

Spotlight on Women in Privacy[®]

Emerald de Leeuw, Global Head of Privacy & AI Governance at Logitech, and Co-Founder of Women in AI Governance



What do you love about being a privacy professional?

There is never a dull moment. I chose technology law for this reason. It moves fast and data laws are always relevant for businesses. When it comes to privacy specifically, I do think we can get pigeon-holed at times, and that is something to watch out for. It is smart to look holistically at what you are being asked to advise on by which I mean; don't just look at business ideas as a compliance professional, but think as a business partner. Spend time on developing your business skills, so you have a better understanding of your stakeholders. Additionally, these skills are incredibly helpful if you are responsible for strategy and the overall privacy and AI governance programs. Having a basic understanding of corporate finance, business strategy and marketing will make you a more well-rounded privacy professional and likely a better partner for your business colleagues.

What was the best professional advice you received?

"If you don't ask, you don't get." I think the biggest limitations in our careers are the ones we create for ourselves. If you had asked me 10 years ago if I would be leading privacy and AI governance at a multinational technology company, I would have said "absolutely!" This may not be the answer you were expecting to read as these answers usually end with "never in my wildest dreams." No one is ever fully ready for their next big move. This is definitely true in fast-moving legal and technological domains. If there is a great opportunity, make it known you want it. Sure, this creates vulnerability, as you may not be given the opportunity. However, it may also lead to your next major role. It is important to see big things for yourself, even if it is not something you can take on today. It forces you to think about what is needed to get you there, which in turn creates action. Strategy is important, but action eats it for breakfast.

What privacy development are you paying attention to this month?

I'm all over AI agents. It is a super exciting area that is THE hot topic in AI at the moment. For those not familiar, a quick YouTube search brings up some excellent videos offered by leading AI companies and institutions such as Y-combinator and Stanford. It would be amazing if it could take over booking my travel for 2025!

What do you do to unwind?

I work out! Healthy body, healthy mind. I'm naturally a pretty high-energy person and I like to blow off steam by lifting weights, Peloton classes or a simple walk with my two golden retrievers in the forest.

// UPCOMING EVENTS:

Women in Privacy – London Luncheon

Wednesday, March 12, 2025 | 12:30 p.m. – 2:00 p.m.

Sidley Austin LLP | 70 St Mary Axe, London EC3A