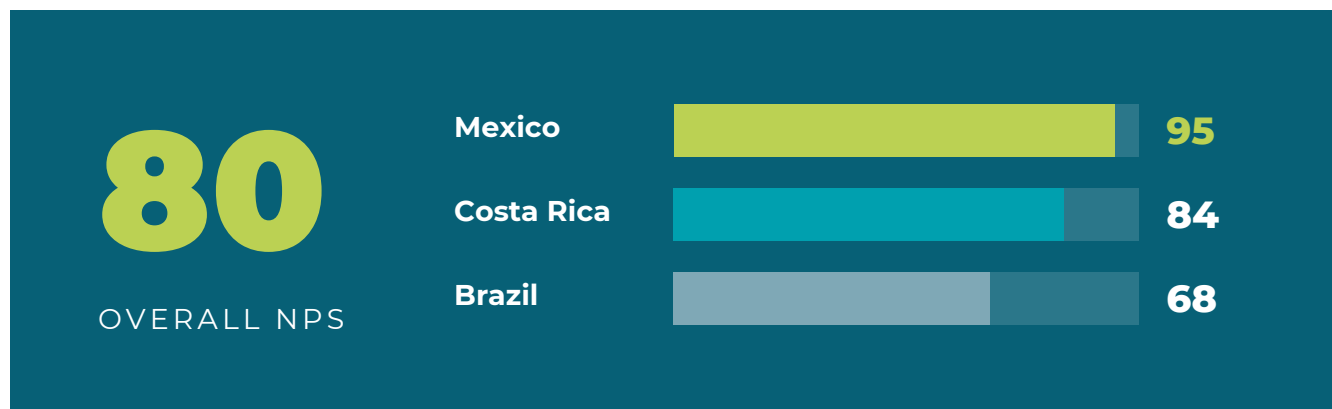
THE PROGRAM ANSWERS THE MOST DEEPLY FELT NEED

At the start of the program, participants were asked which skill they felt they most needed to develop. The most common answer was trusting themselves (29,1%; 106 participants), ahead of communicating ideas clearly (20,9%), taking on leadership roles (19,2%), and managing their time (16,2%).



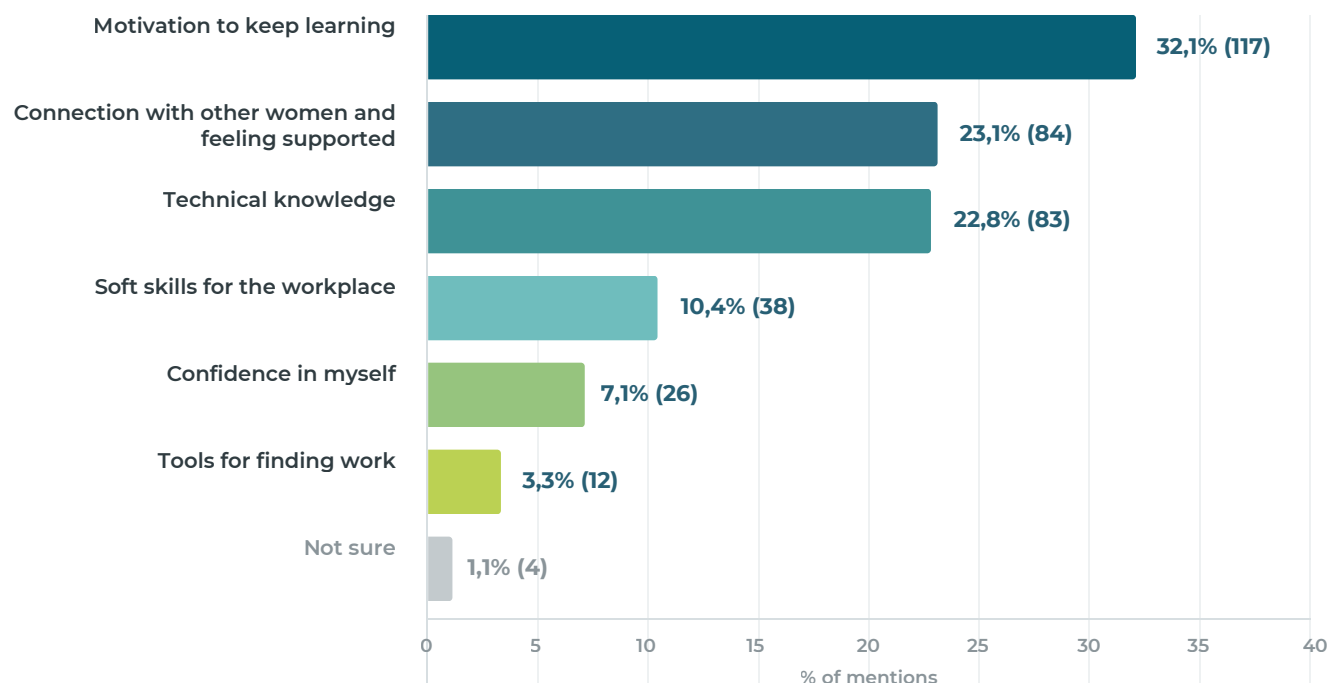
Confidence was the main gap participants reported, and it is where the program shows its greatest perceived effect: **92,6% of graduates feel they improved in that dimension.**

