# Logitech harnesses AI and hybrid work trends to expand into new markets



With hybrid work firmly established as a global norm, companies are increasingly focusing on providing tools that enable productivity regardless of location. At the recent Logi Work event in London, Logitech’s CEO Hanneke Faber discussed the company’s vision for the future of work, emphasising their commitment to “working smarter, living better, growing faster.” Logitech’s approach revolves around a core mission to extend human potential in both work and play, aiming to make people “a little bit better” through technology.

Faber outlined three key technology trends shaping this future: the inherent uncertainty businesses face in a rapidly changing world, the growing role of artificial intelligence, and the ongoing shift towards work-from-anywhere models. She highlighted how Logitech views hardware as critical to the AI ecosystem, describing their peripherals—microphones, webcams, keyboards, and mice—as the “eyes, the ears and the hands of AI,” acting as the sensory layer that enables artificial intelligence to interact with people effectively. This perspective underscores the company’s role not just as a hardware manufacturer but as a facilitator of human-machine collaboration.

Research referenced by Faber noted that over 75% of workers now operate from various locations, signalling that the hybrid model extends well beyond traditional office settings. As a result, the efficacy of work technology is no longer judged by the sheer number of tools but by how well these tools reduce friction and optimise workflows, wherever employees are situated.

Beyond the immediate product innovations, Logitech is pursuing a more expansive strategy to capture growth opportunities in emerging markets. The company aims to double its addressable market in the professional sector by developing solutions tailored for education, healthcare, and other non-traditional office environments. This ambition ties into Logitech’s broader vision of serving a diverse range of users, including professionals whose work extends beyond conventional desks. Simultaneously, Logitech plans to double its gaming segment by creating more peripheral options for console and mobile gamers, reflecting a dual focus on both work and leisure markets as engines for future growth.

Faber’s tenure as CEO, which began in December 2023, aligns with this strategic push. Bringing over three decades of global leadership experience from consumer and B2B sectors, including her previous role heading Unilever’s nutrition business, she is spearheading a cultural and innovative transformation to unlock Logitech’s full potential. Industry data shows Logitech’s responsiveness to macro trends such as AI integration and hybrid work models is central to this transformation.

While Logitech is positioning itself for growth, there have been internal governance tensions that reflect broader industry challenges. Most notably, founder Daniel Borel attempted unsuccessfully to remove Chairperson Wendy Becker, criticizing what he saw as insufficient adaptation to AI and post-pandemic realities. Despite these critiques, the board reaffirmed Becker’s position by a wide margin, though she has announced plans to step down at the next annual general meeting. The episode highlights ongoing debates within the company regarding leadership and agility in a rapidly evolving tech landscape.

Looking ahead, Logitech expresses confidence in maintaining steady growth, supported by resilient consumer confidence and a strong product pipeline. Gaming peripherals are expected to drive faster growth compared to professional work tools in the forthcoming fiscal year. However, the company stresses the continuous nature of innovation required in this space, with Faber noting, “Our work in this space is never done—success is never final.”

