



**Automotive** 30% Club

*Inspiring*

— Automotive Women —

*Awards 2022*



Sponsored by  
**Jardine Motors Group**

# Sponsor of the Inspiring Automotive Women Awards 2022



**Neil Williamson**  
CEO  
Jardine Motors Group  
*Patron of the  
Automotive 30% Club*

“Wishing all nominees the best of luck for this year’s Inspiring Automotive Women awards. The quality of entrants has been extremely high and it’s great to see so many examples of women who have really pushed themselves forward to make a difference in their organisations.

Jardine Motors Group are delighted to be sponsoring the Inspiring Automotive Women Awards for the fourth year running to celebrate female talent across our industry and to continue to challenge gender bias and create an inclusive culture where everyone can thrive.”

# Welcome to the Inspiring Automotive Women Awards 2022!



**Julia Muir**  
CEO  
Gaia Innovation Ltd

*Founder of the  
Automotive 30% Club*

“It’s wonderful to be able to celebrate our amazing Inspiring Automotive Women Award Winners of 2022 in style, in the suitably grand setting of the Luton Hoo Hotel. All our winners are fabulous “real models” who are helping to attract women to join the sector and are inspiring women to progress in their careers, and are playing a key role in driving inclusive change in their companies.

Tonight we recognise all of the brilliant women who are lifting others as they rise, and inspiring their team members and the next generation of female automotive colleagues. Our judges this year found it particularly difficult to make the final choice from so many stories of schools and university outreach, mentoring, sponsoring, leading inclusion and diversity networks, allyship and driving strategic change. Our winners are truly inspirational.

I thank all of these wonderful women for the work they do to make the automotive industry an environment in which diverse women can thrive, and also appreciate those who took the time to nominate them. We had an unprecedented number of male nominators this year, and it is great to see that so many women in the sector are seen as inspirational by their peers and managers.

Congratulations to the Inspiring Automotive Women Award Winners of 2022, I hope that you enjoy the evening.”

A handwritten signature in dark blue ink, appearing to read 'Julia', with a long horizontal flourish extending to the right.

*With thanks to our  
Inspiring Automotive Women Awards  
Event Co-sponsors*



**TOYOTA**

We are proud to show our support as a co-sponsor of this year's Inspiring Automotive Women Awards ceremony and we look forward to recognising and celebrating the incredible talent within the automotive sector. Seeing inspirational women in all positions of the industry allows others to know that they can also deliver exceptionally well, and inspire their colleagues.

At Toyota GB we are committed to supporting and developing female talent, and the Inspiring Automotive Women Awards help to shine a spotlight on just some of the talent this industry has to offer, showing the benefits of diverse and inclusive teams.

Congratulations to all the winners, we hope you enjoy the evening.

# Lookers

A good deal. Better.

We are delighted to be supporting this year's Inspiring Automotive Women Awards and to be celebrating the truly influential females we have the privilege of working with across our industry.

At Lookers, gender diversity is high on our agenda. We encourage females to join our business and are committed to support, develop and empower them to fulfil their potential whilst with us. We hope co-sponsoring the awards will demonstrate our commitment to the Automotive 30% Club and our desire to help the industry move forward with this important topic. We are thrilled to be recognising and celebrating these talented women!



Championing and recognising inspiring women across the automotive sector is central to MotoNovo's commitment to promoting and encouraging gender diversity. We are delighted to be sponsoring these important awards.

We are particularly pleased that the IAW Awards are open this year to people from any automotive organisation, not just Automotive 30% Club members. We hope this new reach encourages greater engagement to recognise women whose contribution inspires others to appreciate that their skills, talent and energy will find a welcoming home, right across the automotive industry.



We are delighted to be co-sponsoring the Inspiring Automotive Women Awards Ceremony 2022. MHP (a Porsche company) is a management consultancy and systems integrator shaping the future of manufacturing and mobility. As part of the UK automotive ecosystem we share the common interest of attracting, developing and retaining great people in our rapidly evolving industry.

At MHP we are passionate about diversity and believe that inclusion creates a stronger team. These awards celebrate the achievements of our female colleagues, promote our ever more inclusive sector and inspire us all to collaborate for success.

## TrustFord

TrustFord has a proud history of success in the Inspiring Automotive Women Awards and we're super-proud we can show our support as a co-sponsor of this year's event.

The awards play a huge role in our efforts to make TrustFord more diverse and inclusive, encouraging our colleagues to recognise and champion high-performing, inspirational women at all levels of our business.

By telling the story of our fantastic female colleagues, as a business we can challenge perceptions of our industry and improve our own gender balance by encouraging more women to think more positively about careers in automotive. HUGE congratulations to all the winners - we hope you all have a fantastic day!

**17.30**

Champagne Reception

Welcome - Julia Muir

Inspiring Automotive  
Women Award Winners

The Judging -  
Professor Jim Saker

Special Recognition  
Award Winners

The Inspiring Automotive  
Woman of the Year

Congratulatory Toast

Drinks in the Library

**23.00**

Carriages



PROSperamine





# Special Recognition Winners



**Jennifer Koontz**

Assistant Vice President  
European Airport Properties and Relations  
Enterprise Holdings

*“For the steps she has taken to make significant changes in the diversity journey for Enterprise, and working to prevent the exclusion of women from the workplace by taking action to de-stigmatise women’s health and life stage challenges”*

Jennifer was chosen as this year’s Inspiring Automotive Woman of the Year because of the impact she has made within her business and the steps she has taken to make significant changes in the diversity journey for Enterprise.

