

International Women's Day

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What is your average day like?

My average day involves getting the kids ready for school, walking the dog and then depending on the day I can either be found working on the LoyaltyStream product with our product team, writing content for our marketing and thought leadership articles, ensuring our ISO compliance is up to date or working on the strategy for how to move our business forward. I have the ability to flex my time so that I can pick the kids up from school two days a week so we either go swimming, horse riding, dog walking or quite often I can be found back on calls again at home.

Since you started work have you seen a significant shift in attitudes towards women in business?

I haven't seen a big shift in attitudes to be honest, I think there are still a lot of assumptions made based on gender and age. The biggest shift has been in the rise of flexible working, allowing women to have more control over their careers and family life. There is so much more opportunity for women to keep building their careers and to come back into the workplace.

Have you had any coaches or mentors throughout your professional life that have had an impact on where you are today?

To be honest I have learned something from everyone I have worked with, rather than one specific person. My parents and my friends have been my biggest influence on my work ethic and my ability to stay calm and get the job done. My husband is also my biggest supporter (apart from when talking about my cooking skills) and is always available to listen to me work something through in discussion or keeping me awake by bringing me a coffee when I am working late. Although it is International Women's Day, I couldn't do what I do without his support.

What is the one thing you love most about your job?

I love the variety, the challenge, the vision setting process and to be honest there are times when I do also love the drama!! I couldn't imagine working anywhere else. I get the opportunity to turn my hand to so many things and I love being able to have an impact on so many areas of the business.

What has been your biggest success story to date or the achievement that you are most proud of in your career?

There was a point not that long ago, where I took a step back and realised just how far we had come. We have moved away from being a small lifestyle type business to a business that has real purpose and vision and provides salaries to 17 people. I am very proud of everything we have achieved and very excited for what we can achieve in the future.

If you could travel back in time, what is the one tip you would give your younger self?

To just ignore imposter syndrome and give everything a go anyway. What's the worst that can happen!

Which inspirational or influential women would you invite on a girls night out and where would you go?

To be honest I would invite my amazing group of friends that I don't see enough with the pressures of work and home life. We would be drinking prosecco, putting the world to rights and dancing, ideally in a bar overlooking the sea after a day on a sunny island somewhere.

What job did you dream of doing when you were little?

Archaeologist or Air hostess. (I didn't get far along the alphabet!)