OVERALL NET PROMOTER SCORE (NPS)



The NPS of 80 reflects high, consistent ratings across all three countries, with Mexico leading (95), followed by Costa Rica (84) and Brazil (68).

EXPECTATIONS THE PROGRAM MANAGED TO MEET

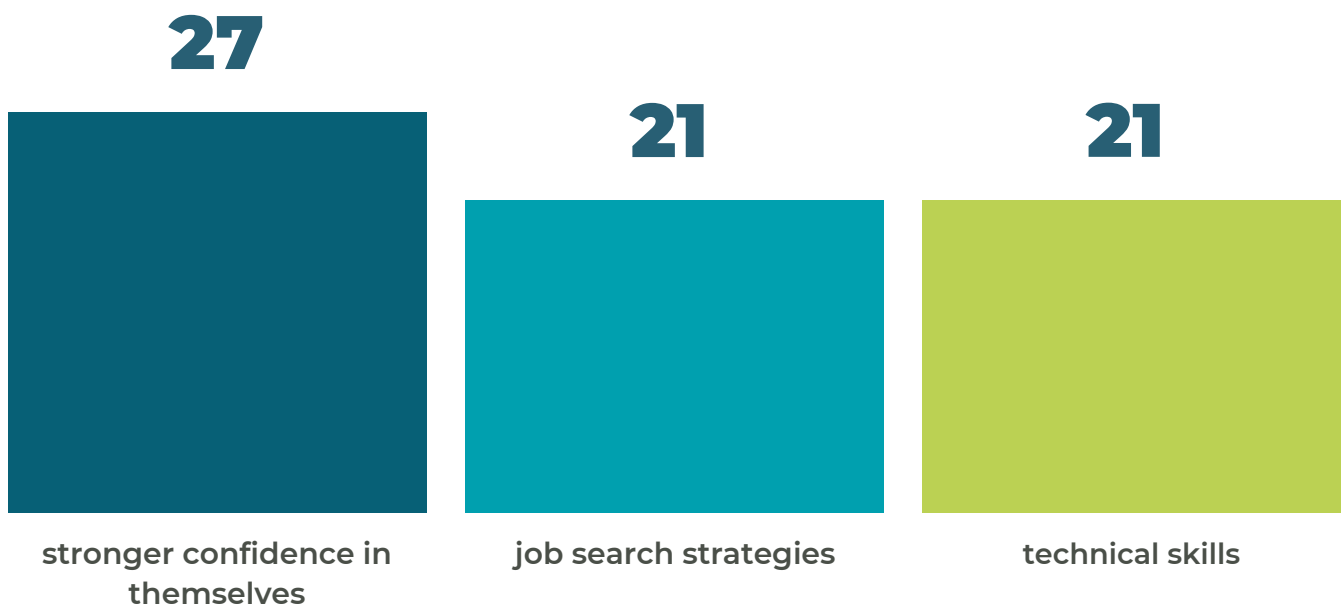


Methodological note: the question "What did the program give you most?" allowed only one answer per participant.

The two most mentioned aspects were the motivation to keep learning (32,1% of cases) and the connection with other women along with a sense of support (23,1%). One of the things graduates value most about the program is the push to keep training and the community they find in it.

What the program contributed to finding work

Confidence is the thread running through the whole program. It was the skill they most needed at the start, where they see the most improvement at graduation, and what they most credit for their change in employment. The program's value goes beyond the technical: it motivates further learning and builds community.



Among graduates who say the program influenced their employment situation, the most mentioned contribution was stronger confidence in themselves (27 mentions), ahead of job search strategies and technical skills (21 each).

Conclusions

Employability

The program created **134 new jobs**. Job quality also improved: **formal employment among those working rose 25 percentage points and more than half work in IT or digital sectors**. Participants with children were the ones who advanced most, and the gap tied to caregiving responsibilities narrowed.