Jennifer has led Enterprise’s airport business since 2014, overseeing growth in their airport and train station network to over 200 locations, serving millions of customers annually. Jennifer has firmly established Enterprise as the recognised industry leader for Car Rental at airport and public transit locations, and is a strong business partner to their Rental Operations and Franchise Partners enabling growth and success in the business.

Jennifer is an inspirational inclusive leader, having led Enterprise’s Gender and Worklife Balance Diversity and Inclusion focus group since its inception. The group stimulates conversation and understanding about women’s health issues at all stages of life, including de-stigmatising Menopause in the workplace and the introduction of free Menstruation Stations on university campuses. Jennifer also oversaw the launch of Enterprise’s Parent Resource Network and most recently stepped up to Chair the Cultural Compass Committee, with the mission to provide leadership, guidance and strategic direction to European Head Office colleagues to champion Diversity, Equity and Inclusion.

Soon after relocating to the UK, Jennifer helped to establish a ‘lean-in’ peer network for female employees which has developed into Enterprise’s Women’s Initiative Network, to help colleagues achieve individual goals including high-profile assignments, promotions and developing leadership skills.

In addition to all of this, Jennifer is also a long-term mentor, and has seen many of her mentees, including six women, be promoted and go on to achieve success in their careers. She also led Enterprise’s UK post-Covid relaunch of the Internal Mentoring programme, with over 100 colleagues participating, and established an External Peer-to-Peer Mentoring programme with third-party business partners, involving 12 female colleagues.



**Laura Brailey**  
Head of Retail Operations  
Mazda Motors UK

*“For her commitment to driving inclusive cultures and increasing female representation both internally and across the Mazda network”*



Laura has been recognised with the Inclusive Leader 2022 Award for leading the cohort of Mazda retailers on their journey to inclusion, because of her commitment to driving an inclusive culture throughout her organisation, and for being a true advocate and ambassador for the Automotive 30% Club.

Laura is described as a ‘role model and inspiration to everyone’ by her nominator, having made inclusion a very regular and comfortable discussion topic across Mazda UK’s senior team, to improve internal culture and focus. Having joined Mazda in 1995 to originally cover for maternity leave, Laura has excelled through the ranks with previous key positions including North-West Business Manager, Used Car and Fleet Marketing Manager, Regional Business Manager South and National Sales Manager. Now leading the UK sales team, she has been responsible for delivery of retail sales and profit for over a decade.

Recognising that meaningful change needs to filter down from the very highest level, Laura encouraged eight multi-franchise dealer groups (25% of Mazda’s UK dealership network) to join the Automotive 30% Club and create a Mazda cohort. Adding to the six existing Automotive 30% Club members, now 40% of Mazda’s UK dealership network are helping to drive gender balance throughout the sector, creating a unique and powerful cohort of major dealers with 750 outlets focused on and committed to improving diversity!

Through her actions, Laura had encouraged others to promote, sponsor and champion diversity and inclusion across European business at the most senior level, using the UK as a pilot. Laura’s nominator adds: “For young female talent at Mazda UK, Laura is a shining example on how to progress through the ranks and someone we can all learn from. She is one of the most impressive leaders in UK business and directly and personally supported Mazda, our team and network through Covid.”



Mandy has been named as HR Game Changer for the action she has taken in Close Brothers Motor Finance to remove barriers and bias and improve diverse female representation. Equality is at the heart of everything Mandy does. She was the key driving force in setting up Close Brothers' Women in Motor Forum, sponsoring the programme, monitoring the data and constantly striving to make it better. Mandy also supported the rolling out of Gender Intelligence training in Close Brothers, ensuring it was funded and available to all, and she has inspired others to join the Automotive 30% Club 30 by 30 mentoring sessions.

Mandy continually advocates for people to speak out and not be a bystander to incorrect behaviours, and also focuses on career pathways for female colleagues and looks to ensure there is an unbiased approach. She is proactive in supporting women within Close Brothers, having recently set up a menopause working group where she is at the forefront in sharing her experience, advice and how the business can help and support women in this period of their life. Mandy is committed to making sure that Close Brothers Motor Finance become a recognised menopause supportive company.

In addition to this, she was instrumental in Close Brothers' International Women's Day celebrations, securing funds to make the events engaging and memorable.

Mandy's nominator adds: "Mandy has been relentless in her pursuit of ensuring that inclusivity is at the heart of all we do, she is always available to support, always an amazing sounding board for the other businesses within Close Brothers and goes over and above her day job when it comes to D&I. She is open, honest and extremely articulate on why D&I matters."



