



**Automotive** 30% Club

# *Inspiring*

Automotive Women

*Awards*

2021



Sponsored by  
**Jardine Motors Group**

# Sponsor of the Inspiring Automotive Women Awards 2021



**Neil Williamson**  
CEO  
Jardine Motors Group  
*Patron of the  
Automotive 30% Club*

“I’m really proud that once again Jardine Motors is sponsoring these awards. One of the reasons we continue to support the Automotive 30% Club and the awards is that we believe the work to diversify our industry and bring in and retain female talent, can never stop. We have to keep working away at removing barriers for our female colleagues and help them find ways to be the best they can and achieve all they can.

The awards are important because I see first-hand how much it can make a difference to someone having their achievements and successes recognised, especially in terms of giving them the confidence to keep pushing forward. Congratulations to all the winners and special recognition award winners; I hope you enjoy the moment and shout about your brilliance.”

# Welcome to the Inspiring Automotive Women Awards 2021!



**Julia Muir**  
CEO  
Gaia Innovation Ltd  
*Founder of the  
Automotive 30% Club*

“I am very proud to be able to celebrate our wonderful Inspiring Automotive Women Award Winners for the third year running. In the short time since I started this initiative to recognise the most inspiring women in the sector, our Automotive 30% Club membership has grown to include more than 50 business leaders, and our campaign to achieve a better gender balance has gained significant momentum. We now have many more women in CEO and top management roles, as well as a steady increase in female representation in management at all levels in the sector. Women and men are working together to create inclusive cultures and to remove the barriers that have historically prevented women from accessing opportunities or progressing in the automotive industry.

Today we recognise all of you brilliant women who have not only made a great contribution to the success of your business in your day job, you have also been fabulous role models to colleagues, overcoming challenges and adversity, and lifting and motivating others as you have risen in your careers. As wonderful ambassadors and advocates for the sector you have inspired the next generation of young women to join the automotive industry, and have promoted your companies as inclusive employers of choice.

I thank you all for the great work you are doing to make the automotive sector an environment in which diverse women can thrive, and urge you to continue to make a difference and take more action to drive through the necessary change, because with your positive influence and amazing ability to inspire others comes the responsibility to act, and if not you then who? And if not now, when?

Congratulations on winning your thoroughly deserved Inspiring Automotive Women Award.”

A handwritten signature in dark blue ink, appearing to read 'Julia', with a long, sweeping underline.

*With thanks to our  
Inspiring Automotive Women Awards  
Event Sponsors*



*"We're here to get our customers back to normal"*

Solus Accident Repairs are proud to support the Inspiring Automotive Women Awards which recognise and celebrate the most inspiring women in our sector. We're delighted to be working with the Automotive 30% Club, helping to create an inclusive and supportive work environment for colleagues which will encourage more women to join the industry. We're committed to our target of filling at least 30% of key leadership positions at Solus with diverse women by 2030, ensuring that talent can thrive and grow."



We're delighted to be a sponsor of the Inspiring Automotive Women Awards at such an important time for women in the industry. Celebrating the women who have achieved incredible things this year and who inspire us to do more is something that all of us at Auto Trader can't wait to be a part of. We're committed to supporting the industry to achieve 30% of diverse women in leadership roles by 2030 and look forward to the day when these are just the Automotive Awards!

# VOLKSWAGEN

GROUP UNITED KINGDOM LTD

We are delighted that Volkswagen Group United Kingdom Limited is a proud co-sponsor of the Inspiring Automotive Women Awards. Diversity within our leadership teams and across our whole organisation is so important if we are to be reflective of the diverse profile of our customers and society, especially as our female customers represent 50% of our overall customer base! We are so very impressed by the commitment and passion that are embodied in all of the winners today. They are shining examples of the difference it makes to support, encourage and empower others to step up, have a voice, and have the confidence to progress their careers without limits. It's essential that we recognise these strong and inspiring female role models in our industry and celebrate the important part they play both in our future and those of generations to come. Congratulations to all the winners!



At Close Brothers Motor Finance, we are delighted to be co-sponsors of the Inspiring Automotive Women Awards 2021 Ceremony. We want to lead by example and support causes to improve diversity and gender equality and look forward to highlighting the deserved efforts of all involved in these awards. Congratulations to all the winners on your incredible achievements as we continue to work towards our target of 30% diverse women in leadership roles by 2030.

# Judges



**Dorcas Ariyo-Francis**  
Board Member,  
Women in Transport



**Justin Benson**  
Partner, Head of Automotive  
and Mobility, Vendigital



**Roz Bird**  
Commercial Director,  
MEPC Silverstone Park



**Anita Fox**  
Head of Automotive, Facebook



**Tim Rose**  
Editor, Automotive Management



**Sue Robinson**  
Director, RMI National  
Franchised Dealer Association



**Sarah Noble**  
Director,  
Supply Chain Transformation,  
Automotive Industry and Leader  
of Women at the Wheel



**Professor Jim Saker**  
Emeritus Professor,  
Loughborough University -  
President, Institute of the Motor  
Industry

A huge thank you to our  
Inspiring Automotive Women Awards 2021 judges.