Job preparation

Participants moved out of inactivity: **69,5% applied for IT jobs (+39 pts)**. By the close, 98,6% had a LinkedIn profile and 40,4% had applied to more than three openings.

Skills and confidence

Confidence was the skill they most said they needed at the start, and it is where the program shows its greatest effect: **92,6%** feel they improved in that dimension. Confidence in learning and solving problems with technology reached 97,3%.

Added value

With an overall NPS of 80, the program is valued above all for two key things: the motivation to keep learning and the community of women it builds.



05

Country highlights

BRAZIL

525

recipients

COSTA RICA

204

recipients

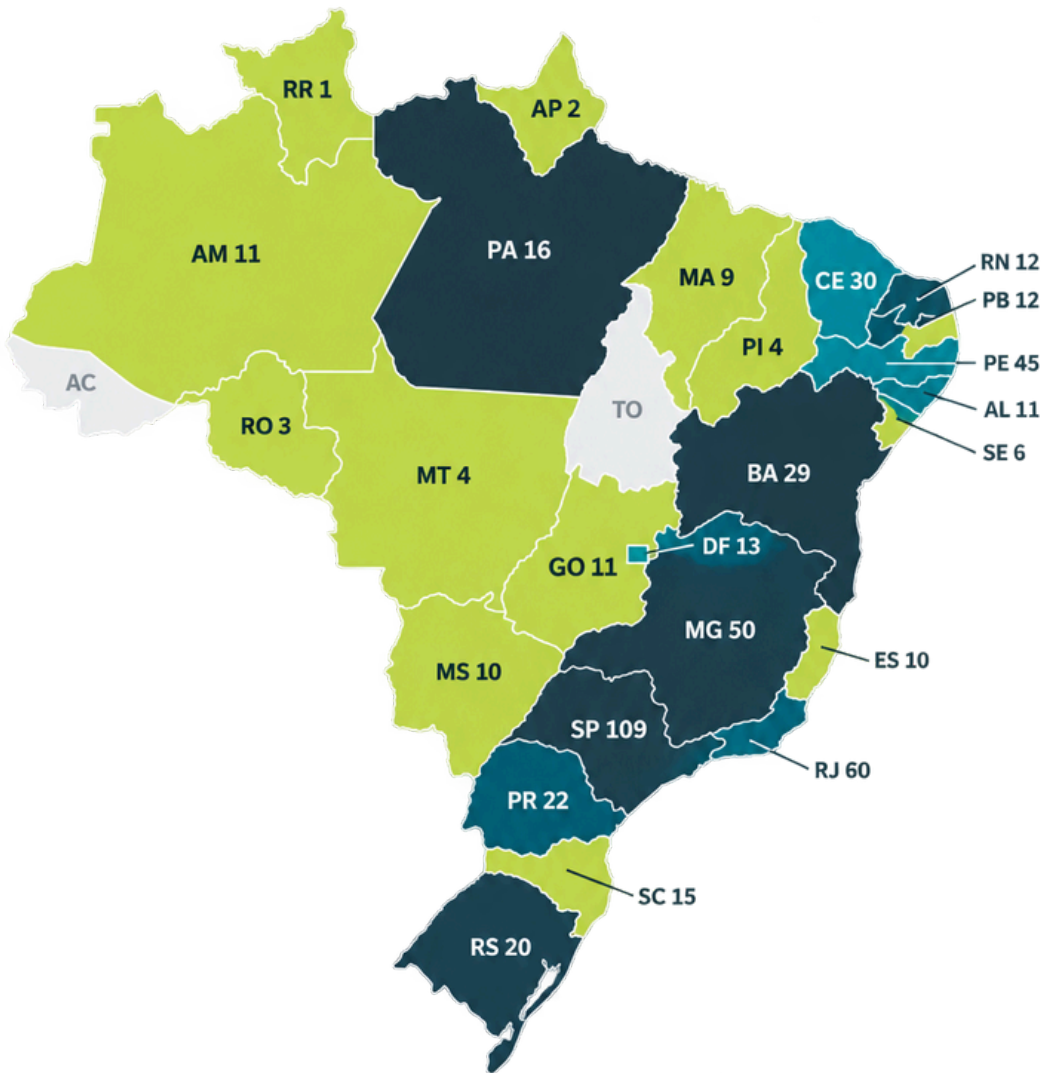
MEXICO

225

recipients

Brazil

525 participants registered across 24 states and the Federal District



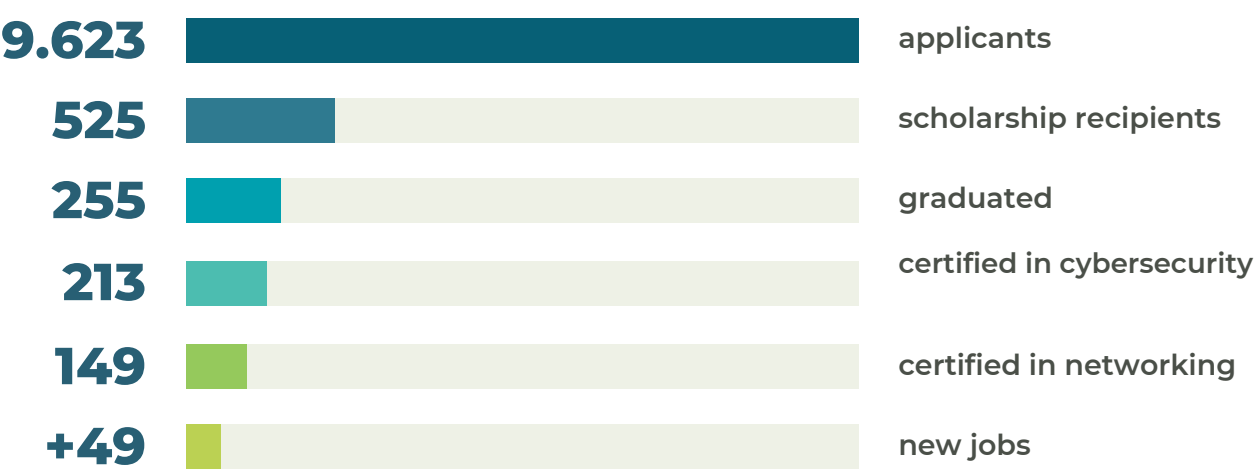
PARTICIPANTS BY STATE		HIGHEST CONCENTRATION	
	71 or more	São Paulo	109
	36 – 70	Rio de Janeiro	68
	16 – 35	Minas Gerais	50
	1 – 15	Pernambuco	45
	No records	Bahia	30
		Ceará	29

Acre and Tocantins had no records.



BRAZIL HIGHLIGHTS

COUNTRY FUNNEL



“The She is Digital program has transformed not only my life, both personal and professional, but also the lives of everyone who has taken part in it. I am grateful for the opportunity it has given to countless women.”

Leticia Matos, graduate

SUCCESS STORIES

*Women who inspire | Cárita (Brazil):
From the dream of a notebook to
Kyndryl: a journey with She is Digital*

Cárita Fonseca (BR, Senior
Customer Service Agent, Kyndryl)

Watch the full story





SHE IS DIGITAL STAFF

“Being part of the She is Digital program was a turning point in my move into the tech field. Beyond absorbing technical security concepts, the program pushed me to reach my full potential, which led me to finish first in my class and to the incredible opportunity of visiting Kyndryl in Hortolândia. The welcoming environment, the interaction with the facilitators, and the contact with great professionals showed me that cybersecurity is also built on human connection and resilience.”

