



* CELBRATING WOMEN *

Women in Parking talks to **Hannah Fuller**, Client Services Director at JustPark who has been in the industry for seven years.

What has been your biggest obstacle?

Joining a new industry in a relatively senior position, I found that I was in a minority. I was the only woman in almost every meeting I went on and if there was another woman, she was often taking notes. It took time to gain the trust of some of the senior men in the industry, but once I did, it was game-changing. I remember presenting to a room as part of a panel & it was 95% male. I took a box of celebrations with me which I handed out to participants who asked questions & interacted with me. It drove instant engagement.

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

My approach was different from the previous male presenters, to engage and canvas opinion rather than talk at people and it made me realise that I could turn a perceived obstacle into an opportunity. It also made me realise that the participants would remember me, partly as the female presenter, partly because I gave out chocolate but also for the presentation that I gave. I got more requests to present, people came up to me and said hi and introduced themselves.

What has been your greatest accomplishment?

There are a few, starting Women in Parking alongside Jade (Neville) is up there, we have been thrilled by the response to events and the community so far and can't wait to grow it further. Winning a BPA for a project that we took on during the pandemic, getting published on behalf of JustPark in the Telegraph (because I am a senior woman in parking) as a response to the budget. And a personal accomplishment, that I am finding a better way to balance my career with being a present mum to my 2 kids.

What piece of great advice have you been given?

Know what your superpowers are. I'm a strong believer in working to your strengths, it makes you more productive, happier, and more successful if you are doing things that you're good at and confident with. But to get there, you need to find out what you do best. (Ask people who you work with, your manager and think about what you find easy that others don't.)

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

I would advise people to get involved! This industry is a great community with development and advancement opportunities for those who choose to embrace it. I would also say to engage with the BPA and fellow members, there are a lot of resources on offer, from the events and webinars to the people who form part of it.



International Women's Day