

**Automotive** 30% Club

*Inspiring*

— Automotive Women —

*Awards*

*2020*



Sponsored by

**Jardine Motors Group**

# Sponsor of the Inspiring Automotive Women Awards 2020



**Neil Williamson**  
CEO  
Jardine Motors Group

“At Jardine Motors Group, we are extremely passionate about creating an inclusive environment that is accessible to all talent, regardless of their gender, background or ability. This is why we are incredibly proud to continue to support the Automotive 30% Club Inspiring Automotive Women Awards, an amazing initiative that recognises and champions female talent in the industry.

We remain committed to changing outdated perceptions of the automotive industry and recognise the importance of acknowledging hard work and achievement across all levels of business. Thanks to the work of the Automotive 30% Club, these awards highlight the accomplishments of such female talent, whilst also shining a light on the opportunities available to women across the sector.”

A woman with long dark hair is speaking at a podium, smiling and looking towards the right. She is wearing a dark top. The background is blurred, suggesting an event or conference setting. The entire image has a teal color overlay.

## Welcome to the Inspiring Automotive Women Awards 2020!

Today we celebrate and recognise the most inspiring women in the sector, nominated by colleagues and peers. We have heard wonderful uplifting stories of how all of you amazing women have not only added significant value to your businesses, but are also encouraging others to improve and progress, or giving much needed support to your team members through the unsettling impact of the pandemic. You are actively involved in creating inclusive environments, and are also engaged in activities to show that automotive is a positive career choice for women. You are lifting other women as you rise, and as per the motto of the suffragette movement, you are taking real action with “deeds not words”. All of you truly fabulous women deserve our heartfelt appreciation for your outstanding contribution to making our industry more vibrant, exciting, warm, collaborative and successful. Congratulations on winning your thoroughly deserved award, and being a Game Changer in the automotive sector.

A handwritten signature in white ink, appearing to read 'Julia', is positioned above the name and title.

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

# Programme for the Evening

PROGRAMME

18.30

Welcome - Julia Muir

18.35

Welcome wave

18.40

Speech by judge Erin Baker

18.45

Inspiring Automotive Women  
Special Recognition Award  
winners

18.55

Inspiring Automotive Women  
Award winners

19.10

Fireside chat with Rebecca  
Clark, Inspiring Automotive  
Woman of the Year

19.25

Champagne toast

19.30

Close



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



**Roz Bird**  
Commercial Director MEPC  
Chair of the Silverstone  
Technology Cluster



**Sue Robinson**  
Director, National Franchised  
Dealers Association (NFDA)



**Anita Fox**  
Head of Automotive  
Facebook



**Professor Jim Saker**  
Director, Centre for Automotive  
Management, School of Business and  
Economics, Loughborough University



**Erin Baker**  
Award Winning  
Motor Journalist



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



**Sarah Noble**  
Director of Automotive  
Deloitte

Judges

A huge thank you to our  
Inspiring Automotive Women Awards 2020 judges.



# The Winners



**Rebecca Clark**  
Sales Director  
Auto Trader UK

Rebecca was chosen as this year's Inspiring Woman of the Year because of the strength of her commitment to the cause of gender-balance and inclusion both in her own company and in the wider sector. She has totally reinvigorated the team culture at Auto Trader, by creating an environment of inclusion, fun, personal development and optimism which has resulted in an energised group with complete trust in one another.

She has overseen record revenues in Auto Trader's Manufacturer & Agency advertising function, and is relentless in looking to improve processes by pulling in expert help from around the business. She's committed to customers of all types, and remains open-minded for collaboration and conversation to make Auto Trader's services better for them.

Doing the right thing is at Rebecca's core and she's unafraid to challenge people around her to do the same. She always brings positivity and supreme professionalism to work and helps people become better through their own set of qualities.

Rebecca's an active supporter of the Automotive 30% Club and regularly speaks at events and amplifies the Club's activity both internally at Auto Trader and through its external channels.

Rebecca mentors women from across all levels of the business, from new starters and graduates to established professionals and always places her people above all else.