Tayná Soares, She is Digital graduate and now part of the program staff

FEATURED EVENTS

11/08

The Aula Inaugural (opening class) was the program's kickoff session for students beginning their participation. The event was attended by executives and staff from Kyndryl Brazil.

22/12

Graduation from the project's technical stage, held over Zoom and streamed on YouTube so family members could take part. The video of participant testimonials is available here: **[Graduation ceremony | Full participant stories](#)**

05/02

In-person event in Hortolândia (Kyndryl Brazil).



05/02

On February 5, 2026, 21 students from different states across Brazil visited Kyndryl's facilities in Hortolândia. The activity let participants see a corporate environment up close, interact with industry professionals, and strengthen their networks.

Coffee with companies

The World Café was designed to bring students closer to the professional world through a space for interaction with partner companies. Over the course of the day, they had the chance to deliver their personal pitch in a setting much like a real hiring process. Five companies took part, across two sessions with a total of 42 students.

Each participant gave a ninety-second presentation on her background, experience, and career goals. At the end of each round, company representatives offered comments and recommendations to strengthen their communication and presentation skills.

To prepare for the World Café, students attended workshops on building a personal pitch and practice sessions run by the She is Digital team. These spaces let them rehearse their presentations, get feedback from both the team and their peers, and arrive at the event with more confidence.