**15.00**

Welcome

Awards Event Sponsor  
Discussion

Winners Revealed

Inspiring Automotive  
Woman of the Year

Special Recognition  
Winners Q&A

Celebratory Toast

**17.00**

Close

Pr.gramme





# The Winners



**DeAnna Avis**  
National Customer  
Experience Lead  
Solus Accident Repair

*“For the strength of DeAnna’s  
commitment to the cause of gender  
balance and inclusion both in Solus and  
in the wider sector, and founding the  
Solus Balance Community.”*

As a multi-award-winning Customer Experience Practitioner, DeAnna has over a decade of experience in leading customer-centric projects around the world, named as one of the top 25 CX Professionals by CXM, and the Silver winner of the CXA 2019 Award. DeAnna’s current role is National Customer Experience Manager at Solus Accident Repairs, facilitating the customer-centric culture change that has put the customer at the heart of everything they do. DeAnna was part of the team that presented to the CXA 19 judges, culminating in Solus winning the Customer-Centric Culture Gold Award and the UK Customer Experience Overall award that year.

DeAnna actively supports gender balance activities and founded the Solus Balance Community which aims to inform colleagues on all matters related to reaching gender parity. This is the first group of its kind within the body shop repair industry. DeAnna has encouraged colleagues to become members of the Balance Community and has supported the chair of the community to invite new members to the group which continues to grow. DeAnna’s energy and passion around the aims of the ABP Women in Automotive group have helped raise awareness externally through social media.

As a Mexican-American immigrant to the UK and an LGBTQ+ community member, DeAnna understands the value of inclusion at work and is a member of the Aviva Pride Steering group. DeAnna has shown how a business within an industry not associated with being inclusive and diverse, can change and be open to gender parity at every level. DeAnna leads by example, inspiring other women to thrive and achieve their own career goals, creating an environment that supports these goals.



Angela Shepherd  
CEO  
Mercedes Benz Retail Group

*“For her commitment to driving an inclusive culture throughout her organisation, and for being personally involved in supporting the Automotive 30% Club’s activities”*



Angela is described as ‘a breath of fresh air’ by her nominator and is hugely passionate about creating an organisation that has a winning and people-orientated culture at its core.

Since becoming CEO 3 years ago, Angela’s Senior Leadership team was inspired to champion the company values, and include cultural initiatives that highlight diversity and inclusion, gender equality, and many more. Changing the culture for any organisation takes time, but Mercedes Benz Retail Group is already encouraging many female colleagues to speak up and openly show interest in their career progression.

Angela joined the Automotive 30% Club back in 2019 and the entire Senior Leadership Team at MBRG joined the 2 day ‘Change The Game’ conference, which helped to provide great insight for particularly male directors and resulted in their spin-off ‘The Female Lead Initiative’. This is a working group for women and men to discuss how they can achieve higher gender balance in management positions as well as on a general level, and also embraces uncomfortable conversations about harassment and other topics that for too long have not been discussed.

Angela’s nominator adds: “Angela has not only given the company the focus on gender balance but also has been a shining example of a female leader empowering people to make their own decisions. I consider myself blessed to be working for her.”

Automotive 30% Club

## HR Director Game Changer 2021

*Inspiring*  
— Automotive Women —  
Awards

Catherine has driven significant improvements in the gender balance in her organisation. She has been with Motorpoint for over 4 years and has overseen a transformation in culture to one that is people-centric, underpinned by values, and aligned to their vision. She is incredibly driven in her ambition to create a more diverse culture, and challenges the thinking of those around her, to inspire and encourage Motorpoint to be a more diverse organisation, and to positively impact their diversity of thinking.

Since her time with Motorpoint, Catherine has introduced a number of initiatives to celebrate individuality and drive inclusivity. She has formally appointed a role to provide dedicated resources and expertise to equity, diversity, and inclusion plans, she has established an Inclusion Committee, and she has created opportunities to support charities, educate teams and support good causes.

Catherine is committed to driving improvements in gender balance and is relentless in looking to develop processes by working collaboratively with experts, partnering with #YesSheCan and Flex to gain greater insight, share ideas, mentor, and coach. She has encouraged diversity in recruitment by utilising a gender decoder and equality in pay by introducing two female senior leaders in the final review of all remuneration activities. The representation of women in Motorpoint's Upper Quartile has increased from 5% to 19%.

Catherine's huge input and contribution, particularly around culture and values, has aided the growing success of Motorpoint. She is a pioneer for positive change, putting people at the heart of what she does. Her strong business understanding and connection with people means that she proactively identifies issues and implements workable solutions with pace, care, and integrity.



Catherine Moseley  
Chief People Officer  
Motorpoint

*“For the action she has taken in the form of innovative HR practices to remove barriers and bias and improve diverse female representation”*



**Sibelle Reina**  
Group Customer Insight Manager  
Volkswagen Group UK

*“For her work with Volkswagen Group UK’s Cultural Diversity Employee network group, their Driven Women Group, and being a positive role model in outreach activities”*



Using data, innovation, and technology, Sibelle simplified and improved Audi’s customer communication methods. Sibelle is committed to embedding innovative techniques to capture customer moments that matter and ensures that insight is actionable. Sibelle’s significant contribution to ‘Learning at Work Week’, saw her recognised for her effort, collaboration, and expertise in delivering a very successful session on the key customer metrics measured by the business.

Sibelle is committed to diversity and inclusion and actively contributes to making Volkswagen Group UK more inclusive across the board. She is a key member of the Cultural Diversity Employee Network Group driving the cultural diversity agenda. In addition, Sibelle is also an active member of the Driven Women group and mentors women in the company as well as participating in the Driven Women forums. As a BAME woman Sibelle has mentored and worked with secondary school-aged girls for the Automotive 30% Club to encourage more diverse women to join the industry.

Sibelle’s dedication to diversity and inclusion, and programmes like Learning at Work Week, emphasises her commitment to people. She is passionate about everyone having the opportunity to develop and as a result finds the time to provide the content and organise the sessions. Her sessions are well attended as she is known within the business as being an expert in her field. Sibelle also provides support at a one-to-one level, both within her team and with the people she mentors.