Rebecca offers support to working mothers and families, which was especially evident during lockdown when many individuals needed help working out how to balance home and work life.

Rebecca's nominator added: "She makes people think differently about work, the people we work with, and even our own relationships at home. She's a person who can genuinely change the way you feel about your day, wherever you are, and through her passion for the industry, drive to make the working balance better for everyone and her incredible positivity, Bex is an inspirational colleague and leader."

# The Winners



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

*Inclusive Leader*  
2020

Clare has been recognised with the Inclusive Leader Award because of her commitment to driving an inclusive culture throughout her organisation, from the board to all corners of the business, and for being a true advocate and ambassador for the Automotive 30% Club, being personally involved in supporting the club's activities. She continues to lead initiatives that look holistically at the employee experience, making Jardine Motors Group a go-to employer of choice. Clare leads a flexible, inclusive and recognition-rich culture, and ensures Jardine Motors as a company, takes care of the wellbeing of all colleagues who feel they can bring their true-self to work. Clare nurtures a strong feedback and coaching style of management, facilitates talent mobility through a high impact learning culture and diversification of career pathways, and ensures inspirational leadership where there is trust, transparency and communication.

Clare was instrumental in the approach Jardine took during the pandemic. Her quick and decisive actions as part of the internal COVID crisis response team meant the safety of colleagues was put first and foremost with new HR policies and practices created on an almost daily basis as the crisis evolved.

Her passion to champion gender equality knows no bounds. Clare has been an active supporter and advocate for the Automotive 30% Club for many years and is a regular blogger and thought-leader campaigning to change perceptions of the motor industry.

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Sharon has been named as HR Director Game Changer for the action she has taken to drive improvements in the gender balance in her organisation. This year Sharon is celebrating 15 years with TrustFord, and during this time, she has been instrumental in making their business inclusive and diverse, with 30% of their leadership teams now held by women.

Sharon is a true leader, and during the pandemic she led on TrustFord's response to furlough, health & safety and wellbeing. In addition, she pushed schemes to keep colleagues engaged, from daily updates to quizzes and competitions.

Sharon has worked closely with TrustFord's health & safety reps to inspire them to develop their skills and confidence and has overseen the continued development of TrustFord's learning & development programme, induction process, remote training and a new learning management system.

A huge advocate of TrustFord's membership of the Automotive 30% Club, Sharon monitors gender balance within TrustFord constantly and encourages diversity within their workforce. In addition, Sharon is a champion for TrustFord's apprenticeship scheme, which over the last three years has helped twenty young women begin careers in automotive. In addition, Sharon has also given development opportunities to young people from a variety of backgrounds via the Prince's Trust.



**Sharon Ashcroft**  
Group HR Director  
TrustFord

*HR Director*  
*Game Changer*  
2020



# The Winners



**Alison Jones**  
Group Managing  
Director UK & Senior  
Vice President  
Group PSA

*Trailblazer*  
2020

Alison has been recognised with this year's Trailblazer award for her high performance and breaking through the glass ceiling to become MD of a UK OEM, blazing an inspirational trail to enable many others to believe that they could follow in her footsteps. Since Alison joined Group PSA in April 2019, she has overseen a transformation in both performance and culture and has protected and enhanced profitability despite the pandemic via decisive cost controls and a revenue maximisation strategy. She has engaged all employees, launching regular broadcasts to all staff, sharing key details of strategy, tactics and results, encouraged everyone to ask questions and has driven inclusivity by questioning the status quo and challenging historic working practices.

During the pandemic, Alison adapted her leadership approach to be hands on every day to ensure consistency across ten departments, minimized the risk to the business and employees, all done with speed, respect and integrity.

Alison shows that it is possible to be both in control and have human empathy and has created an environment where employees can speak their own mind about gender diversity. She takes a direct interest in the development of key talent and encourages progression, recruitment of a diverse workforce and provides examples of the benefit of cross functional recruitment.

Lilly-Ann has been named as our Rising Star of 2020, for not only making an amazing impact in the workplace in such a short time, but also being such a positive role model to young women and encouraging them to join the industry. During her first year as an apprentice, Lilly-Ann has become a critical team member, getting engaged with the company beyond expectation and delivering business changing projects to Bentley's Board and wider company. She has taken strong ownership of her own personal development journey by taking advantage of training courses, supplementing with her own research and reaching out to others for help when needed.

