



* CELBRATING WOMEN *

Women in Parking talks to **Kirsty Reeves**, Managing Director of Parking Associates who has been in the industry for 25 years.

Have you seen a difference in the industry as a women from when you started until now: Absolutely; when I started in 1996, attending events within the sector it was rare to see another woman. Now, although it could still be improved, there are many more women in the sector in a variety of roles and levels.

What has been your biggest obstacle?

I had been working for Parking Associates for a number of years and had just been promoted to Director when the Managing Director, Lynn Witham, suddenly passed away. In a very short space of time, I became Managing Director of Parking Associates Ltd, with limited experience of running a business. Lynn was a prominent figure within the sector and very well respected. She also pioneered the way for women in the sector by being the first female BPA president and being involved in many of the initiatives within the sector. I had big boots to fill.

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

Perseverance, hard work and going outside of my comfort zone! I had always been content to stay in the background, however on taking the role of Managing Director I was very conscious that in order for the business to survive, I needed to increase my profile within the sector which meant networking and becoming more involved in the sector as a whole. Networking does not come easy to me and I especially felt intimidated entering an event on my own as a female. I overcame this by developing relationships with other female colleagues within the sector. I feel much more comfortable going to an event on my own when I know there will be other female colleagues I know attending.

What has been your greatest accomplishment?

Due to the way, I became Managing Director I have always had a feeling of imposter syndrome, however, the fact that the business is still going strong nearly nine years after Lynn passed away indicates that I deserve to be in the position that I am in. I am very proud of the fact the business remains successful under my helm!

What piece of great advice have you been given?

Just get on with it!

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

Have the confidence to believe in your right to be in the position you hold.