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

*"For relentlessly and effectively driving the 30 by 30 strategy to increase diverse female representation in Close Brothers, and implementing company wide Gender Intelligence Training"*



Hannah Litt  
Head of Resourcing and Inclusion  
Motorpoint

*“For being a credible expert and compelling spokesperson for equality, diversity and inclusion across the sector and in wider society”*



Hannah has been named our Diversity Champion of 2022 for her work to make a more diverse and inclusive culture for all, not only within Motorpoint but also the wider automotive sector, and for being a positive role model who is not afraid to speak up. She is never afraid to challenge the status quo to create a more inclusive sector for all. She is a founder member of Black Inclusion Week, and leads the inclusion committee at Motorpoint. Hannah has helped to encourage others in the industry to improve representation of all minority groups, acting as a support to others and helping them to challenge their own thinking and biases in a kind compassionate way.

Hannah's purpose is to create a much fairer world for all, and she builds strong relationships with many women across the business and industry and supports them as a mentor for future roles. She also has a strong social media presence, which she uses to speak about wider diversity and equity issues, using her voice to speak at events as part of panels discussing all areas of inclusion, well being, recruitment and the employer brand, to create awareness, change and a more inclusive environment within the automotive industry.

Hannah has ensured that Motorpoint uses gender decoders across the business and that all interviews are conducted by a diverse panel, as well as increasing the female and ethnicity representation within the business through recruitment and role model behaviour. Hannah's nominator adds: "Hannah is a real inspiration to me. She has encouraged me to do even more to use my voice and position to create a more gender-balanced industry."

Automotive 30% Club

# Trailblazer

2022

*Inspiring*  
— Automotive Women —  
Awards

Kerry has been recognised with this year's Trailblazer award for the work she has done to support young people with disabilities, and for blazing an inspirational trail to enable others to believe that they can follow in her footsteps. She is described as an 'absolute inspiration' by her nominator, always working hard, putting customers' needs first, driving for results and supporting her team whilst doing so. Outside of work, Kerry has volunteered to care for children with disabilities in her spare time for a number of years and shares an incredible bond with the young people and their families, who are hugely grateful for Kerry's support. She also volunteers at Bolton Hospice for palliative care for cancer patients.

Based on her experience with one of the children she looks after, Amy, who has severe autism, Kerry has written a book to educate others on how people with this level of disability communicate and should be accepted for their differences. The book, 'I am Amy, not Autism', shows a fantastic and clear message of her experiences to help others. Kerry is aiming to get a copy of her book into as many schools in the North West, paying all costs herself with proceeds going into a trust fund for Amy, the girl the book is written about.

Kerry is a shining light to the benefits of having a woman in place in positions of influence in a male dominated industry. Kerry's nominator adds: "Kerry is my inspiration and motivation to be better, more inclusive and work harder than ever. I may be her manager, but she is my inspiration, reminding me at every interaction of the ways we can all improve and be the best we could become if we were all like her."



**Kerry Allred**  
Workshop Controller  
Marshall Motor Group

*"For being an inspiring role model not only because she is one of the few pioneering female Workshop Controllers in the sector, but also due to her amazing work advocating for girls with autism"*



**Joanna Duraj**  
High Voltage Systems Engineer  
Bentley Motors

*“For her commitment to increasing female representation in engineering and manufacturing, challenging prejudice and smashing stereotypes, and inspiring others to progress in their careers”*



Joanna has been named as our Rising Star of 2022 for her dedication to her business and for inspiring other female engineers to stand up to gender stereotypes and fight for inclusion. She used her time as an apprentice to build her knowledge, skills and network in order to become a full time engineer, always putting others first and answering questions to enable people to feel comfortable when learning something new, and to ensure that work done is of benefit to the business.

Joanna thinks outside the box and challenges ideas in a polite way to generate healthy discussion and encourage forward thinking attitudes, to get the best out of everyone. Her success throughout and after her apprenticeship has inspired others to work hard and achieve their goals, demonstrating that women can be the front runners in changing the gender gap narrative. She mentors others to become better versions of themselves, and gives them confidence in work and a social sense.

Joanna was recognised as one of Autocar’s Great Women in 2021, and regularly attended and supported events as an apprentice to inspire the next generation of female engineers. She strives for gender equality everyday in and outside her job but does so without expecting any credit. Outside of her daily job and taking part in diversity working groups at work, she regularly discusses ways that we can move forward for the better. Joanna’s nominator adds: “Because of her, I know that women are able to succeed even if they are the minority. She inspired me to stand up for injustice and go for my goals. Seeing her strive in a mostly male team has shown me that being a woman makes no difference to the quality of work you can produce.”

# The Winners



**Camilla Ellerton**  
Marketing Director,  
Auto Trader UK

Camilla joined Auto Trader UK at a critical time when dealerships were closed and marketing strategy needed to pivot, yet she took on the role with conviction and led her team through difficult times. Camilla is an active member of Auto Trader's Women's Network, where she organises events for people to discuss social issues affecting women and advocating for progression. She pioneers positive business changes to drive products forward and bring teams together, and is also bold in her thinking.

