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What is your current job title and responsibilities?

 *Marketing, in my opinion, is the lifeblood of every successful company. My work includes identifying opportunities, developing strategies, uncovering the greatest stories, creating visually appealing, engaging and authentic content, crafting messages that resonate with our target audience, and leveraging the endless possibilities to use data. There's always something fresh to accomplish with so many creative approaches at my disposal; new ideas to execute and new tools to deploy to inspire, engage and connect with our target audience across numerous platforms. My objective is to elicit favorable responses, trigger reactions, and go above and beyond expectations. I seek to offer exceptional experiences, emotions, and stories that resonate by considering both consumer demands and Iskraemeco's strategic goals. The main purpose of marketing efforts is to effectively differentiate the brand in the market and ultimately increase demand.*

What initially interested you, and lead you to this industry?

 *The energy industry is an incredibly vast and exciting field to work in for a number of reasons. Energy affects so many aspects of our daily lives, including the economy, the environment, quality of life, and others. In this industry, you are instantly a part of something significant. You have the opportunity to make a difference by being a part of both the problem and the solution. As a bonus, you may also utilise your intimate knowledge to better grasp the significance of electricity and why it can be used more efficiently.*

Do you have any insights or advice for other women who may not know this industry as a potential sector for them?

 *There has never been a more exciting moment to work in the energy industry. There is unlimited potential; new technologies, trends, shifting customer behaviour and business models are reshaping the industry at an incredible pace, creating countless opportunities for those who want to succeed. Knowing that my actions and efforts have a positive impact on the company's business results and contribute to its overall success is motivation enough for me to keep going.*

International Women's Day 2022

Do you have any insights into what could be done to encourage more women into this sector?



Nowadays, women are still in the minority in the energy industry and part of the energy transition should also be to improve the position of women in this sector. The fact is that not many women choose to study science and engineering, which form the basis of the main energy professions. As a result, opportunities to make a career in this field are limited. In this sense, future recruitment will play a crucial role, but awareness about many technical professions among girls should begin as early as secondary school. Companies also need to collaborate with schools and universities to encourage young woman to pursue careers in science and engineering. Another option I see is to develop women-specific mentoring and training programs within companies to provide more support and recognition for women's professional ambitions and capabilities. As the energy industry is one of the largest in the world and vital to everyone's lives, there will always be a need for passionate, dedicated, talented professionals, as well as possibilities to innovate and create value while ensuring gender equality.

What do you as a woman bring to the industry?



I'd like to think that I bring a fresh viewpoint and way of thinking to the table, allowing for more fruitful discussions, better problem solving, higher productivity, and faster execution, all of which lead to higher economic gains. Action-oriented, open-minded, adaptive, team-oriented, inclusive, and collaborative, are some of my characteristics. I attempt to infuse my work with passion, creativity, and originality, and I enjoy inspiring others. Finally, I believe that actions must cultivate self-love and self-awareness, as well as the courage to overcome pressure while striving for others' respect.

Where do you see yourself in five years? What is the big goal?



My life is not about a single huge goal; rather, it is about weaving a tale of many tiny victories. But no matter how small a goal may be, whether professional or personal, I want to pursue it with the same zeal and motivation. I want to keep doing what I do best and love the most. In the mirror, I want to see myself smiling, joyful and hopeful. I want to feel fulfilled, satisfied, enthusiastic, and motivated. I want to make life a bit simpler, better and happier for the people I care about. Every day, I want to be my best self and live a life that inspires people around me.
