

Business women? A dangerous, complicated...but successful choice

Gemels S.p.A. tells us how to develop a successful ecosystem thanks to women's leadership.

By **Editorial Staff**

Tuesday 01 Mar 2022 9:40 am



As the research “Women in business 2021” by Grant Thornton portrayed, at a global level, women who hold a managerial position are increasing. However, as we all know, in Italy there is still much to do.

Everybody speaks about giving women space and women's empowerment, but those are just words. Even in the ancient Roman times, female gladiators appeared but, because of their success, were banned from competitions in order not to risk to weaken the male gladiator stereotype.

Why does Gemels bet on female figures?

In Gemels the history of female executives was born a long time ago: what 20 years ago was a choice of necessity, became then a virtue and source of pride.

Being our area densely industrialized with important players, to attract and hold young engineers and technicians has always been a problem to deal with cyclically. “To remedy, we shifted the focus on female figures. Everyone knows that women “when they love, they do it for real” ... also the company. We succeeded in creating a new ecosystem, including women in every department: from the technical to the production, then from the commercial to the management. At the beginning, it was difficult to battle the prejudices, but then we got huge results and today we can say that we have been the pioneer of that: a lot of people imitate us.”

Therefore, a successful choice.

Surely, it is not a choice for everyone. Firstly, if you aren't able to start a Formula One super car, you won't go anywhere. Moreover, if you aren't able to drive it, you will crash.

So, if you don't want to dare, don't even try and make do with the traditional businessman model. On the contrary, if you want to make the difference, if you like extreme sports, you have to be aware of the fact that you have a powerful and complex tool in your hands. You shouldn't be afraid of high speed, of a leap in the dark. "For us, it has been a winning choice. We have even start thinking about not disregarding men, as here women actually hold leadership positions. Wage gap? Here it doesn't exist: we work hard to be a reality in the forefront, we leave the conservative male stereotypes to other people".

In the past, we told you about many case histories of our successful women. Today, we would like to introduce you to Martina.

I came to Gemels 10 years ago with great ambitions but little confidence, due to the previous job interviews, where the HR only asked me about my relationship status and my desire to be a mother. I realized immediately that there was something extremely different, out of the ordinary. Despite being very young and with a very limited experience, I received a very important training since the beginning; I attended business classes and I had the amazing opportunity to travel all over the world (from the USA to China, from Iraq to India), comparing myself with important Managers about commercial negotiations, business strategies and management choices.

Today I'm happily running the branch in the USA, I have a 5-year-old son and one on the way: besides feeling satisfied both personally and professionally, I know that my experience will provide a great inspiration to my children.



How to become successful Business Women? Follow us on our social networks and soon you'll discover some anecdotes and secrets to know how to drive a super car and gloriously win in today's marketplace.