



✦ CELEBRATING WOMEN ✦

Women in Parking talks to **Elena Golita**, a Parking Consultant who has been in the industry for eight years.

Have you seen a difference in the industry as a woman from when you started until now:

Yes, this industry has become more inclusive in the last eight years. From what I have personally witnessed, it's far more normal to hear about women as traffic wardens or in managerial positions. There are some hard-working and motivated individuals over the years to make this a normality.

What has been your biggest obstacle?

There was a time in my contract when the number of men in management team consistently outnumbered the number of women and this soon started to feel that they (unconsciously probably), formed a separate identity.

How (if you were able to) did you overcome it?

I spotted this issue and alongside another female colleague, flagged it up to a more senior (female) member of management. She resolved the issue by communicating these concerns and getting everyone to talk about it openly. I am happy that I took this step, as it could have led to a bigger frustration and to future conflicts.

What has been your greatest accomplishment?

I will always be proud that I keep a balance between my personal life and my career. I consider this to be my greatest accomplishment, which is actually a continuous process. I will always aim for a happy life outside work, not only for a successful career.

What piece of great advice have you been given?

To identify my fears and to come out of my comfort zone to face and overcome them.

What would you advise other women in the sector based on what you know now?

To work hard as well as smart. It's impossible not to get noticed if you do both. Join as many professional groups/associations as possible, even if you invest some of your time. Make connections and have mentors. As a woman, it's also important to get to know women in higher roles. Learn from everyone, every day! Read and understand how Impostor syndrome appears and how it affects you. If you don't feel appreciated in a workplace, leave it behind, you can find something better. Lastly, always stay happy and healthy.



International Women's Day