This outlook echoes broader thoughts on the future of work emerging across industries, where hybrid and human-centred approaches dominate strategies. As workplaces evolve from fixed desk-centric setups to fluid spaces prioritising collaboration and flexibility, companies like Logitech are adapting their solutions to meet these dynamic needs.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.techradar.com/pro/our-work-is-never-done-logitech-ceo-on-the-trends-shaping-the-future-of-work-and-how-hardware-can-be-the-eyes-the-ears-and-the-hands-of-ai), [[7]](https://www.forbes.com/councils/forbestechcouncil/2023/01/26/the-future-of-work-is-hybrid-human-and-here-to-stay/)
* Paragraph 2 – [[1]](https://www.techradar.com/pro/our-work-is-never-done-logitech-ceo-on-the-trends-shaping-the-future-of-work-and-how-hardware-can-be-the-eyes-the-ears-and-the-hands-of-ai)
* Paragraph 3 – [[1]](https://www.techradar.com/pro/our-work-is-never-done-logitech-ceo-on-the-trends-shaping-the-future-of-work-and-how-hardware-can-be-the-eyes-the-ears-and-the-hands-of-ai)
* Paragraph 4 – [[2]](https://www.reuters.com/technology/logitech-ceo-aiming-double-target-market-peripherals-2024-04-30/), [[3]](https://www.reuters.com/technology/logitech-targets-faster-growth-via-education-health-ai-2024-04-30/)
* Paragraph 5 – [[4]](https://news.logitech.com/press-releases/news-details/2023/Logitech-Appoints-Hanneke-Faber-as-Chief-Executive-Officer/default.aspx)
* Paragraph 6 – [[5]](https://www.reuters.com/technology/logitech-founder-fails-attempt-oust-chairperson-2024-09-04/)
* Paragraph 7 – [[6]](https://www.reuters.com/technology/logitech-ceo-says-global-consumer-confidence-holding-up-2024-10-22/), [[1]](https://www.techradar.com/pro/our-work-is-never-done-logitech-ceo-on-the-trends-shaping-the-future-of-work-and-how-hardware-can-be-the-eyes-the-ears-and-the-hands-of-ai), [[7]](https://www.forbes.com/councils/forbestechcouncil/2023/01/26/the-future-of-work-is-hybrid-human-and-here-to-stay/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.techradar.com/pro/our-work-is-never-done-logitech-ceo-on-the-trends-shaping-the-future-of-work-and-how-hardware-can-be-the-eyes-the-ears-and-the-hands-of-ai> - Please view link - unable to able to access data
2. <https://www.reuters.com/technology/logitech-ceo-aiming-double-target-market-peripherals-2024-04-30/> - Logitech International aims to significantly increase its sales by expanding its product range to cater to people working outside traditional office settings and to gamers using consoles and mobile phones, as announced by CEO Hanneke Faber. The company plans to double its total addressable market in the work sector by developing products for fields such as education and healthcare. Additionally, Logitech seeks to double its market in the gaming sector by creating more products for console and mobile gamers. The announcement followed the company's fourth-quarter earnings report.
3. <https://www.reuters.com/technology/logitech-targets-faster-growth-via-education-health-ai-2024-04-30/> - Logitech International is targeting faster growth in future by expanding its customer base into areas like education and healthcare as well as doing more with artificial intelligence, Chief Executive Hanneke Faber said on Tuesday. The computer mice, keyboard and video conferencing maker snapped 2-1/2 years ... . The Swiss-U.S. company, ... . Faber, who took charge in ... . Until now Logitech had mainly focused on ... . "Most people in the world don't ... ," Faber said. "We have room to play in ... ." Education was one area targeted, for ... . There was an opportunity to double its ... . Logitech was also looking to increase sales ... "challenging." Still, Faber said the move ... "here to stay." More products will also be launched which ... . Other products include AI-equipped video conferencing ... . Acquisitions could also feature again ... . "We do have the firepower but ... ," she said.
4. <https://news.logitech.com/press-releases/news-details/2023/Logitech-Appoints-Hanneke-Faber-as-Chief-Executive-Officer/default.aspx> - Logitech International announced the appointment of Hanneke Faber as its new Chief Executive Officer, effective December 1, 2023. Faber brings over 30 years of global leadership experience across various consumer, B2B, and e-commerce businesses. Prior to joining Logitech, she led Unilever's $14 billion Nutrition business as group president, overseeing operations in more than 150 countries. Faber's appointment is expected to drive innovation and advance Logitech's unique culture, unlocking the company's full potential for long-term growth and increased value for all stakeholders.
5. <https://www.reuters.com/technology/logitech-founder-fails-attempt-oust-chairperson-2024-09-04/> - Logitech International founder Daniel Borel's attempt to remove Chairperson Wendy Becker from her position failed during the company's annual general meeting in Lausanne, with nearly 86% of shareholders voting for Becker's re-election. Borel, who holds a 1.2% stake in the company and co-founded it in 1981, criticized Becker for inadequate leadership and lack of adaptation to trends such as artificial intelligence and the post-pandemic environment. He also expressed concerns about Becker's tech experience. Board member Guy Gecht, who received 14% shareholder support, had stated he would not accept the chairperson role if elected. Despite recent sales growth following a pandemic-induced decline, Borel argued that the current leadership is overly reliant on past successes and unprepared for future challenges. Becker announced intentions to step down at the next AGM, but Borel criticized the lengthy transition period, emphasizing the rapid pace of the tech industry.
6. <https://www.reuters.com/technology/logitech-ceo-says-global-consumer-confidence-holding-up-2024-10-22/> - Logitech International's CEO, Hanneke Faber, expressed confidence in robust consumer sentiment as the company approaches the pre-Christmas quarter. Speaking after posting the latest financial results, Faber emphasized that Logitech is well-prepared for the holiday season and anticipates resilience in global consumer behavior. The overall market is expected to experience low single-digit growth for the company's fiscal year ending March 2025. Gaming products, including specialized keyboards, headsets, and controllers, are predicted to outperform and grow faster than products designed for professional work settings.
7. <https://www.forbes.com/councils/forbestechcouncil/2023/01/26/the-future-of-work-is-hybrid-human-and-here-to-stay/> - This shift tells us that the future of work starts with humans, and organizations need to look at building their workplace environments and processes focused on enhancing capabilities and connection. At Logitech, we are no different. While we are a leader in helping to empower organizations with tools and services to develop a hybrid model, we have also been learning along the way. We were a "work from anywhere" culture prior to the pandemic, but true hybrid had us rethinking everything. For example, we are reconfiguring our workplaces to be hybrid-first. We initially struggled with "desk wars" and those wanting to hang on to the past, thinking that everyone needed a dedicated and assigned spot. This evolved once we reconsidered that the benefit of the workplace has fundamentally changed. While there are many scenarios in which an employee's role or unique work task requires them to be in the office and lends itself to "focused work," employees are now looking for us to provide meeting and collaboration spaces as the primary benefit of coming into the office.