



# The Impactful Superwoman

From Being a Champion of Technology for Humanity to Being an Advocate for Women in Technology and Leadership

By Cheryl Marella



Metaverse talk with Paris Hilton

The phrase “Silicon Valley, USA” is, without a doubt, not foreign to your ears. This location is a paradise for people who are obsessed with technology from all over the world. There are numerous experts in technology from around the world, and one of them is a female leader named Sonita Lontoh.

This Indonesia-born woman is well-known for her global contributions at the intersection of technology, digital transformation, and sustainability. Sonita has a diverse and global career. She currently serves as board director at Sunrun (Nasdaq: RUN), the largest solar-and-battery-as-a-service company in the U.S. and at Trueblue (NYSE: TBI), a mission-driven workforce solutions company who in the past 3 years have connected more than 2 million people to work. Formerly, she was a senior executive at HP (Hewlett-Packard), Siemens, and PG&E, all global Fortune 100 companies with combined revenues of more than \$200 billion. She has advised global companies and

governments on programs that have contributed positive impact to businesses, consumers, and society. In particular, she is a purpose-driven leader with a passion for advancing technology for humanity and for increasing more women in technology and leadership.

Throughout her career, Sonita has been involved with various disruptive technologies, including Internet of Things (IoT), 3D Printing, Artificial Intelligence, and Green Technology. What has been a consistent theme among all her experiences, is her commitment to ensuring that these new technologies are delivering positive benefits to society. One example of her work was spearheading people’s understanding of how the application of IoT and digital technologies to our energy infrastructure would enable a more efficient, cleaner, and more sustainable energy ecosystem. This is because IoT and digital technologies would transform our centralized and inefficient energy infrastructure into a decentralized



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and more efficient system that would enable the integration of more distributed green energy such as solar, batteries, and electric vehicles (EVs). Another example of her focus on spearheading technology for humanity happened when the pandemic caused supply chain challenges around the world. She was proud that her company at the time, HP, together with many of their customers and partners,

was able to rally together to quickly design and produce >5M mission-critical applications, such as PPEs, nasal swabs, and more to help healthcare workers and deliver a real positive impact on society.

While her career has always been global, according to Sonita, Indonesia has a lot of potential to leverage some of these disruptive technologies to help with the country's digital transformation and

energy transition. For example, as an archipelago country, Indonesia would benefit from implementing more distributed green energy, including solar and batteries, especially in those remote areas where the grid cannot reach. In a sense, Indonesia can leapfrog into smart and distributed energy system to create a more resilient and sustainable energy infrastructure. Another example is the application

Sunrun Solar Installation2  
**Opposite page from top:**  
 Outside the HP Garage -  
 Birthplace of Silicon Valley;  
 Inside the HP Garage  
 - Birthplace of Silicon Valley



of digital technologies to enable more Indonesians to participate in the modern 21st century economy. She notes, however, that any transformation and transition is a journey, and it'll take education, time and patience to successfully transform and transition the country.

In addition to her focus in technology, Sonita plays her part as

an inspiring role model and advocate for women who want to pursue careers in technology and aspire to climb the leadership ladder to the C-suite and corporate boardrooms. Women are still underrepresented in the field of technology, and especially in leadership positions. According to recent studies, although women comprise about 50% of the

population, women only represent approximately 8.2% of Fortune 500 CEOs and only about 18.8% of Fortune 1000 board members. Throughout her career, Sonita has been a passionate advocate for increasing the number of women and underrepresented minorities and her work has gotten numerous recognitions. She has been invited by the White House to speak at President Obama's Global Entrepreneurship Summit and to an event honoring AAPI Women Champions of Change. Sonita was recognized by U.S. Secretary of State Clinton for her work for TechWomen and was invited by U.S. Secretary of State Kerry for a roundtable discussing digital transformations. She is also an inductee to the US Asian Hall of Fame, the US Women in Manufacturing Hall of Fame, and is a graduate of MIT, Northwestern's Kellogg and U.C. Berkeley. Sonita is definitely a woman with many accomplishments, but what distinguishes her is her commitment to ensuring that her work delivers positive impact not only to businesses, but more importantly, to consumers and to society.