Camilla speaks at Diversity and Inclusion events and encourages participation in the women's network. She takes part in initiatives to attract female recruits, and programmes like Change100 (an award-winning programme of paid summer work placements and mentoring for disabled students and graduates), as well as mentoring and sponsoring women. She leads a primarily female team and promotes their progression and development, advocating for development at all levels. Camilla inspires confidence in others to take on projects and is a constant source of support. She has been instrumental in driving positive change in Auto Trader.

Within months of joining Volvo Car UK, Nicole was thrust into a full business reorganisation and reshaped the entire Consumer Division to help Volvo UK become more consumer focused and data driven. She will soon be moving into the Commercial Operations Director role in the UK, which has never before been performed by a female without having a sales background.

Nicole had a baby and took maternity leave whilst performing one of the most senior roles in the business, demonstrating to other women that they can pursue ambitions and grow their family. Nicole actively demonstrates to all females in the business that regardless of your background, you can achieve great things with the right skills and support. Her nominator adds: "I aspire to be like her every day. I want to be a disrupter and incite positive change across a business that has lasting ripple effects for years to come, just like her. I hope I can make the same level of difference she has to a business and prove that women can have it all without making sacrifices."



**Nicole Melillo Shaw**  
Commercial Operations  
Director,  
Volvo Car UK

# The Winners



**Claire Fussey**  
Senior Retention  
Manager,  
MotoNovo Finance

Claire actively works across the automotive sector to promote gender balance. She recently established GROW at MotoNovo Finance, aiming to inspire women across the business to come together, share ideas and progress their careers. As an external network, GROW hosts a series of events for automotive retailers, aiming to drive a better gender balance within the wider industry.

Claire was recently appointed as Senior Retention Manager, having been at MotoNovo Finance for over 10 years in various different roles. She was selected to go on the Leadership Summit with The Pipeline and immediately came back and shared her learning with the women around her. Claire's nominator adds: "The way she has worked her way up through the ranks with wonderful leadership skills and the determination to succeed is truly admirable and she makes the ideal role model for women in the automotive industry. She's so passionate for the gender balance cause, and in such a knowledgeable and involved way, it awakens an energy in everyone around her to feel the same."

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Becky has been with Close Brothers Motor Finance for 7 years, and is hugely passionate about her role and achieving gender balance, having been Co-Chair of their Women in Motor Forum for 2 years. She proactively used her time in the pandemic to research gender balance and present back to the forum. She is set on gaining male allies to support the work of the forum. Becky was involved in Close Brothers' International Women's Day events, where she presented to colleagues from around the business about the importance of the day and how others could get involved.

Helping to rule out unconscious bias, Becky has also been part of interview panels to ensure that they are diverse and reaches out to new starters to offer support. Becky's main driver for gender balance is making career pathways for her daughter, and this alone gives her the determination to make automotive more attractive to potential candidates. Her nominator said "Becky is fundamental to the Women in Motor Forum and deserves recognition for the work she has done."



**Becky Hughes**  
Account Manager,  
Close Brothers Motor  
Finance



# The Winners



**Natasha Freed**  
Local Business  
Development Manager,  
Jardine Motors Group

Having secured sales of 113 units against a 72-unit half year budget, Natasha achieved record breaking sales for her sites, and created a full suite of internal reports to improve reporting of all key KPIs which was shared across the entire division. Natasha talks openly about struggling with her mental health and has cultivated a safe space within Jardine Motors Group for others to speak openly about their experiences, and she talks passionately on public forums about Diversity and Inclusion. She is very proactive in her involvement to support D&I initiatives and regularly volunteers to participate in activities to promote a better gender balance in the industry.

Natasha shared her story and spoke about the importance of overcoming self-doubt as part of the International Women's Day celebrations. She is also involved in the D&I steering group and brings a different perspective to discussions, pushing the agenda for having more colleagues actively involved. In October, Natasha is expecting a baby and is putting together a support network for other colleagues to help with their maternity journey.

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Frankie has worked for TrustFord for over 5 years and is one of the top sales performers, having created great networks within the company and taken on an array of projects to further her knowledge. Frankie's efforts were rewarded recently with a promotion to the role of New and Used Sales Controller, and she has applied for our Future Leaders development programme.

Working a four-day week, Frankie achieves more than many colleagues who work five days, and since coming back from maternity and moving into TrustFord's management team she has started on flexible working. She's shown that management roles do not need to be full-time, and the way Frankie has worked has challenged preconceptions across the business. Her success will definitely change attitudes towards flexible working. Frankie is a part of the TrustFord Leading Ladies Group which supports female colleagues, and she took part in their latest Menopause Café call, a safe space where women can talk about the menopause and support each other.



**Francesca Hancox**  
New and Used Sales  
Controller,  
TrustFord

# The Winners



**Samantha Reed**  
Head of Compliance,  
Lookers Plc

Sam runs the compliance department in Lookers Plc, and has brought her pragmatic, friendly and professional approach to it. She is passionate about making a difference to all, and supports many initiatives to make automotive a more inclusive and better place to work for all women, from creating apprenticeships, to volunteering and also a menopause support group.

Sam has attended sessions at local schools to inspire girls into the automotive industry and is a trustee at Smart Works Manchester, a charity that supports unemployed women from across all Greater Manchester boroughs and the wider North West, from a range of different backgrounds and age groups. Her nominator adds: “Sam’s calm professional approach to the challenges of working in a male dominated environment is inspiring. She’s approachable and always willing to assist and find solutions to problems. Every business should have senior women like Sam inspiring the women across the organization to step up.”

