



TARGET
GENDER
EQUALITY



Target Gender Equality – When She Leads

“Success is not a personal matter; it is about knowing how to work as a team.”



Quick facts: Ana Belen Montosa – Financial Manager – BIOAZUL S.L – Spain

Can you share one barrier to women’s economic empowerment that you think is overlooked or not adequately prioritized? In your opinion, what needs to happen to accelerate the pace of change?

I believe that a gender equitable culture needs to grow from the base, through education. We need to eliminate stereotyped gender roles and stop attributing certain tasks, jobs and attitudes to men and women, respectively. We must put an end to the labels that society imposes on us and we automatically assume without even thinking about what they imply and the limitations they can put on others. Many women are still faced with the dilemma of choosing between their professional careers and being mothers, a choice rooted in stigma and outdated gender roles that we must eliminate.

At this point, we have to promote work models based on productivity and flexible working schedules aimed at creating a balance between work, personal and family life for both women and men, reporting on their availability and accessibility to the company.

What is one piece of advice you would like to share with fellow women that are aiming to shatter the glass ceiling in the business world?

You are a woman, do not seek to be a man. Be different – you are different – so prove your skills when faced with adversity and the professional challenges thrown at you. Look for smart alternatives and better solutions and, by doing so, you'll show your worth through your confidence in what you do.

What is one piece of advice that you would like to share with male leaders?

- A leader is not “*the one in charge*” but the one who can effectively lead the team to achieve a common goal. Women should not be afraid to use their strengths to gain a seat at the decision-making table.
- Women who have the opportunity to lead are extraordinarily strong and perfectly capable of leading their teams, creating and strengthening identities within a group and promoting not only professional but also personal attributes.
- Male leaders, I believe that together we could make a great team!