As an ambassador for Bentley, Lilly-Ann featured as a presenter at MuleSoft's European conference and received lots of positive feedback from many technology leaders. In addition, she has had an active contribution to the future talent programme by supporting initiatives that connect with schools to encourage careers in technology. She's proactive in project delivery, has a positive approach to problem solving and is pioneering internal software development.

During lockdown, Lilly-Ann's skills were put to building technical solutions that are now used every day by Bentley colleagues to protect them during the pandemic.



**Lilly-Ann Hulse**  
Digital & Technology  
Degree Apprentice  
Bentley Motors

*Rising Star*  
2020

# The Winners



**Sadie Lowe**  
Marketing Manager  
Jardine Motors Group

Sadie's proactive approach to improving the marketing department has surpassed expectations and has made a remarkable impact on the role, the department and division. Since Sadie joined, marketing enquiries have increased by 217% largely due to the way she constantly looks to improve what Jardine Motors does.

Sadie worked tirelessly throughout lockdown and continues to innovate and establish new ideas for the future. Her efforts have contributed to a very profitable business that has won numerous awards including Audi's Division of the year twice.

Having Sadie on the team has prompted her Brand Director to improve diversity in what has been traditionally a male environment. Her varied perspectives have produced a more holistic analysis of the challenges faced which stimulates greater effort, leading to improved decision making.

Sadie's nominator added: "During lockdown and running with a skeleton staff, it was a pleasure to work with Sadie through this challenging period; she has a positive influence on myself and the senior team."



**Amy Williamson**  
Front of House Manager  
Aston Martin Leeds  
JCT600

Amy is constantly trying to improve policies and procedures whilst also pushing to improve herself. She has increased JCT600's online Google reviews to be the best in the country for Aston Martin, and retail performance has rocketed.

Amy is relatively new to the motor trade and the speed that she has progressed is purely down to her hard work, flair and determination. She constantly pushes to improve gender balance within the workplace, giving her opinion in a professional yet direct way, enabling those around her to look at situations in a completely different light.

Always looking at ways to be involved in promoting the automotive industry as a great career choice for women, Amy champions what can be achieved with the right mindset. She is an amazing advocate of the motor trade and is always educating people on the benefits of a career in the industry.

Amy's nominator adds: " Amy inspires me every single day and I feel truly honoured and humbled to have been able to play a small part in her career path."



**Diane Miller**  
General Assembly Manager  
Ellesmere Port  
Groupe PSA

Over the past four years Diane has transformed the Paint Unit at the Ellesmere Port Plant in terms of health & safety, quality, throughput and cost. She is an inspirational leader who has reduced headcount within the unit whilst improving the industrial relations with Unite the union. She has educated the union and gained their support in making her unit more efficient.

Diane is the lead woman in the plant for the Women in Industry Forum and will participate in university open days, university milk rounds, school open days, recruitment fairs and will also give talks on her experiences and encourages women to join the automotive industry and engineering.

She mentors two female graduates in the plant and gives up her time for these individuals so that they are better prepared and can maximize their skills and potential.

Diane's nominator adds: "She has made everyone in the plant think differently about women and is a huge contributor to the successful running of the plant."

# The Winners



**Zoe Allen**  
Compliance Officer  
Kia Motors UK

Zoe has been instrumental in keeping Strive, Kia's working group on gender balance, on track this year. Before the first lockdown she ensured that project groups focusing on International Women's Day activities, parental policies and flexible working were continuing to make progress in developing cases for change.

Zoe works with a number of more junior female employees as a mentoring figure and encourages them to fulfill their potential and to take on the next challenge in their careers. She's an inspirational catalyst for a number of people taking steps to raise their profile across the business, overcoming their nerves and deciding to apply (successfully) for new roles.