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Having joined Solus Accident Repair in 2019 as the first female Regional Operations Lead, Steph has made significant contributions to the success of her business. Since taking over their Ipswich site last year, Steph embedded the ‘Solus Way’ methodology at the site and throughput increased by 30%. Steph also introduced the night shift at their Coventry site to help manage the growing volume of repairs in that area.

Steph’s passion for building a better gender balance is infectious and has helped others to understand how growing a more inclusive culture can make Solus a better place to work for everyone. She has also been involved in the Automotive 30% Club’s Inspiration for Innovation Network activities, where she recorded a Career Conversation to help inspire young people through her own story and inform them of the career choices available in automotive. She also took part in the Inspiring Automotive Women Day activities last year, participating in a virtual Career Speed Networking Event for female students.



**Steph Brindley**  
Regional Operations  
Lead,  
Solus Accident Repair

# The Winners



**Claire Graham**  
Group Rental Manager,  
North West,  
Enterprise Rent-A-Car

Within 18 months of being promoted to Branch Manager Claire took her branch from 200th to 7th in the UK, with her second store being taken to 2nd in the UK, and within 4 years she was then promoted to Area Manager finishing 9th in the country. Claire has been prolific and fundamental in efforts to improve and engage in Diversity, Equity and Inclusion initiatives within her region and the overall company. Her determination took her previous management team from a 70/30 Male/Female representation to a 50/50 balance and from an 80/20 White/BAME representation to a 60/40 split in an area that is demographically challenged. In addition, Claire has pioneered a Senior Female Mentor Program developing females over 10 sessions and has helped the group improve Management Retention by 7%.

Claire also spearheaded the establishment of regional female networks and was appointed Head of Diversity and Inclusion, representing the UK. She leads Enterprise's regional engagement committee, having mentored over 100 employees, and openly tells her story in Enterprise's internal Diversity Magazine, discussing infertility and her IVF journey.

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Sarah is co-lead for Auto Trader's Disability and Neurodiversity and Social Mobility networks, which she helped to establish in 2019. Sarah was Highly Commended for the Workplace Environment Award at the Disability Smart Awards, and at the Inclusive Awards 2022 was nominated for the Outstanding Diversity Network Award and also shortlisted for the Social Mobility Project Award.

Sarah helps others look at the bigger picture and have a more balanced approach when solving problems. Her passion is to make the world more inclusive for people with disabilities and neurodiverse conditions, along with her vast knowledge and a desire to develop and learn, is hugely inspiring. She is a champion for all people with disabilities and neurodiverse conditions, and a strong advocate for women who are often less likely to be diagnosed as disabled or neurodiverse, or more likely to mask certain conditions. Sarah's belief that anyone can achieve anything they want to has hugely inspired others in Auto Trader.



**Sarah Brooks-Pearce**  
Future Talent Manager,  
Auto Trader UK

# The Winners



**Leanne Chevannes**  
Service Manager,  
Lookers Plc

Customer satisfaction is at the heart of everything Leanne does. She is a team player and supports her colleagues everyday. Leanne joined Lookers in 2008, at only 21 years old, starting as a Service Advisor before progressing to MINI Service Supervisor in 2016 and then Assistant Service Manager in 2018, before becoming Service Manager in June 2022.

She leads a team of 20 men and 1 woman and is at the forefront of leading an inclusive culture, having encouraged another female colleague to join the Service team from a different department within the company to progress her career. She also takes the wellbeing of others extremely seriously, especially when dealing with mental health issues. Leanne's nominator adds: "Leanne has been with Lookers for 14 years and during this time she has been able to progress in her role whilst taking some time away to have a family. She goes above and beyond for the Company and has never shied away from the difficulties that often come hand in hand with managing a team of Technicians (who are all male)."

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Charlotte has integrated and changed the safety and security contracts for JCT600, saving £120,000 as a direct result of her Safety and Security strategy. Charlotte is a leader and mentor, who has put time aside to help others progress and develop, and has driven excellent incentives and ideas to attract more women to the property team. Not only has she put the ideas forward but she has actively engaged with local learning facilities and media to attract more women into traditional trades of joinery, electrical and DIY.

Charlotte's role is extremely male dominated but her professionalism, calm demeanour, organisation skills and articulate communication has gained huge respect from her team and senior managers. Charlotte is also an official mentor on the 'Accelerate to Manager' course, which helps female colleagues prepare for promotion, and she actively participated in a social media campaign to profile women in JCT600, with the aim of recruiting more women into automotive, as well as inspiring others to prioritise mental and physical health.



**Charlotte Brown**  
Head of Safety &  
Security,  
JCT600

# The Winners



**Lindsey Wilson-Wood**  
General Sales Manager,  
Motorpoint

Lindsey has gone against the norm, challenging others and breaking legacy behaviours in her role as a General Sales Manager in Motorpoint. She successfully turned around a branch where the culture was not aligned with the business. Lindsey was the first female to run a branch in Motorpoint and also the first person to run a branch having not previously been in the sales part of our industry. This has created paths for others to follow.

