

Georgia Rothe

Gender & Communication Lead

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WE ARE WiN

Digital Communication Key Expected Results

Drive greater awareness of gender equality challenges and solutions in the nuclear sector through high-impact communication. By developing targeted advocacy materials, this role amplifies WiN Global's visibility and positions diversity as an industry priority worldwide.

Objectives

1.
Highlight women's leadership, technical expertise, and pioneering contributions to the nuclear sector, effectively shifting public perception and inspiring the next generation of female professionals.

2.
Deliver consistent, inclusive, and gender-responsive communication across all channels, ensuring that every narrative seamlessly aligns with WiN Global's core values.

3.
Amplify the visibility and strategic positioning of Women in Nuclear by leveraging modern digital platforms, high-impact campaigns, and global networking opportunities.

Gender & Communication Lead

What inspires you to be part of WiN Global?

I am inspired by being part of a network that challenges a myth I have heard since childhood: that girls and women do not belong in science, nor in the nuclear field.
WiN Global is a space to demonstrate that women are an essential part of progress, while also creating and amplifying narratives and spaces where women can speak openly about the barriers we still face and transform them into new ways of doing things that contribute to a better world for everyone.

Professional Profile

Expertise area: Gender Mainstreaming, Gender Balance, Equality, Female Leadership, Women Networks, Communications with Gender Lens.

Georgia is a Lawyer with a MSc in Education, specialized in gender studies (SGBV prevention, public policies, and social movements). Over the past 10 years, she has worked with the public sector, private sector, and NGOs to advocate for gender equality and to strengthen women's networks in male-dominated fields. Georgia developed the world's first guide on gender mainstreaming in the nuclear sector for Latin America.

WE ARE WiN

Women in Nuclear Global

Gender & Communication Lead

Get to know Georgia

Chapter

WiN Argentina / WiN ARCAL.

Organization

Pro Mujer Inc., a social enterprise for advancing gender equality in Latin America.

A woman you admire and why

Verónica Garea is an outstanding Argentinian Nuclear Engineer who reshapes how we see science. She has the brilliant gift of making it clear in every single word that nuclear power is genuinely cool. A true inspiration for women in the sector, showing us how to lead with passion, intellect, and pride.

How would you describe yourself in three words

Creative, friendly, loud.

Favourite food

Arepas.

Favourite song, band or singer

"Gracias a la vida" by Mercedes Sosa

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