Her nominator said “Her array of interests makes every conversation engaging and she inspires me to read different texts and listen to podcasts on topics to broaden my understanding of the topics and industry we work within.”

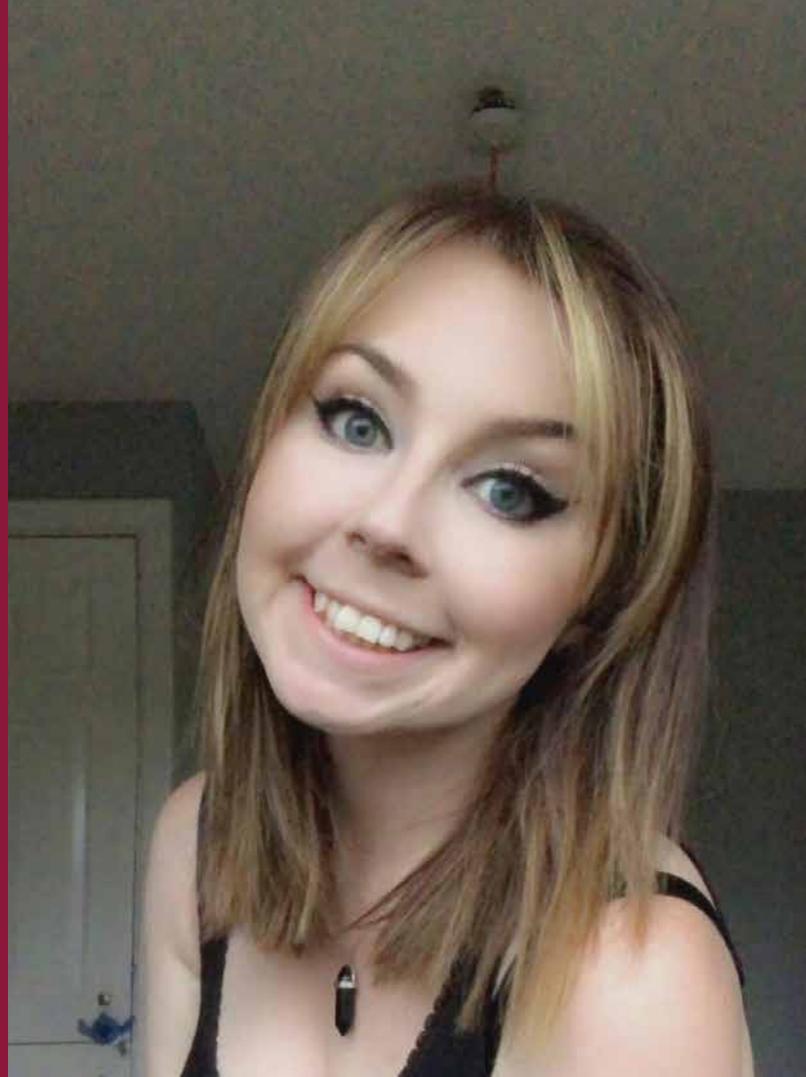


Jade gained experience as a Service Advisor before taking the pioneering step to retrain as an apprentice technician.

She is fearless when it comes to changing perceptions of women in the workshop. Having previously had a negative experience before joining Jardine Motors Group, Jade remained determined to prove women can be technicians and belong in the workshop. She is not afraid to ask for help from her male colleagues, and demonstrates to them what it means to be an inclusive team where everyone works together and has helped create a positive inclusive environment.

Jade is extremely passionate and proactive in helping to inspire other women to enter the industry and consider roles that are traditionally male. She is an active supporter of the work of the Automotive 30% Club and gets involved as a speaker, role model, and engagement with schools and young people as well as supporting internal events. She is currently planning to launch her own school outreach programme in her area and once the pandemic allows, will be running events with young girls in her workshop to help inspire, change mindsets and perceptions.

Jade's nominator adds: "Jade has shown great resilience in her determination to progress her passion to be a technician. Despite an earlier life experience which knocked her confidence, she's remained focused and has helped to drive a more inclusive team in the workshop."



**Jade Price**  
Apprentice Vehicle Technician  
Jardine Motors Group

*"For championing gender balance and helping to change perceptions of the industry, blazing an inspirational trail to enable many others to believe that they could follow in her footsteps"*



**Lucy Yiasoumi**  
Social Media Executive  
Auto Trader UK

*“For her involvement in Auto Trader’s Disability and Neurodiversity network, being a positive role model, and making a hugely positive impact by inspiring other women in her first role after graduating from university”*



As a Social Media Executive, Lucy is instrumental in the development of Auto Trader’s social media activity and is passionate about ensuring content is inclusive and impactful. She has uplifted other women in the company and inspired and encouraged them to embrace their true selves. She is a champion and cheerleader of other women around her and serves as an incredible female role model.

Lucy is not afraid to speak up to challenge people and practices that may not be conducive to an inclusive environment. Her openness and courage in sharing her own experience of disability has been empowering to many people through the business and has been extremely enlightening to others.

Lucy is an important driving force behind Auto Trader’s Disability and Neurodiversity network. She manages the content output of the network and is instrumental in providing useful resources and support for colleagues. She has written blogs about hidden disabilities and she helped shed light on issues for those who may not have been aware and empowered others with hidden disabilities to embrace them. Her passion and action focused approach have undoubtedly supported progression.