Five stories, one community: the program's ripple effect

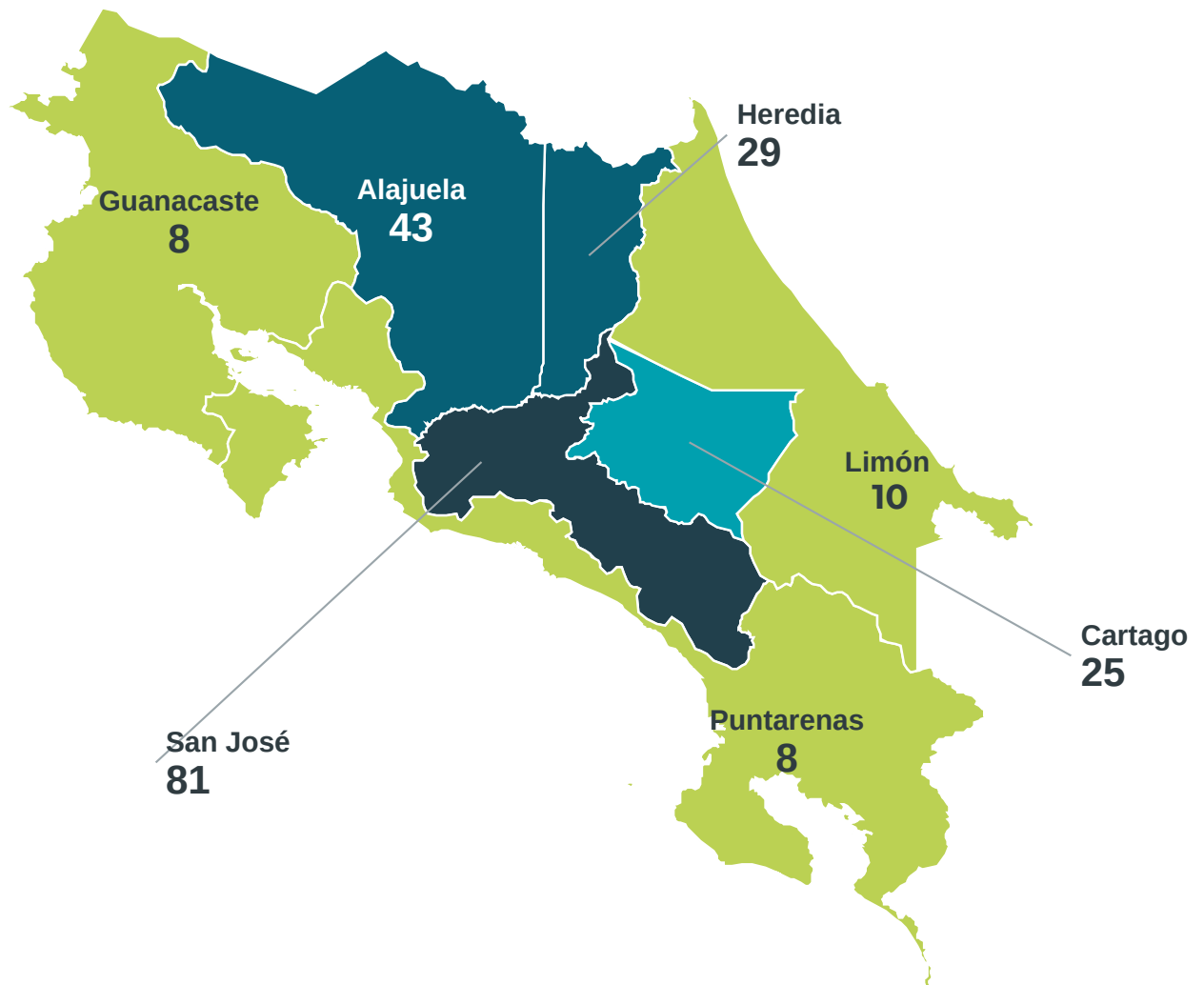
Five participants from the first edition of She is Digital Brazil (2025), from different regions of the country, met in the cybersecurity module and built a community of learning and mutual support. To fund their in-person meeting at the offices of Kyndryl, a strategic partner of the program, in Hortolândia, they launched a crowdfunding campaign around a cybersecurity e-book they wrote themselves; the goal was met in under a week.

In February 2026 they met in person for the first time during the day at Kyndryl. The group continues to develop initiatives to spread digital security knowledge in their communities, a case that shows how the program drives not only technical training but also the networks and impact projects its graduates lead.