Zoe's nominator added: "Zoe is really passionate about ensuring that all employees in the company can maximize their potential and fulfill their ambitions. She is encouraging, challenging and inspiring by turns. She always looks to lift others, and perhaps even more importantly encourages them to lift themselves, and is unafraid to question the status quo where she thinks it's wrong, unfair, or able to be improved."



**Rebecca Nassiri**  
Senior Campaign Manager  
Auto Trader UK

Having recently been open about her bisexuality in one of her blog posts, Rebecca has given strength to a number of people in Auto Trader's LGBT+ network. During lockdown she was a positive role model, sharing with others the steps she was taking to maintain a work-life balance as well as how she was adapting to working from home. In a recent women's network event focused on personal development, Rebecca was a panel member and provided great advice on how to progress whilst working from home.

She delivered an incredibly powerful Auto Trader talk on Black Lives Matter that drove a number of people to think again about the issues raised. She helped shape the content for Auto Trader's Courageous Conversations webinar series, delivered a brilliant opening speech, and wrote a really insightful blog post on the topic of intersectionality. She is an active member of both Auto Trader's women's network and the BAME network, has written numerous blogs, both internally and externally, starting conversations and supporting people to learn about topics that may be new to them.

Rebecca's nominator added: "Rebecca is so passionate, her enthusiasm and drive are contagious! A true inspiration."



**Tracey Perry**  
National Fleet Sales Manager  
Volkswagen Commercial Vehicles

Tracey runs INSPIRE, an outreach programme at Volkswagen Group UK which focuses on diversity and aims to inspire future talent from the ages of 5 to 18, alongside her usual day job.

Not only has Tracey taken this on, she has overhauled the existing programme's activity by setting up work streams, clear tangible targets and has built long lasting partnerships with schools. She has also ensured content and materials were embedded into school curriculums, adding value to the overall educational activities.

In addition to the INSPIRE Programme, Tracey has also taken time to coach and support three graduates, leading and actively teaching them how to develop comprehensive plans for strategy and timelines.

Tracey manages Volkswagen Group UK's national fleet sales team and has worked tirelessly throughout the pandemic to ensure their fleet team have remained highly motivated and fully engaged to meet ever changing needs of their fleet customers during a challenging time. In doing so, Tracey received outstanding feedback from core fleet customers in thanks for her support provided to their businesses this year.

# The Winners



**Anne-Kathrin Altendorf**  
Head of Culture, Diversity and Strategic Projects  
Bentley Motors

Anne-Kathrin has been instrumental in Bentley launching an updated diversity and inclusion strategy and training programme. She is committed to this topic and taking it forward, despite the many challenges the pandemic has created, turning what was supposed to be a physical launch and delivery programme into an online one.

Anne-Kathrin is mentoring young girls in the UK and in Germany, supporting them, being a role model and showing them the many opportunities the automotive industry offers for women. She looks after interns and those on work placements and gives these young girls visibility at Bentley - protecting them if they are struggling and putting them into the spotlight when they are successful.

During the pandemic, Anne-Kathrin has gone above and beyond, being part of the crisis management team, looking after the safety of all Bentley colleagues by supporting the ramp-up, implementation of safety measures, furlough, remote working, reporting and so much more.



**Gemma Burdett**  
Senior Account Manager  
Close Brothers Motor Finance

Gemma takes ownership of her professional development and proactively shares best practice in supporting her peer group. She's delivered Dealer Satisfaction Scores in excess of 96% with consistently great feedback from her dealer partners. Gemma has achieved fantastic performance results each year by delivering growth across territory metrics to ensure sustainable long-term growth, a performance built on great relationships, sharing knowledge and supporting regulatory change and digital innovation in an ever-changing marketplace.

Gemma was voted Chair of Close Brothers' Women in Motor Forum because of her passion, drive and the respect she has from her female colleagues and beyond. She's attended interview skills training and supported the recruitment of new account managers, has written blogs and presented at meetings, championing the Forum and details why gender balance is so important. In addition, she has inspired others to join, including male advocates.

Gemma's nominator added: "Thank you Gemma for all you have done and all you continue to do!"