Lucy’s nominator adds: “Seeing how Lucy manages her chronic condition and the challenges that entails, and how brave she is in openly sharing them and helping others, is extremely inspiring. She celebrates and supports colleagues in a highly personal and authentic way. Lucy is an example of embracing who you are and shining despite the challenges, which is incredibly powerful. She serves as an extremely positive and inspiring role model for other women with disabilities at the company, who have shared that they find that extremely impactful.”

# The Winners



**Alison Fisher**  
HR Director  
International,  
Cox Automotive

Since joining Cox Automotive just over 5 years ago, Alison has established the 'Women with Drive' network, promoting conversation and debate about making the automotive industry more inclusive and diverse, and encouraging women to follow their dreams. Alison has been the driving force behind the continued improvement of Cox Automotive's employee engagement scores, achieving the 4th best rating in automotive and 18th nationally in the 2021 Best Companies survey.

During the pandemic, she started the conversation on mental health and wellbeing, getting over 50 mental health first aiders trained in the CAUK Team, and promoted the importance of mental health via her campaign. In 2021, she launched the "Can I Say That?" campaign across Europe, Canada, and Australia.

Alison's nominator adds: "Alison is, without question, the most inspirational HR Director that I have had the privilege to work alongside. She brings an unrivalled passion and energy to the leadership team at Cox Automotive, and her enthusiasm and drive are felt around the business."

Sarah is a key contributor to the Auto Trader Non Car business (autonomous from Auto Trader Car), and although is by title responsible for the marketing team, covers a much wider and more challenging role. Sarah is a key contributor in the AT Women's Network, Family Network and leads the AT Wellbeing Network. She actively promotes gender equality, and through her relationship with Beryl Carney of JCT600 helped to expose the challenges and the great rewards of women working in the commercial vehicle industry.

Sarah also works with external organisations such as the NCC and NFDA to promote and encourage digital adoption across industries. Despite a challenging working environment, with industries that have little female or diverse representation, Sarah has disrupted external thinking and built so much respect and admiration from everyone who works with her.

Sarah's nominator comments: "Her drive, motivation, and determination are inspiring, yet Sarah is one of the humblest people you will meet. She is an absolute superstar and a true unsung hero."



**Sarah Munnery**  
Principal Marketing  
Manager,  
Auto Trader UK

# The Winners



**Hannah Litt**  
Head of Resourcing  
& Inclusion,  
Motorpoint

Hannah plays a key role in leading the gender balance strategy at Motorpoint and building a more inclusive workplace. She has opened up about her own experiences regarding race, gender, and hidden disabilities and gives strength to others within the business to open up about their lived-in experiences.

Hannah also works hard outside the business to help people in need and from diverse backgrounds. This passion is brought into work and was recognised with a promotion to a newly created role of Head of Inclusion. She has moved the dial when it comes to bringing diverse women into Motorpoint and always challenging the status quo.

Hannah's nominator adds: "Hannah isn't afraid to confront or challenge others if she feels necessary and most importantly, she always goes out of her way to support others. Whether this is through education and awareness, the celebration of individuality or with specific tactical support, her actions are always about pushing the boundaries for a more inclusive culture."

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Dora joined Toyota GB in January 2021 and has quickly established herself as a respected, trusted, and credible member of the team. Dora is open-minded, inclusive and naturally generates an environment that encourages engagement, participation, and contribution from everyone. Dora drives change and demonstrates the benefits of having a wider talent pool to strengthen the company.

Although relatively new to Toyota GB, Dora engages in discussions that help promote diversity and inclusion. She aims to convince people to move away from traditional thinking and business model approaches and embrace new ways of delivering customer experience and expanding the profile of staff. An improvement in diversity and inclusion will be achieved with a strong contribution from Dora's role, approach, credibility, and talent.

Dora's nominator says: "Dora is rapidly gaining a strong reputation in TGB and her opinion, output, and recommendations are widely respected. She has the potential to go much further and her skills and attitude inspire many."



**Dora Boganyi**  
Senior Manager  
Auto Futures,  
Toyota GB Plc

# The Winners



**Clare Beynon**  
Talent Acquisition  
Marketing Manager,  
Enterprise Holdings

Clare is a committed and engaged employee at Enterprise Holdings and has worked in a variety of roles including operations, development, HR, and Talent Acquisition, helping hundreds of employees get promoted over time.

She has spoken on several panels about all areas of diversity, as well as being a mentor to many women in the organisation. She is a role model to other working mums and encouraged all female employees across Enterprise to be involved in attraction strategies and organised and led Enterprise's 'Breaking Barriers' International Women's Day event.

Clare's nominator says: "Clare inspires me to want to make a difference in the business and to consider and action ideas to achieve gender balance. I am inspired daily by Clare's actions when I am watching her but more importantly her actions when people aren't watching - she does so much work internally and externally because she cares and is passionate to achieve a gender balance in the business."

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Jo is one of only a few female workshop controllers at TrustFord and is a real pioneer. She has changed attitudes in the workshop around what a good Workshop Controller is and the Technicians rely on her support. Jo's performance has made it easier for TrustFord to create a more inclusive culture and will help pave the way for more women to join us.

She works closely with the charity Brightside, which supports mentoring of young people, generally from disadvantaged backgrounds, and also supports gender balance activities through presenting herself as a role model for other ambitious women in TrustFord. Jo is never afraid of sharing her experience and knowledge with other women who want to succeed in automotive.

Jo's nominator adds: "She is an inspiring woman who started at the bottom, took the hardest route, and is now succeeding in a difficult job at one of the biggest and most high-profile workshops within TrustFord."