Lindsey leads with the term 'leaders set the pace' - and in doing that, she has created an infectious atmosphere at her branch. Lindsey's nominator adds: "The path that Lindsey has created will be followed by many. Somebody had to break tradition first and that's never easy. She's tough on herself, which creates outstanding levels of responsibility for performance and her people. I am inspired by Lindsey's 'can-do' attitude, ability to challenge herself and others, and turn her hand to a completely different industry."

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Anne has committed over 30 years to Volvo Car UK in various roles, and has been a champion for age diversity across the business. In that time, she has held global positions and become a specialist in her own right, at a time when being a woman in automotive and a sales world was just unheard of. Anne gets involved with all employee groups to help improve the work life experience for everyone and is always looking to better the workplace for future generations.

As part of her commitment to Diversity and Inclusion, Anne took part in the International Women's Day event, talking to females in the business about her career and challenges faced as a woman. She provided advice and support and remains open to helping others in the business achieve their goals through coaching and mentoring. She is proactively assisting the Diversity and Inclusion team to review menopause support in the workplace and is helping to encourage managers to understand the topic better to become more effective leaders of women.



**Anne Woodward**  
Manager, Fleet Services  
Projects,  
Volvo Car UK

# The Winners



**Polly Caldwell**  
Product Lead,  
Auto Trader UK

A relatively new Product Lead, Polly has surpassed expectations developing a new innovative product for retailers designed to bring efficiencies and extend reach. Polly has led Auto Trader's Women's Network since 2018, where she is hugely admired, and has grown network numbers by 30%. In the past year she has understood the needs of her colleagues and arranged many sessions including how to write a meaningful PDP and getting the most out of a hybrid work environment. Polly also participated in an International Women's Day panel with 100+ schools, sharing what it's like to work in technology and the automotive industry. She is also a valued member of Auto Trader's Engagement guild, who meet Auto Trader's plc board quarterly to address changes to support diverse women.

Polly's nominator adds: "Polly impacts women at all levels from early careers to our plc board, always enriching Auto Trader's culture and helping women to be their true selves at work. I am in awe of Polly's style; extremely humble and selfless whilst having profound impact on colleagues."

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Nikki built the complaint operation from the ground up and managed the entire process during Covid restrictions. She has driven positive change and innovation and has developed Lookers Motor Group's in-built customer management system to provide robust and effective complaint handling and board reporting.

For International Women's Day 2021, Nikki took part in a fundraising event cycling 100 miles, doing 50 miles in the same day to raise money and profile for a charity called 'Smart Works' who help women back into employment. Nikki has created an extremely diverse team, whether it be age, gender, ethnicity, geography or working parents, and she is the catalyst for a creative and effective team. This has allowed the complaints handling team to reflect and effectively engage with the diverse range of Lookers customers. Nikki's nominator adds: "One of the most inspirational traits that I have seen from a managerial perspective is Nikki's eye for excellent judgement and flexibility."



**Nikki Simms**  
Group Customer Service  
& Complaint Resolution  
Manager,  
Lookers Plc

# The Winners



**Tori Patrick**  
Vice President of  
Airports for European  
Operations,  
Enterprise Rent-A-Car

Tori has achieved great success within Enterprise Holdings, both personally but also in the teams she has led. She adapted very successfully during the pandemic with empathy and care, to help the business continue and grow. Being a senior leader who is down to earth, approachable and fun is one of the most valuable contributions Tori has made. She is not afraid to put herself in a visible position as a positive role model.

Tori is committed to inclusion and has influenced male allies to think wider in this area and understand how an inclusive mindset can shape work, projects and results. She is a vocal and visible female role model within Enterprise Holdings regarding women in business and also raising up other women. Tori also heads up the EMEA committees that focus on equality, equity and inclusion and strives for positive impacts in these areas.

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Jane is ambitious and has become a trailblazer for women and equality. She has demonstrated that it is within everyone's power to influence change. Her authenticity has inspired and strengthened others to be a champion and speak out for gender equality, and she has led activities to grow the gender equality network by 40% in the last year.

Jane holds the roles of Vice Chair and Events Lead for the Jaguar Land Rover Gender Equality Network and created a digital events platform to build a community where women can come together to learn, socialise, support, and collaborate. She has delivered over 35 quality events focusing on topics women need to fulfil their career including personal and professional development and health and wellbeing, as well as increasing awareness on menopause with events designed for men and women, and influenced the release of company menopause guidelines. Her nominator said "Jane is the force behind Jaguar Land Rover's Gender Equality Network, challenging norms and continuously innovating to create a workplace where women are visible."



**Jane Cusdin-Harris**  
Global Vehicle  
Ecommerce Manager,  
Jaguar Land Rover

# The Winners



**Laura Harvey**  
Director of  
Communications,  
Auto Trader UK

In 2018 Laura co-established Auto Trader's BAME network, to support ethnically diverse colleagues and create meaningful allies. Laura was the first to champion the need to develop an environmental strategy, and a Board Committee monitoring Auto Trader's ESG work. In addition to this, Laura is a founding lead of Auto Trader's women's network and signals the importance of the issues women face at work and how serious the business is about overcoming them. She was also a founding member of Auto Trader's Diversity and Inclusion Guild, responsible for governing Auto Trader's Diversity and Inclusion work, supporting the employee networks to set commitments aligned to the broader KPIs.