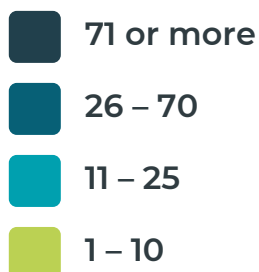
[Read the full article](#)

Costa Rica

204 participants registered across all 7 provinces



PARTICIPANTS



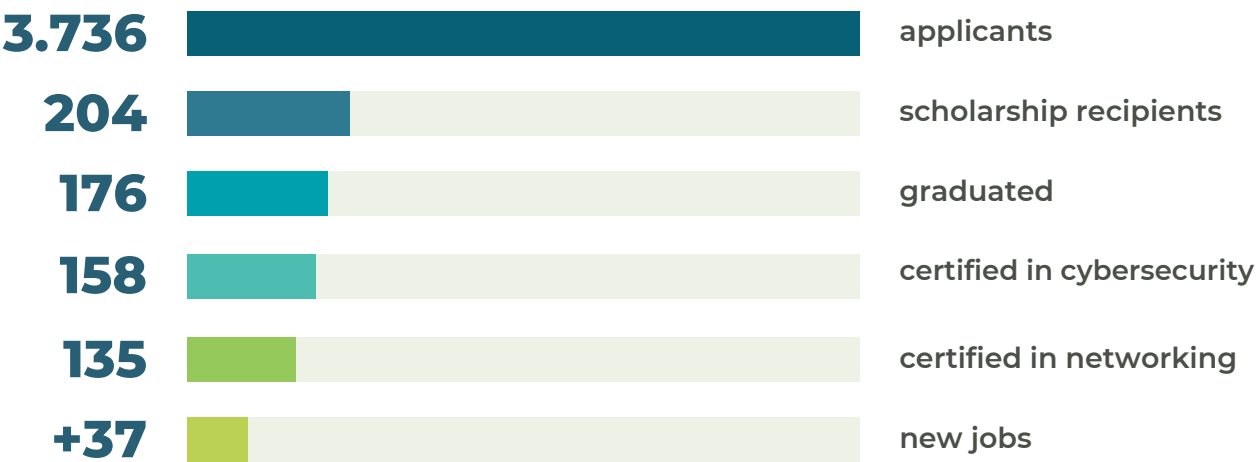
HIGHEST CONCENTRATION

San José	81
Alajuela	43
Heredia	29
Cartago	25
Limón	10
Guanacaste	8
Puntarenas	8



COSTA RICA HIGHLIGHTS

COUNTRY FUNNEL



"She is Digital taught me that there are no limits when we believe in ourselves, that technology can be a powerful tool to transform lives, and that together we are unstoppable. Today I feel more empowered, motivated, and grateful [...] it will help me open paths, not just for me, but for other women too."

Samantha Pinto, graduate

SUCCESS STORIES

Melissa (Costa Rica): Toward her first tech job at a global company

Melissa Villalobos (CR, GO AI Associate at Amazon)

Watch the full story



**SHE IS DIGITAL STAFF**

"Over the past year, I came to understand that the real success of She is Digital lies not only in the technical skills and certifications earned, but in every woman who came to believe in herself again, discovered abilities she may not have known she had, and found the courage to open up to new opportunities and grow — becoming agents of change and closing gaps in the tech field. "

Cristal Villalobos, facilitator

FEATURED EVENTS**Welcome event: Your Brand, Your Voice Makes Its Mark.**

In partnership with Kyndryl Foundation, an in-person workshop was held in Costa Rica with 72 She is Digital participants. The day included sessions on artificial intelligence, cybersecurity, and professional development, plus a networking space that brought participants closer to the corporate world.

72

women took part

Hackathon "Trace the Web 2026"

Fifteen She is Digital participants took part in the "Rastrea la Red 2026" hackathon, aimed at building tech solutions against human trafficking and migrant smuggling. Team Morpho X won with a proposal combining cybersecurity, artificial intelligence, and data analysis.