**Jo Castle**  
Workshop Controller,  
TrustFord

# The Winners



**Clare Wright**  
Group HR Director,  
Jardine Motors Group

Clare is a long term supporter and advocate of diversity and inclusion and the Automotive 30% Club, and is also passionate about wellbeing and runs manager check-in clinics to ensure that managers feel supported and listened to. She chairs Jardine Motor Group's newly-formed Colleague Culture Council and D&I Steering Groups, as an active executive sponsor to these activities, ensuring the colleagues are listened to and ideas acted upon.

Clare has led the implementation of new D&I measurement dashboards to provide even more transparency on gender balance across the business. She takes a hands-on approach working with managers to address challenges around areas of recruitment and promotion.

Clare is a mentor through Women Ahead and an Ambassador for Retail Week's Be Inspired initiative, alongside mentoring female colleagues across all levels of the business and coaching male managers to become allies. She is a sponsor for many female colleagues, helping to raise their profile and provide opportunities for them to shine and progress. In 2020, under Clare's inclusive leadership, JMG achieved 30% female manager representation.

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Amanda is an inspirational member of Volkswagen Group, with the tenacity to get a job done with passion, despite business and personal pressures, and also a role model for driving a positive customer experience culture.

Amanda strongly believes in supporting gender balance within the automotive industry and beyond, actively debating in team meetings and across the business as to why it's important. Through recruitment programmes, she has supported and explained to colleagues the need to find a gender balance and promotes and mentors colleagues to get the most out of them.

Amanda's nominator says: "Amanda has taught me to review, assess and develop myself in ways I had never thought possible. Her trust in my capabilities and competencies has given me the confidence to strive to be the best I can be. I will forever be grateful to Amanda for this and for allowing me to do my job in a way that is best for me to succeed."



**Amanda Krebs**  
Customer Services  
Centre Development  
Manager,  
Volkswagen Group UK

# The Winners



**Farzana Kosar**  
Head of Pricing, FP&A  
and Business Insight.  
Auto Trader UK

The team that Farzana runs has a high degree of accountability in supporting all aspects of the finance team and every commercial initiative within Auto Trader. Farzana's attention to how people are feeling and her ability to create space for quieter members of her team, so that they can make their valuable contribution, is hugely impressive.

She has supported the development of many women within her team and leads by example. She is a huge role model to women within Auto Trader, showing how one can be understated and softly spoken, yet still grow and progress into a position that has a huge influence on business decision-making.

Farzana's nominator says: "Farzana has taught me about the real power of creating a diverse and inclusive culture. She continually put her team first, is truly selfless, and has huge loyalty to her team and colleagues. To say that Farzana regularly promotes her team and colleagues over and above herself would be an understatement. She supports and wants everyone to do well."

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Carole has enjoyed a successful 20-year career in the automotive sector. As the Volvo, Honda & LEVC Franchise Director for Marshall Motor Group, she is responsible for 18 businesses and 327 colleagues.

Her "out of the box" thinking and ability to always give an alternative view has helped those within her team and enabled them to challenge their own thought processes. She has helped Marshall's place a greater focus on diversity and inclusion. She has recruited and developed a number of high potential female managers and championed several of her more junior colleagues through the Marshall Future Leaders Programme aimed at front-line colleagues wishing to develop towards a leadership role.

Carole's nominator adds: "Her drive for success and authentic leadership style constantly inspires me, she is a great role model both for me and the rest of the Operational Board as well as her wider team. She is an ambassador for creating a diverse workforce but also recognises the importance of recruiting the best person for the job."



**Carole Merry**  
Franchise Director,  
Marshall Motor Group

# The Winners



**Clare Bennett**  
Aftersales Manager,  
TrustFord

Clare has given real inspiration in devising, supporting, and developing TrustFord's gender balance plan. She has thrown herself into the efforts to boost gender balance, supporting TrustFord's D&I strategy in a number of ways. She's a dedicated member of the 'Leading Ladies' group, offering her insight and support in a safe space for female colleagues to discuss development, their working lives, or any other issues.

As TrustFord's most high-profile and experienced female Aftersales Manager she is a pioneer and flag bearer, who always gets involved in initiatives to encourage other women to consider careers in Aftersales. TrustFord has 12 female colleagues in senior positions within Aftersales, many of which have been inspired by Clare's story.

Her nominator describes Clare as "an outstanding Aftersales Manager at TrustFord, bringing a fresh perspective to the role coming through the Service Advisor route, and always putting the customer first."

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Venessa leads from the front in her role as Business Improvement Manager. She inspires others to aim for a better gender balance and lead an inclusive culture, she supports her team to shatter their glass ceilings and makes sure everyone feels included, and knows there is nothing they can't achieve with her support.

Venessa is an active member of the Motorpoint inclusion committee, championing and supporting women of colour within Motorpoint. She doesn't believe that her gender is a barrier and constantly strives to be the best in what she does. She wants to become part of the Senior Leadership team and seeing this drive in her encourages other female team members and managers to want to progress in the business too.

Venessa's nominator adds: "Venessa has faced struggles in the automotive industry due to her gender and race but she has never let this dampen her spirit, lessen her professionalism or stop her from giving her all. She is truly an inspirational woman."



**Venessa Chin**  
Customer Service  
Manager,  
Motorpoint

# The Winners



**Maria Whittington**  
Product Director,  
Dealer Auction

In the past 12 months, Maria has led her team through a transformational product delivery journey and has been instrumental in achieving Dealer Auction's best financial results since conception. Maria is a champion for diversity and inclusion, and she has worked tirelessly to ensure that Dealer Auction's teams are the most important part of the business, prioritising mental health and wellbeing.

She has positively influenced Dealer Auction's recruitment policy with blind screening and unconscious bias training and developed the 'Keeping our community connected' channel, which positively promotes cultural differences and creates awareness.