Laura's nominator adds: "From an internal perspective, Laura is extremely prominent and active in supporting the commitment to driving change in Auto Trader and the wider industry, whether it's as a mentor or being someone to talk to, she is just such a huge support to so many people across our business."

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Laura founded the 'One Aldermore' Female Network in MotoNovo Finance, discussing important women's topics and helping to inspire future female leaders. She is dedicated to supporting women in the workplace, and earlier this year, Laura achieved her biggest dealer acquisition to date, where she selflessly shared her success with other Account Managers, to ensure the correct support for the dealers and benefiting others in the wider business.

Laura has also planned events around women's mental health, introducing a life coach and running events around topics such as bias and menopause, and she is also part of the work stream that is looking at solutions within our business around the gender pay gap; an ongoing issue she is committed to. Her nominator adds: "Laura in so many ways is an absolute inspiration and asset to MotoNovo Finance. Unknowingly, Laura has helped many find the confidence to be their best self, and supported the organisations by helping them understand how they can better support their women and give many colleagues a voice through the events she organised."



**Laura Griffin**  
Regional Manager  
South East,  
MotoNovo Finance



# The Winners



**Annalise Eldred**  
Head of Customer  
Contact Centres,  
Lookers Plc

Annalise is described as a ‘true asset’ by her nominator, caring passionately for her teams and inspiring others to be better, and is a true advocate for women in automotive management roles. She demonstrates equality and diversity in her teams by encouraging women in the business to stand up for what is right and move up the company hierarchy.

Having recently been promoted to Head of Customer Contact Centres for the entire Lookers Group, Annalise set clear progression plans for the women in her team before leaving her previous position and is always looking for better ways of working, sharing best practices and ideas across the Lookers Ford Division. Her nominator adds: “Annalise has taught me that nothing is impossible, and to always strive for what you want. She is a strong woman who will go far and help other women to do the same. With her attitude we will help to close the gap between men and women in senior roles.”

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Karen was a founding member of the Volkswagen Group UK Ltd Disability and Neurodiversity Engagement Team, acting as a catalyst for many others across the Group to become active members. Her energy and focus is fundamental to everything the team has achieved in its first year, including the launch of support groups, the launch of an internal website, policies and benefit audits, video content and colleague stories. She has inspired others to think about how the different Diversity and Inclusion teams across Volkswagen Group UK can work together on achieving their shared strategic goals. Karen is a Mental Health First Aider, and an ally to the Driven Women, the Cultural Diversity Engagement Team, and Parents and Carers Engagement Team.

Her nominator said “Karen has been central to the Disability and Neurodiversity Engagement Team’s achievements in its first year. Her thoughtfulness and inclusive approach have also impacted my approach in driving forward D&I topics with my team. Karen lives diversity and takes on the responsibility for making Volkswagen Group UK an even better place to be.”



**Karen Boulton**  
Network People Business  
Partner,  
Volkswagen Group UK

# The Winners



**Lisa Minty**  
Senior Account Manager,  
MotoNovo Finance

Having worked for MotoNovo Finance for many years, Lisa has progressed from internal administration roles to Field Based Account Manager, through self-development and excellent customer-service skills. Most recently, she began hosting the MotoNovo Female Network, and hosted the educational section of their International Women's Day event, speaking virtually to the entire company for the first time. Her participation was celebrated by many and she received praise for boldly sharing the struggles of women in business to help Break the Bias.

Her involvement has since inspired other women in MotoNovo to join the network and speak at other virtual events, aiding to progress their own careers. Lisa's nominator adds: "As a fellow full-time working mother, Lisa has inspired me with her success and continuous dedication to work, whilst being an incredible role model to her children and her colleagues. She has fought to stand up for herself and others, to work towards a fairer workplace for all and I have no doubt her tenacious nature will see many more successes through her career."

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Rachel has worked for Toyota for a number of years and is dedicated to her role, leading the development of the Toyota Employee Experience, the use of Data and Engagement surveys to drive meaningful change, and has also embedded Diversity and Inclusion across the organisation as a way of working rather than a box to tick.

Rachel encourages a collaborative, consultative and successful approach to developing people, through coaching, mentoring and self-development, and introduced coaching initiatives to Toyota GB, most recently having worked on transformation management and talent attraction initiatives. She has been instrumental in a different approach to recruitment postings, and a change in language and tone has resulted in a wider profile of applicants and uplift in female interest and recruitment.

Rachel has encouraged women to succeed through programmes such as Women in Business and Women on the Verge, she has led development sessions, provided coaching opportunities and introduced a menopause policy within Toyota GB. Rachel is a champion for Toyota's diversity and inclusion, and has been involved in Automotive 30% Club activities and a contributor to the Speakers for Schools programme.