**Tori Bell**  
Senior Social Media Executive  
Auto Trader UK

Tori is incredibly driven in her ambition to create a more diverse culture at Auto Trader. She sits in the diversity & inclusion guild, the engagement guild and is also co-leader of the women's guild, ensuring each working group continues to promote diversity and that all voices are heard within Auto Trader.

She leads new initiatives such as the monthly Auto Trader Women's Network virtual panel and workshop events to support female colleagues, shaped the categories for Auto Trader's inaugural Women of the Month Awards and has researched the impact on women working from home during the pandemic.

Tori's involvement in the guilds means that she brings a unique perspective to her day job. This enables Auto Trader to 'practice what they preach' as a brand and rationalise their marketing thinking to ensure it considers gender biases and that it also promotes inclusivity amongst their audiences across an array of channels.

Tori's commitment to finding real world applications for what she is exposed to through the women's network, engagement and diversity and inclusion guilds is inspiring and a hugely valuable asset to her team.

# The Winners



**Olivett Ihama**  
Legal Counsel  
Groupe PSA

Olivett has been a vital part of the transformation of Groupe PSA's legal department in the UK. She has shown great versatility in adopting new work processes, improving the efficiency of the legal services in the UK.

She plays a leading role in evaluating and promoting inclusivity and diversity both within Groupe PSA and the external facing media, and has inspired others to question how they can contribute to maintaining and improving an inclusive and diverse culture within the legal team and as part of the wider organisation.

As part of the women's network at Group PSA Olivett takes a leading role on gender and racial equality, diversity, equality and inclusivity initiatives, including presenting the same at Board level.

Olivett's nominator added: "Olivett is a successful, confident woman, who actively contributes to make our business a more inclusive place to work, as well as being a strong successful lawyer. She is a great role model for women considering working in the automotive industry, demonstrating just how wide the range of roles and opportunities are in the industry."



**Mandy Smith**  
HR Business Partner  
Close Brothers Motor Finance

Mandy has been with Close Brothers Motor Finance for 5 years and over that time she has introduced a number of initiatives which have positively impacted the business with regards to gender balance. She has embedded dedicated talent programmes, holds focus groups to obtain candid feedback and has launched the incredibly successful Women in Motor Forum. She challenges the thinking of those around her and strives to create a fully inclusive culture

A skilled coach, Mandy helps others work through problems to enable them to find the solution themselves and is passionate about the development of those around her.

Mandy's nominator added: "She leads from the front but will always put the needs of others before herself. She is always there for me and I owe the successes of my own career to her. Mandy deserves to be recognised for the unwavering dedication she shows to gender balance and developing our Women in Motor Forum."



**Paula Cooper**  
Director ConsumerOne  
Toyota GB Plc

Paula leads by example and shows women within Toyota that they can rise to new levels and succeed at whatever they do. She is enormously hard working and driven, champions women and supports them in their development. Paula is instrumental in the big changes within her department and wider company and always challenges others to think further, strive further and enjoy success.

Paula's nominator commented: "I think the most important element is that over the last 4 years since Paula has become a Director (along with our enormously supportive MD), there have never been so many women climbing the ladder and in increasingly senior positions than now."

Paula is an active coach and mentor to a number of women within Toyota. She joins the initiatives within the business where women come together to discuss key topics of interest and is an active supporter of the Automotive 30% Club, amplifying the Club's activity within Toyota.



*“Our truly inspiring award winners are taking part in activities that aim for a better gender balance, are encouraging women to join or progress in the industry and are making valuable contributions to the success of the business they work for.”*

# The Winners



**Moyosola Fujamade**  
Senior Press Officer (Events)  
Kia Motors UK

Moyosola has worked for Kia Motors UK for over five years now, originally working in Planning, then Press and PR, operating the press fleet then moving on to managing Kia's PR events. During this time, she has consistently delivered excellent results and impressed both internally and externally with Kia's UK media customers.

Moyosola is a keen, vocal and active member of Strive - Kia's internal networking group and discussion forum, intended to provide support, community and a unified rational voice aiming to progress gender diversity within Kia. She is also actively working with the Racial Equality Group and has worked on business cases to be presented to senior management on flexible working, equal opportunity reporting and diversity training.