Maria's nominator adds: "Maria is an inspiration, she holds a very senior position with significant responsibility yet she will always make time to support those around her. Her passion is infectious, and she is always brave enough to speak out if we aren't focused on the things that matter most to our people and business. I have nominated Maria quite simply because over the past 20 years in automotive I can't think of a more worthy winner!"

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Claire is always willing to learn and work autonomously, and she is a valued member of the marketing and wider commercial team at Kia. Claire has recently led a team to write a business proposal suggesting positive changes that can be made in Kia's business for new parents - before, during, and after parental leave, aiming to improve areas including communication, support, flexibility, leave and pay.

Claire is a positive member of Strive, Kia's women's network, and expresses her views clearly, and contributes to all discussions to encourage members of the team to drive Kia forward. Claire wants to improve the working environment and remove obstacles, allowing a more equal opportunity to climb a ladder at an important time in life when balance can be difficult to achieve.

Her nominator says "Her work on the business case for parents will drive change which creates a better environment for women to grow their careers and allows men the option of a better work-life balance."



**Claire Davis**  
Marketing Programmes  
Specialist,  
Kia Motors UK

# The Winners



**Siobhan Mckenzie**  
Commercial Vehicle  
Business Manager,  
TrustFord

As Commercial Vehicle Business Manager Siobhan took on a disengaged, underperforming team and transformed the situation. She has changed what was a stereotypical male environment and driven positive change in the way TrustFord processes deals, looks after customers, and meets compliance obligations.

Siobhan has been vital in supporting TrustFord's overall efforts to improve gender balance through changing perceptions both with her attitude and actions. Her presence and support play a huge role in boosting gender balance and making her site a more inclusive environment.

Siobhan is a keen member of TrustFord's 'Leading Ladies' group and actively develops other female colleagues within the business, encouraging them to progress and boosting their confidence. She has played a huge role in mentoring women at Dagenham, several of whom secured promotions and development opportunities on the back of her support.

Siobhan's nominator adds: "What Siobhan has done here in the relatively short time has been incredible. She has the ability and attitude to go anywhere she wants in our business."

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Amanda has transformed Jardine Motor Group's colleague and customer communications strategy, emphasising the importance of an integrated approach to engage multiple stakeholders. She is instrumental in ensuring an inclusive organisation demonstrated through the various D&I initiatives she leads.

Amanda has also taken responsibility for the recent launch of JMG's partnership with Pininfarina, further demonstrating her marketing and event expertise. She is an advocate of empowering colleagues to have a voice and be heard, and mentors individuals both internally and outside of JMG, to develop their careers. Amanda recently became a facilitator for the Google "I am Remarkable" initiative which focuses on the importance of self-promotion amongst women and other underrepresented groups and challenges the stigma associated with this.

Amanda's nominator added: "As a working mum, Amanda recognises the challenges faced by many females in business and over the last 12 months where female careers have been detrimentally impacted by the pandemic, her passion to promote the female agenda is valued now more than ever."



**Amanda  
Mogan-Wilson**  
Head of Communications  
& Engagement,  
Jardine Motor Group

# The Winners



**Boglarka Klima**  
Governance, Risk and  
Compliance Specialist,  
Volkswagen Group UK

Bogi is a beacon for sustainability and is unshakeable in her determination to make the world a better place. She helps to shape how Volkswagen UK looks at sustainability through challenging the status quo, and actively encourages and celebrates the success of others.

Bogi joined her current team during the pandemic and her constant positivity and enthusiasm have helped team morale. Whether it is encouraging and supporting her colleagues, writing an article on Women in Information Security for the local intranet, or increasing her network of strong female role models, Bogi is a positive force.

Bogi's nominator added: "Bogi sticks to her core beliefs and lives by them. The level of integrity and commitment to making work a better place certainly puts me to shame and has made me challenge my role in making the world a better place for generations to come. Bogi doesn't just talk the talk, she most definitely walks the walk. A truly inspiring young lady."

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Chantelle is a valuable member of the Marshall Motor Group marketing team. She assists and mentors women who are less experienced and acts as a role model for her team members. She is always keen to take the younger women in the team under her wing and show them the ropes and is keen to ensure further women like herself with maybe no marketing or automotive experience join Marshall.

Chantelle's nominator added: "As a young woman, I am particularly impressed with how confident and agile she is working with her colleagues. Chantelle is a confident and motivated young woman who has spread her wings and grasped the automotive industry culture, with a unique charm and ability to help others and assist colleagues of any experience, age, or gender. Chantelle never fails to impress me with her attitude to walk into a room full of senior men and be confident in her fresh ideas and concepts."



**Chantelle Ward**  
Marketing Manager,  
Marshall Motor Group

# The Winners



**Tracy Grist**  
Account Manager,  
Close Brothers Motor  
Finance

Tracy is an integral part of the team at Close Brothers, and she has also made a great contribution as part of the Women in Motor forum to help address gender balance and attract more females into the industry. She does this whilst battling stage 4 breast cancer.

Tracy is determined to not let her illness get the better of her and is truly committed to moving the dial for gender balance and inclusivity. She is passionate about changing the way women are perceived in the motor industry and believes this starts at school level. Tracy was honoured and excited to be part of the Automotive 30% Club outreach activities, and wants to leave her participation as part of her legacy.

Tracy's nominator added: "Tracy is a beautiful person both inside and out and inspires me every single day through her true grit and determination to not let any barriers get in your way. She has made me realise that life is too short to waste."