15

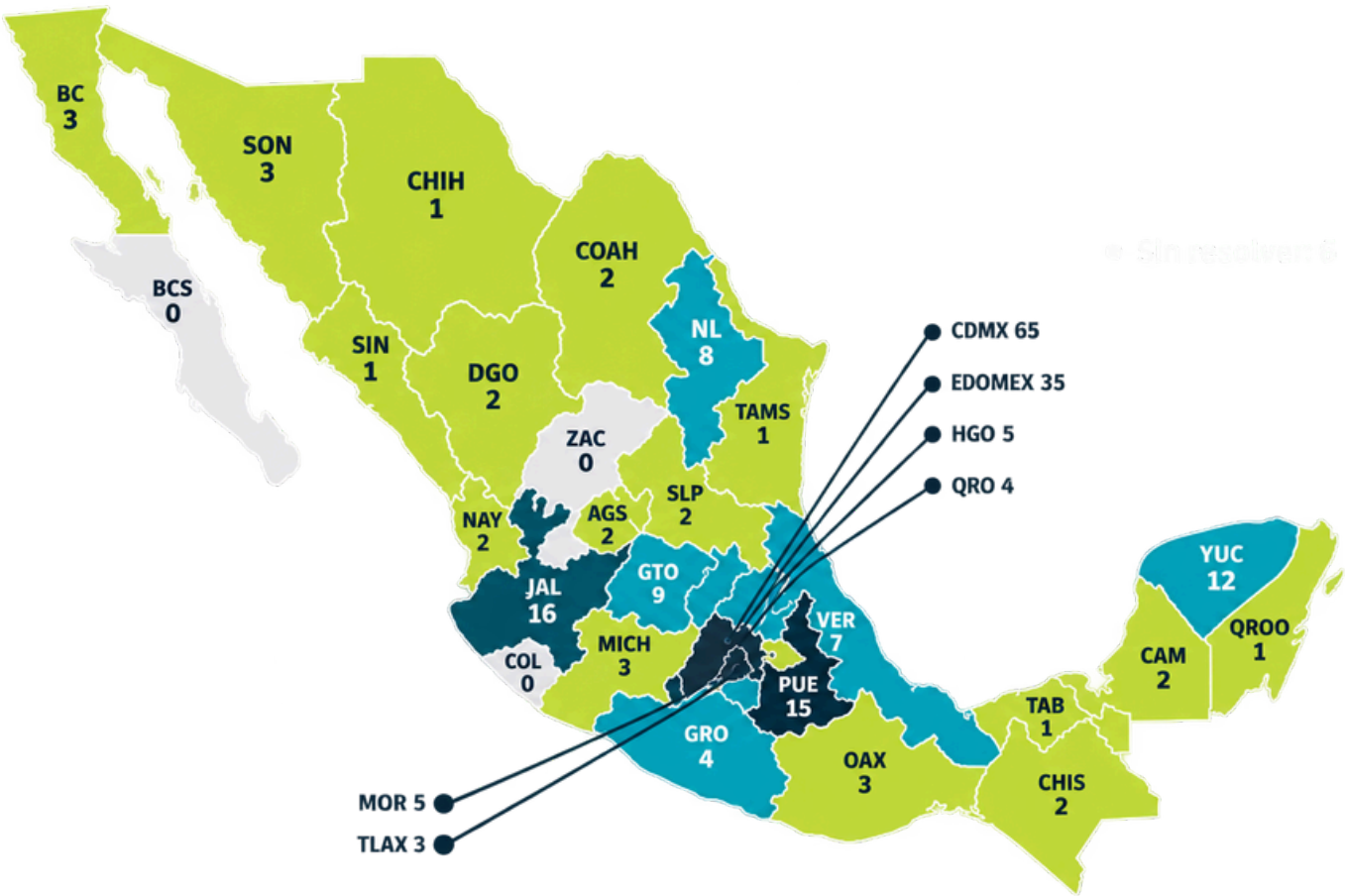
women took part

Morpho X

winning team

Mexico

225 participants registered across 28 states



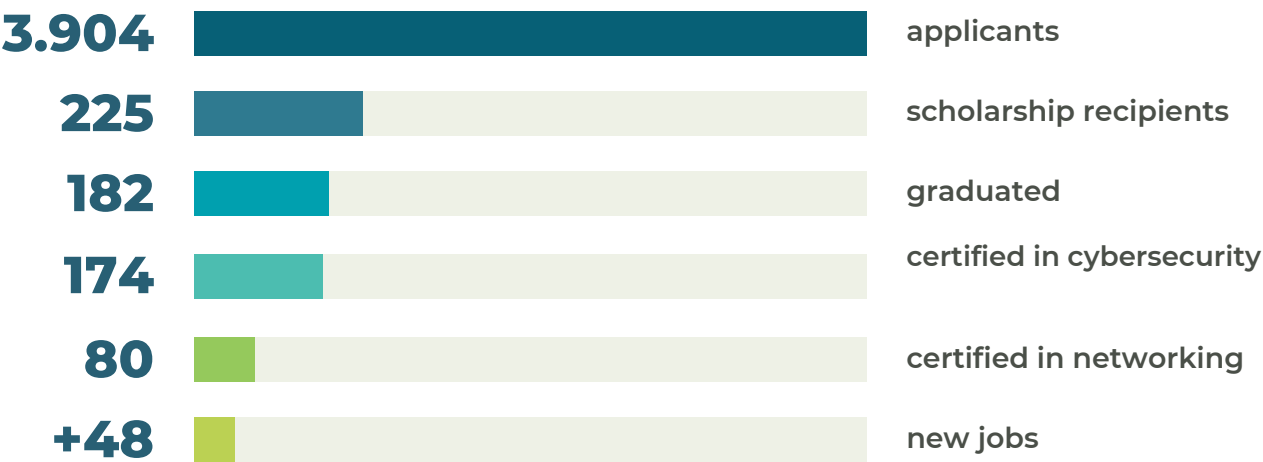
PARTICIPANTS		HIGHEST CONCENTRATION	
	30 or more	Mexico City (CDMX)	65
	10 – 29	State of Mexico (EDOMEX)	35
	4 – 9	Jalisco	16
	1 – 3	Puebla	15
	No records	Yucatán	12
		Guanajuato	9