Moyosola has worked with Strive and the Automotive 30% Club to visit schools inspiring teenage girls to consider careers within the automotive industry.



**Leigh Lafever-Ayer**  
VP of HR UK & Ireland  
Enterprise Holdings

Leigh is the gender lead on Enterprise's UK diversity board. She has introduced diversity initiatives which include Enterprising Women Employee Network, Lean In Mentoring Circle, DRIVE, an internal digital and print magazine profiling the success of women at Enterprise, Diversity Scorecard, the BITC award-winning tool used to self-assess diversity progress and shares best practice to name a few.

Within Enterprise, Leigh has successfully advocated for and introduced a range of dedicated benefits focused on gender inclusion. This includes giving everyone the opportunity to work flexibly or adjust their schedule upon request and also phasing back into working patterns after maternity or shared parental leave with 100% of pay.

Throughout the pandemic, Leigh has particularly championed the work of the Enterprise mental health first aiders and continues to be a mentor to females both internally and externally.

Leigh's nominator added: "I personally value the direction and guidance Leigh offers me and I thank her for the positive impact she has had on my career."

# The Winners



**Sarah Cox**  
Head of Marketing  
Volkswagen UK

Sarah has been with Volkswagen Group for over 16 years and, in her previous role, has transformed the Volkswagen Commercial Vehicles brand image and led the revamp of the 'Working With You' brand ethos, putting their customers first. Sarah took up her current role in Volkswagen Passenger Cars at the beginning of the pandemic, but still managed to successfully steer the two marketing teams through as well as leading the new team in a purely virtual world.

Sarah inspires others around her principally through her outstanding leadership skills and serves as a beacon for diversity and inclusion. She's a mentor not only to aspiring females in automotive, but to anyone who wants to be successful in their automotive career and offers great support during tough times, whether it be during the pandemic or when workloads are high. When the pressure is on she protects and shields the team, ensuring they are emotionally and physically well, and ensures they can deliver the best possible results without external pressures or distractions.

Sarah's nominator added: "I know that in my latest career move and for any future moves, I owe a lot to her, for giving me the confidence and to recognise my own achievements."



**Mariam Zahedi**  
Technical Manager Manufacturing  
Bentley Motors

Mariam has been a shining light in shaping the future strategy for manufacturing within Bentley Motors. She is tenacious in her goal to propel Bentley manufacturing forward for the next digital phase and has an excellent holistic knowledge of manufacturing and change management. She has a brilliant ability to think strategically and understand the impact to the business and is a strong leader, managing a well oiled team.

Mariam is committed each and every day to work above and beyond to drive the success of her team and Bentley as a whole. She always makes sure everyone is included and her favourite method of communication is a 'Round Table' chat where she always makes sure the voices of others are heard and valued.

Key in changing people's perceptions, Mariam has a passion for encouraging women into STEM and in particular inspiring more women and girls to become excited about a career in manufacturing.

Mariam's nominator added: "I want to thank her for inspiring me to own my future, and for making me recognise that I have the ability to make a massive difference with Bentley and also with my own career."



**Stacey Laing**  
Group TPS Manager  
JCT600

Stacey is an inspirational leader and cultivates an environment where colleagues feel comfortable sharing not only their progress but also their pains, without fear of judgement. Her warm and human approach brings with it a strong feeling of community and lifts the wellbeing status of her colleagues.

She puts herself forward at any opportunity to develop her own people management skills - signing up for mental health first aid training, stress management courses, wellbeing webinars during lock-down and will encourage members of her team to seek out one to one support from JCT600's in-house resources when necessary.

Stacey supports the gender balance drive by actively recruiting female apprentices supporting their qualification at a local college and then encourages them to take on a technician role. In addition, Stacey supports the Automotive 30% Club's outreach activities which aim to encourage female students to consider careers in the automotive industry.

Stacey's nominator added: "I'm in awe of her permanent energy and interest in others. I cannot think of another woman in our team that deserves this award more than she does."



# The Winners



**Hayley Keatinge**  
Head of Business  
Jardine Motors Group

Hayley is a brilliant example of a female head of business, instilling good team work values and a supportive culture.