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Sarah is the Group Marketing Manager at TrustFord and is responsible for planning all Group Marketing campaigns, with direct responsibility for new car, CV, and Fleet Marketing. She has a deep sense of what is fair and will call out anything she observes that doesn't align with TrustFord's culture or D&I agenda.

Sarah has strong networking skills and an ability to work alongside the senior retail and fleet operational team, using data to drive engagement and gain respect. Recently, she completed her Chartered Management Course with a Merit which she studied for alongside her day job.

Sarah is a big champion of diversity, inclusion, and gender balance in TrustFord, and as a member of the 'Leading Ladies' group she offers support and guidance to other female members and has worked closely with the Automotive 30% Club too, participating in an Inspiration for Innovation Career Conversation, to share her experiences with students.



**Sarah Knighting**  
Group Marketing  
Manager,  
TrustFord

# The Winners



**Lindsey Tough**  
Systems Engineer,  
Bentley Motors

During her time at Bentley Motors, Lindsey has introduced four brand new Electronic Control Units for two separate systems, by building good relationships across the business and with suppliers. Lindsey actively enhances the knowledge of the mechanical engineers she works with, to ensure that Bentley has engineers who understand how a system works, not just a part.

Lindsey has faced challenges within the industry, such as unconscious bias, but has used these experiences to help her team improve their working environment. She has continued to adapt her approach during the pandemic and realised the need for teams to interact early on, implementing virtual coffee mornings and information shares across her team to help with collaboration.

Lindsey's nominator adds: "Lindsey is an extremely good engineer who also brings many soft skills that are often overlooked and benefit everyone. Her strengths are in finding improvements, approaching problems differently, and encouraging others to share".

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Emma took over Motorpoint's L&D function in 2020 and has created a whole new leadership development plan, accelerated talent programme, and turned all learning into virtual options.

She also invests her time supporting schools to develop virtual learning and work experience programmes. She has created a programme to support SEND students and works in partnership with a local school to host an open doors programme for young females in the local area.

Emma hosts Motorpoint's springboard for women's development programme, and through coaching and mentoring she has helped people silence the imposter syndrome and be the best version of themselves.

Emma's nominator adds: "Emma is passionate about people and unleashing potential. She sees everyone as an individual and pushes the boundaries to ensure that Motorpoint is truly inclusive. I have seen her battle her imposter syndrome and never give in to it, she is brave and inspires others. The work she has done with the local schools has quite literally changed lives."



**Emma Wilson**  
Head of Learning  
& Development,  
Motorpoint

# The Winners



**Sarnjit Kaur**  
HR Director Europe,  
Cox Automotive

Sarnjit is an inspirational HR leader who has recently been promoted to lead Cox Automotive's HR division across Europe. She is prepared to challenge the thinking of others in more senior roles, and explains how to consider the impact of decisions made upon Cox Automotive's female and diverse team member base.

Sarnjit is directly involved in many aspects of the diversity and inclusion agenda and brings humour and openness to discussing gender and inclusion issues to the board table. She is a real figurehead for how this critical topic is led and readily shares stories with Cox Automotive's 'Women With Drive' network, on the challenges she has faced as a woman and as a member of our BAME community, and this is inspiring for those around her.

Sarnjit's nominator says: "She is a brilliant HR leader who has been essential to our business as we transform into a more digital, diverse company. We are lucky to have her and she is an inspiration for many of our team members, of all genders and ethnicities."

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Marie is passionate, focused, and determined in her drive to improve the quality, scope, and scale of Toyota GB's Academy programmes, aimed at supporting the development and capabilities of TGB's Centres. Marie has been instrumental in the design of new roles, a different approach to recruitment postings, and a change in language and tone, which has resulted in a significant uplift in female interest.

She is a great mentor and coach to a number of the retail network and supports their ambitions in driving change in their business. She encourages Centres to think differently and more progressively about their approach to recruitment and how a degree of flexibility can deliver immense productivity, loyalty, and a real strength in customer engagement with engaged and passionate teams.

Marie's nominator adds: "I love working with Marie, she is a true inspiration: huge output, high standards, imagination, and care for the people she works with."



**Marie Barrie**  
Senior Manager,  
Academy Strategic  
Projects,  
Toyota GB Plc

# The Winners



Heather Bennett  
Dealership Secretary,  
TrustFord

Heather is one of TrustFord's top-performing Dealership Secretaries and has worked in a variety of roles within the business. She plays a key role in forging a fantastic team spirit at Stockport, bringing colleagues together by organising charity events and team get-togethers.

Heather has supported TrustFord's work on diversity and inclusion through her work on projects such as the Prince's Trust scheme, which resulted in recruiting young people from a range of backgrounds. She encourages female colleagues to thrive, giving them the emotional and practical support they need when looking to progress in our business. Heather is a real champion of women, she has particularly gone out of her way to support two new Service Advisors, who are both females, to make them both feel part of the team from the start.

Heather's nominator adds: "Heather's journey through our business is inspiring to everyone and particularly female colleagues. She is a real inspiration to us all as she ensures she always maintains and engages in an inclusive culture."

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*“Inspiring Automotive  
Women – lifting others  
as they rise”*

The image features three crystal awards of varying sizes, arranged in a row from left to right, slightly overlapping. Each award is a faceted, triangular prism shape. The text 'Inspiring Automotive Women Awards' is visible on the front face of each award. The background is a soft, out-of-focus light blue and white. The quote 'Inspire, and Be Inspired' is overlaid in a dark red, serif font across the center of the awards.

