Cognizant Softvision Recognized for Women in Engineering Exhibit by Webstock Awards

The Cognizant Softvision Marketing team recently placed third in the Best use of Photography category at the Webstock Awards 2020 in Romania for its Women in Engineering ‘New Normal’ photo exhibit. The team was chosen from 385 nominations among 23 categories.

Recognizing International Women in Engineering Day, Cognizant Softvision encouraged its women engineers to show everyone how they work, play, exercise, parent, care for one another, and much more, during the COVID-19 pandemic. Since June, participants displayed photos of their new normal at home via Zoom and shared the photos in powerful black and white imagery across internal and external channels.

The program was so successful that the Softvision team extended the photo-share exhibit to align with various calendar events and monthly awareness topics such as Breast Cancer Awareness Month in October and Men’s Health Issues in November.

“Initiatives like the Women in Engineering photo exhibit give our employees, especially our women engineers, the much-deserved recognition for their innovation, as well as a sense of belonging that’s often lost when everyone is working remotely,” said Fausta Ballesteros, VP of Communications and Marketing, Cognizant Softvision. “Our employees are working extremely hard during this new normal, and I am proud to know they are able to boost one another’s spirits and pass on such enthusiasm to our clients.”

Learn more about the Webstock Awards 2020here.

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