



# Jade Neville

## Smashing Stereotypes

**Jade Neville** is Head of User Experience – UK Parking, at Conduent Transportation & the Vice President of the British Parking Association. She has been in the industry for approx. 15 years and, as you can imagine, has seen a lot of change in that time.

Speaking to the team at Women in Parking she remembers the start of her career with a mix of excitement & apprehension. Jade started her parking career as a Civil Enforcement Officer which followed her time, as a teenager, in the Air Training Corps (ATC). Her expectations of a career in parking were based on her ATC experience, where she was used to seeing women represented in smaller numbers and progression opportunities that were structured and encouraged through experience and training programmes.

Jade was surprised by the lack of women working in frontline positions & operational roles in the parking sector. With a fresh outlook on the industry and unaware of preconceived ideas of the sector and expectations of working within it, she struggled to understand why this was the case. Was it that she and other young women would not be taken seriously?

This is how many of us feel when there is a lack of representation, and while she did find her male colleagues to be supportive, encouraging, and welcoming, the lack of representation made it difficult for her to share her perspective.

Men and women are programmed differently; “men are from Mars and women Venus” as the saying goes. When this difference is applied to work challenges, emotional and physical differences that would affect our point of view and how we take that forward to execution can be seen very clearly.

However, there is more we can do... Raising awareness of the opportunities within the sector in a way that attracts women to the industry. Building the profiles of successful women, creating visible success stories and professional profiles to share their journeys. Having those difficult conversations and asking the hard questions such as why has it always been this way? What needs to change? And challenging stereotypical thought processes.

The outcome for Jade? “My experiences have led me to have a long varied and successful career within the parking industry holding a senior position with Conduent Transportation and becoming the next President of the British Parking Association – the fifth female to hold this position in over 50 years. It has led me to co-found the Women in Parking group with Hannah, aimed at empowering women to maximise their potential and creating a platform for collective growth, raising profiles and sharing our voices.

“I’m proud to have formed a career in the parking sector and I’m incredibly proud of how far the sector has come over the past 15 years but there is still work to be done. I am excited and honoured to be representing our sector and the amazing women that work within it during my year as president and beyond. If someone had told the 19-year-old CEO me that I was going to one day be the president of the British parking association, I would have told them to pull the other one!”