Not identified: 6 participants.
No records: Baja California Sur, Colima, Tabasco, and Zacatecas.



MEXICO HIGHLIGHTS

COUNTRY FUNNEL



“Taking part in this program marked a before and after. Personally, it gave me far more confidence in my abilities; academically, I gained technical tools — like my Cisco (CCST) Cybersecurity certification — that once felt out of reach; and professionally, it opened up a whole new landscape of opportunities.”

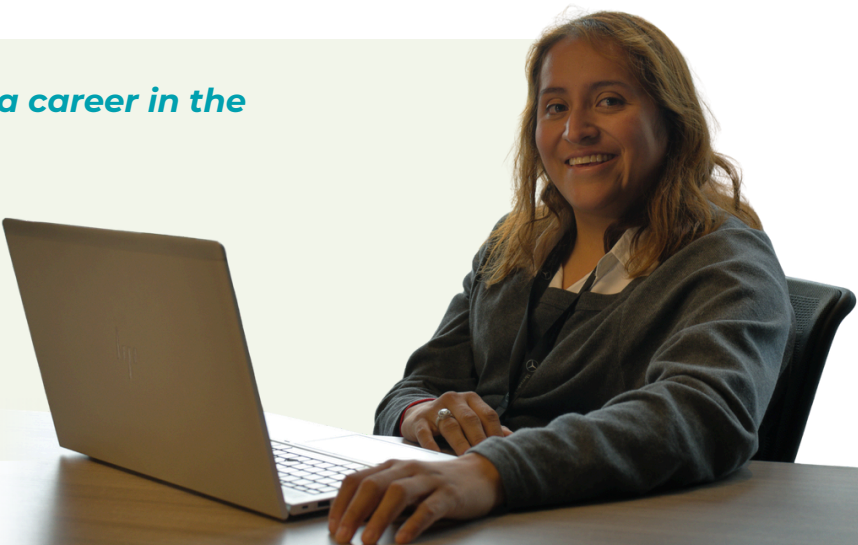
Ana Alicia Arroyo, graduate

SUCCESS STORIES

Melissa (Mexico): Carving out a career in the tech world

Melissa García (MX,
Cybersecurity Analyst,
Daimler Truck Mexico)

Watch the full story



**SHE IS DIGITAL STAFF**

“As an employability tutor, my challenge is to keep the spark of the training alive while participants face the complexity of the real world. My role is to be the bridge between what participants need and the various people behind the program (coordination, instructors, mentors, and partners).”

Brenda Morales R., Social-Emotional Skills Facilitator and Tutor

FEATURED EVENTS

An in-person day of learning and reflection in Mexico City, focused on strengthening graduates' tools for the employment stage, sharing experiences, and hearing from alumnae who are already part of the tech workforce.

As part of its support, the program created spaces to strengthen key skills, give visibility to graduate talent, and generate points of contact with companies across the labor ecosystem.

January 16**Webinar One IT****March 5****Project Portfolio Masterclass****March 19****Workshop “Elevate Your Personal Brand”**

in person with live streaming

March 24**She is Digital Job Fair**

with Accenture and Daimler Truck

The fair took place during mock interview week alongside local partners such as Accenture and Daimler Truck, where participants received real feedback.

Thank you to everyone who made it possible

kyndryl foundation



En apoyo de la
Coalición Mundial para la Educación
lanzada por la UNESCO



Global EdTech Prize, shortlisted

[Read the announcement](#)





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