*“Inspire, and  
Be Inspired”*

# Be Involved



Nicola Thompson  
Programmes Manager,  
Automotive 30% Club

[Nicola@automotive3oclub.co.uk](mailto:Nicola@automotive3oclub.co.uk)



Sophie Oak  
Degree Apprentice  
Communications Manager,  
Automotive 30% Club

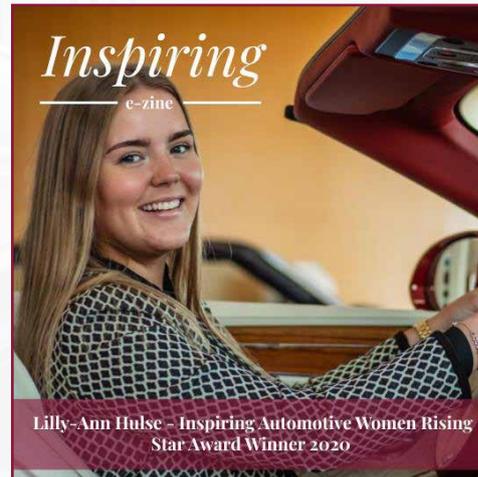
[Sophie@automotive3oclub.co.uk](mailto:Sophie@automotive3oclub.co.uk)

“Congratulations on being an Inspiring Automotive Women Award Winner! You are all fantastic “real models” and are doing amazing things to inspire other women and girls, and we would love you to be more involved in our Automotive 30% Club activities. Over the next few pages you can read about our other programmes for motivating and celebrating the women in the sector, in the form of our Inspiring E-zine and Inspiring Super-Network, as well as our school outreach campaigns Inspiring Automotive Women Day and the Inspiration for Innovation Network. We are the team running the activities and publishing the social media communications and will fully brief, coach and guide you through any volunteering you kindly agree to undertake. For more information on how to Be Involved in any of the Automotive 30% Club programmes please see our website for information and contact Nicola for an introductory chat. We will look forward to meeting you soon!”

## Inspiring E-Zine

*Our on-line digital magazine publishes content to encourage women to progress and celebrate their achievements.*

The E-Zine is sponsored by Toyota GB and shares ideas and stories, and showcases “real model” automotive women through articles, webcasts, and discussion groups. As part of our strategy, we ‘name and fame’ women who are inspiring others, and they share their experience and advice with our readers. We also publish articles and blogs penned by member companies of the Automotive 30% Club and members of our Inspiring Super-Network. Topics include personal stories or observations, activities of women’s networks, events internally to encourage female employees to progress,



and awards to recognise the contribution of female employees. All E-Zine content is signposted on social media and also sent to registered readers via a monthly newsletter.



## Inspiring Super-Network

*A grassroots movement and friendship group for diverse women and their male allies that links with other women's networks.*

The purpose of the Super-Network is to share perspectives, find common ground, and work together on solutions that can be fed back to senior leadership for action, and also inspire the next generation of women. Members offer one another support by taking part in informative discussions, whilst building cross-business relationships and motivating the next generation of diverse women. Male members can contribute as the other half of the gender balance, and they hear how they

too benefit from adopting an inclusive culture. Members from within the network discuss, debate, and share advice on all kinds of different topics related to self-development, and relevant current issues, enabling members to develop their knowledge by listening to one another's viewpoints and past experiences. We hope it will continue to lead to some great advice and suggestions to help members overcome any personal obstacles.

## Inspiring Automotive Women Day

*An annual campaign to connect diverse ‘real model’ women of the sector with female school students, to inspire them to join the industry and tackle gender stereotypes.*

This year’s campaign is sponsored by Marshall Motor Group. The vision for 2021 is a large digital anchor event featuring 15 diverse automotive women, inspiring circa 400 female secondary students from multiple schools across the country. In addition, the Automotive 30% Club will connect women from across the automotive sector to primary and secondary schools local to their workplace and facilitate them virtually “visiting” the 20 schools to engage with a further 600 female students



to talk about their careers and undertake a work related activity. Look out for our social media campaign on LinkedIn and Twitter in November, and also get in touch with us if you would like to participate.

## Inspiration for Innovation Network

*Enthusiastic volunteers who engage with school students to raise awareness of automotive careers, and position their companies as inclusive employers of choice.*

Our outreach activities aim to inspire and inform diverse youngsters about automotive careers, with an emphasis on diversity and inclusion, and the advanced technology and innovation that is transforming the sector. The Inspiration for Innovation Network is sponsored by Keyloop, and we partner with schools to give them access to our library of Career Conversation and Essential Skills films recorded with our male and female volunteers, and we also facilitate school visits by our fantastic role models from a wide variety of automotive backgrounds such as Digital Media, Marketing,



Sales, Human Resources, and Communications as well as Engineering, Technology and Design. Our social media campaign runs throughout the year, showcasing the volunteer visits and school engagement activities. Contact us for more information about becoming a volunteer.



# The Automotive 30% Club Members



## The Automotive 30% Club Patrons



Martin Forbes  
Cox Automotive



Kristian Elvefors  
Volvo Car



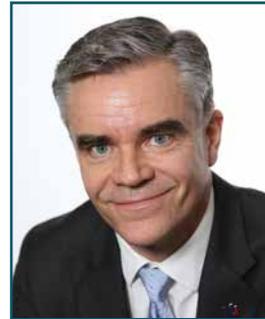
Catherine Faiers  
Auto Trader



Dr Astrid Fontaine  
Bentley Motors



Daksh Gupta  
Marshall



Neil Williamson  
Jardine Motors Group



Tom Kilroy  
Keyloop



*“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”*

#IAWAwards2021 #Auto30Club #InspiringAutomotiveWomen



[www.automotive30club.co.uk](http://www.automotive30club.co.uk)