

WOMEN IN TECH

Q&A

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Senior Manager

What is your specific job?

My current role is the manager managing the Virtual Sales Account Manager team with associates in Canada, Mexico, and the US.

What does a 'day in the life' look like in your role?

Aside from my morning dose of caffeine and quick 30-minute workout, a day's work in the office will never have a dull moment. It's usually a mix of routines, problem solving, coaching, meetings, managing, etc. On a given day, I might:

- Present sales, revenue, and forecast data to the management team
- Resolve customer escalations and provide the VSAM team with coaching and guidance on resolution processes
- Facilitate the implementation of new processes to improve sales support delivery
- Coach VSAM to identify upsell and growth opportunities
- Coordinate with leaders to drive projects focused on process and policy improvements

What sparked your interest in choosing technology as a career?

I don't have a technology background, but technology has always been a passion of mine. I enjoy nothing more than learning about new technology trends in order to work more efficiently and see progress and success. I'm amazed how technology can improve lives and help others.



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What advice would you give to young professionals starting in tech?

If you are going to work in the tech industry, be prepared for a lot of problem-solving. Each day you will be presented with fresh, complex issues that you need to solve. The world of technology is moving at a very fast pace. In order to keep up with the constantly evolving tech industry, it's imperative that you keep learning.

Do you believe women need to “act like a man” to be successful in tech?

No. I have worked within the technology industry for over 20 years. In my experience, women are often very successful by being women and not acting like a man. Certainly, in my early days I found I had to work harder to earn the respect and overcome the stereotypes within the IT industry. However, I do believe success has more to do with the individual rather than their gender.

What is one trait you need to be a great leader?

Empathy is a core leadership trait that helps to nurture the team. Being empathetic doesn't always mean agreeing with other's views, but to appreciate and have a willingness to understand. It is about having the ability to relate to and connect with people for the purpose of inspiring and empowering.

How can women make sure their voices are heard?

We just need to be more assertive and confident in voicing our ideas.

What role does education play in promoting technology as a great career for women to pursue?

Yes, education plays an important role and might be an edge for you to getting the job you want in the tech industry. Jobs are in high demand. For you to be able to keep the job, ride the wave of technology, and be quickly promoted to better positions, your skills are what matter the most.

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