Her dealership ranked in the top quartile for engagement, empowerment and enablement in the company's annual employee survey. 100% of her team agreed as a senior leader, she is a role model to others, she adopts a positive attitude to change and ensures the team feels supportive through change.

Hayley promotes an inclusive culture creating opportunities for others to experience career progression by encouraging job shadowing experiences for colleagues who wish to progress or develop their skills in a new area. This has included actively encouraging colleagues to achieve accreditations in new areas by spotting talent and being an advocate for others.

Hayley takes an active role of encouraging more women into her team and as well as managing a dealership and expanding her remit, she is also studying a management degree at Loughborough University. A true role model to others, showing what can be achieved.



**Samantha Garner**  
Sales Manager - Early Career  
Auto Trader UK

As an experienced Account Manager, Samantha has first hand customer experience and knowledge that she embraces sharing with others. She has designed the majority of the graduate rotation plans within Auto Trader and works tirelessly to ensure their learning will equip them for future roles within the business.

Samantha has been a pro-active member of the Auto Trader's Women's Network for some time and is passionate about making a difference to the diversity within their business. She supports internal colleagues and has also played an active role in the Automotive 30% Club outreach activities, aiming to inspire female students to consider careers in the automotive sector.

Samantha encourages others to attend events which support their career development or personal wellbeing and in particular, throughout the pandemic, has faced some new challenges that some of her early careers people have faced and has relentlessly supported them to navigate through such times.



**Rhonda Johnson**  
Group Business Systems Manager  
TrustFord

Rhonda has broken the glass ceiling as a leader driving positive change in many of TrustFord's processes, managing upgrades, acquisitions, disposals, developments and projects of all size and scale. A recent example being the Drive Parts Plus roll out, where she and her team set about installing and supporting a new parts system across the Ford parts network.

Rhonda is a cheerleader for her team and each individual is given the support, autonomy and confidence to succeed.

Rhonda has been hugely supportive during the pandemic, ensuring every Friday evening the whole team meet up on Zoom for quizzes, games and socialising. She encouraged colleagues to invite their families, for a lot of whom were shielding, making it a highlight of their week.

Rhonda's nominator added: "Rhonda is one of the most respected leaders in our TrustFord family. She's never happier than when enabling her team to grow and develop, always pushing training opportunities and inspiring those around her to be the best they can be."

# The Winners



**Rebecca McNeil**  
CEO, Retail Division  
Close Brothers Group Plc

Rebecca has been a great inspirational leader for others since joining Close Brothers. She reaches out regularly to all employees with updates and insight, congratulates success personally and really makes colleagues feel part of a fabulous team.

She has turned the business into a well rounded culture where colleagues come first, using the ethos Happy Colleague = Happy Partner = Happy Customer.

An ambassador for Close Brother's Women In Motor Forum, Rebecca inspires others to become more involved, which has led to the company to embrace change whilst encouraging and supporting women to progress within the business.

Rebecca's nominator added: "Rebecca is a truly inspiring leader within our business. She has given me the belief in myself and confidence to go out and strive to achieve my goals."



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

Amanda inspires with her ability to communicate key operational messages, support the development of group wide initiatives and promote their adoption across all stakeholders.

Throughout the pandemic, Amanda played a key role in supporting the leadership team to create COVID ways of working and cascade vital information to all colleagues whether in the business or on furlough. In a recent colleague survey, 9/10 agreed that communications were clear, regular, and helpful throughout.

Striving to change outdated perceptions of the automotive industry, Amanda is a true advocate of creating a business culture inclusive to all. She increases engagement, empowers all colleagues to have a voice and has developed Jardine's culture and community. Her passion and consideration for others is evident in her devotion to colleague wellbeing across the group.

Using her passion for writing, Amanda also regularly creates insightful blog pieces to share her thoughts and ideas and to inspire others about the topics of gender, diversity, and inclusion.