**Rachel Shepherd**  
General Manager,  
People and Workplace  
Experience,  
Toyota GB Plc

# The Winners



**Louise Gardner**  
Head of Talent Diversity  
& Inclusion,  
Stellantis

Starting as an industrial placement student as a Sales and Marketing Graduate, Louise's Stellantis career extends 27 years. She has experience in different areas of the company including Fleet Sales and most recently Human Resources. Louise was Peugeot's first female Fleet Sales Manager, winning the first Royal Mail Fleet contract, which was then Peugeot's largest ever Fleet signing with 2000 LCVs.

Louise has a passion for developing the skills and confidence of women in Stellantis, and is a steering group member of Women of Stellantis, playing a key part in organising the Stellantis 2021 International Women's Day. She has been responsible for driving forward initiatives for developing professional support for female colleagues in mentoring programmes and reaching out to local schools to encourage female students to consider a career in automotive. Her nominator said: "Louise genuinely cares about the development of female employees and is passionate about encouraging female students to join the motor industry. She sees it as a personal responsibility to drive real change and her efforts are making a real difference."

*“Inspire, and  
Be Inspired”*

# Judges



Sonya Byers  
CEO,  
Women in Transport



Daksh Gupta  
Vice President,  
Ben Automotive Industry Charity



Roz Bird  
CEO,  
Norwich Research Park



Anita Fox  
Chief Marketing Officer,  
Bramble Energy Limited



Tim Rose  
Editor,  
Automotive Management



Sue Robinson  
Director,  
RMI National Franchised  
Dealer Association



Sarah Noble  
Partner at Deloitte and Leader of  
Women at the Wheel



Professor Jim Saker  
Emeritus Professor,  
Loughborough University  
President, Institute of the Motor  
Industry

A huge thank you to our  
Inspiring Automotive Women Awards 2022 judges.

# Be Involved



Sophie Oak

Communications Manager,  
Automotive 30% Club

[Sophie@automotive3oclub.co.uk](mailto:Sophie@automotive3oclub.co.uk)



Lisa White

Networks Administration  
Manager,  
Automotive 30% Club

[Lisa@automotive3oclub.co.uk](mailto:Lisa@automotive3oclub.co.uk)

“Congratulations to all of our Inspiring Automotive Women award winners and a big thanks to all their colleagues and supporters who are attending the event today to celebrate their success. We would like all of you to be involved in our Automotive 30% Club activities, including our Inspiring Super-Network and Ezine, and our Inspiration for Innovation Network outreach campaigns. We are the team running the meetings, activities and social media communications and will fully brief, coach and guide you through any participation you undertake.

We are very pleased that Keyloop is the Partner Sponsor of the Automotive 30% Club. Their support enables us to have a constant social media presence and a website to share news about our activities and provide resources for members. Please follow the Club on LinkedIn, Twitter, Instagram and Facebook and share and comment on our posts. Keyloop also kindly funds and manages the key event in the Automotive 30% Club calendar; our annual conference for members and 30 by 30 leaders. We hope to see many of you there in May.

For more information on how to be further involved with the Automotive 30% Club please contact us, Lisa White or Sophie Oak for an introductory chat.”

The Partner Sponsor of the Automotive 30% Club is **keyloop™**

# Inspiring Super-Network & Ezine

*The Inspiring Super-Network is a grassroots support network and friendship group for diverse women, their male allies, and HR professionals.*

The purpose of the Super-Network is to share perspectives, collaborate with best practice and work together on solutions to ensure the automotive sector is a place where diverse women can thrive. Members from within the network discuss, debate and share advice on many different topics in order to accelerate progress towards gender balanced businesses.

The Inspiring Ezine is our online digital magazine that publishes content to encourage women to progress and celebrates their achievements. We showcase “real model” automotive women through articles, video interviews and discussion groups. Topics include personal stories or observations, inclusion network activities, and features on our Inspiring Automotive Women award winners. We also publish content penned by

members of the Super-Network, so please get in touch if you would like to submit an article.



The Inspiring Super-Network and Ezine are sponsored by



# Inspiration for Innovation Network

*We connect diverse “real model” women of the sector with school and university students to inspire them to join our innovative industry and tackle gender stereotypes.*

We will organise three campaigns; Inspiring Automotive Women Week in November, Automotive Apprentice Week in February, and Automotive Work Experience Week in June. For each campaign we will match 10 female volunteers with our partner schools, to talk about their personal career stories or facilitate a work related activity. We need many more of you to engage with your own local schools and arrange to visit them during the campaign periods. We will provide coaching and support, and share stories about your outreach activities in our social media communications.

We also have a library of 50 Career Conversation films for schools to view featuring women in a huge variety of automotive roles, and 15 Essential Skills

Episodes recorded by CEOs and HR Directors to explain what employability skills they look for in a young person.

Please get in touch with Lisa White if you would like to be involved in our outreach activities.



The Inspiration for Innovation Network is sponsored by



# Automotive 30% Club Members





## Automotive 30% Club Silver Members



## Automotive 30% Club Patrons



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**Neil Williamson**  
Chief Executive Officer



**Lesley Woolley**  
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**Agustín Martín**  
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## Automotive 30% Club Patrons



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