**Sneha Mahaveer**  
Business Relationship Manager  
Volkswagen Group UK

Sneha has made a significant impact since joining the IT department at Volkswagen Group UK 12 months ago. She has used her initiative to develop a template approach to assessing the impact of system upgrades, saving time and money as well as ensuring consistency. She has resolved key business process challenges associated with changing business models to meet strategic ambitions and has engaged with employee network groups to challenge the status quo and drive improvements. In addition, Sneha has volunteered to Chair the Building a Multicultural Environment Group.

A role model for driving a diverse and inclusive culture within Volkswagen Group, Sneha has broken new ground by enabling colleagues to have open and honest discussions on topics such as Black Lives Matter, has introduced a cultural calendar across the company and has encouraged a company wide initiative to capture all employees diversity data where this was previously absent. In addition, she is canvassing and gaining senior stakeholder attendance in diversity workshops and meetings.

# The Winners



**Shane Coomber**  
Commercial Director  
Free 2 Move Lease

Since she took the role of Commercial Director in January 2019, Shane has overseen a complete overhaul of the strategy and tactics of the Sales & Marketing departments of Free 2 Move Lease. She has increased the market share by building strong relationships with the OEMs we represent, building credibility and empathy and has driven the marketing department to review and re-write the overall strategy, improving targeting and efficiency.

Shane has taken a very active role in 'Women Empowered in PSA', a network of women who have formed to advance the cause of gender balance, overcome friction and unconscious bias, and demonstrate that inclusivity is in everyone's best interests. She balances the equality objectives of the group with pragmatic, thoughtful implementation strategies and is a great role model to younger women.

Shane's nominator added: "Every day, Shane demonstrates that it is possible to achieve great results whilst maintaining ethics, empathy and a good work-life balance."



**Julia Greenhough**  
Marketing Director  
TrustFord

Julia has a real passion for Marketing and TrustFord, inspiring everyone with her vision and dedication. She showed her leadership skills by adapting swiftly to the pandemic by turning innovative ideas into actions which involved developing videos, surveys and other materials to keep customers engaged and informed, and supported further development of click and collect services as customers adapted to the 'new normal'.

Julia encourages her team, and always looks to be doing things smarter and better. She has a unique ability of identifying individual strengths, developing them to the max.

She's a great mentor for women within TrustFord who have really grown as individuals through her coaching and actively supports the Automotive 30% Club outreach activities, speaking to female students with the aim of inspiring them to consider careers within the automotive sector.

Julia's nominator added: "Julia is a very successful, much valued and hugely respected member of our Board & Leadership Team."



**Viki Thurgood**  
Operations Director  
ROI Ltd

As Operations Director for the biggest project within ROI, for 6 years Viki has delivered operational activity worth £3.7million annually and has delivered 150 KPIs on target for 80 consecutive months. Two weeks ahead of lockdown, Viki mobilised all staff from office to home based working, ensuring there was not a single break in service delivery and implementation of ROI's first multi-lingual B2C programme.

Viki leads the rest of the company in striving for a greater gender balance and has implemented a family friendly working environment. She has introduced the company's first part-time line management role for a maternity returner along with introducing the company's first line management role with a compressed work schedule to support parenting needs. Viki supports part-time working requests for male employees to support their childcare commitments, changing internal perceptions of primary caregivers' gender and has built a holistically diverse team, including multi-cultural and age diversity.

Viki also mentors and coaches female managers and colleagues to fulfil their own development ambitions.

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**BENTLEY**

“Bentley Motors is delighted to support the Inspiring Automotive Women Awards. Shining a light on the women who have inspired us is a key part of our strategy to develop and attract more female colleagues – as we work towards our collective target of 30% diverse women in leadership roles by 2030. Congratulations to all of the winners on your incredible achievements.”

# Inspiring

E - Zine



Join our #SuperNetwork to be invited to participate in virtual meetings, to access podcasts and webinars and read about our activities on the Inspiring e-zine, kindly sponsored by Toyota GB Plc

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We hope that  
you enjoy the  
Automotive 30%  
Club Inspiring  
Automotive  
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2020.

*“Here’s to strong women. May we know them, may we be them, may we raise them.”*

#IAWAwards2020 #Auto30Club #InspiringAutomotiveWomen



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