

How I became the first female Country Manager at Movile Mexico

My name is Erika and I am the first female Country Manager at Movile Mexico. I'm extremely proud of being the first woman to reach such an important position. Through me attaining a managerial role, I hope that I can inspire other women to show that, with hard work and determination, they can also achieve what I have done. Since graduating with a degree in Finance, I've held leadership positions in multinational companies such as Telcel AMX where I had the opportunity to coordinate multidisciplinary and cultural teams (purchases, legal, operations, engineering, SVA, etc). There I led a team of global negotiations for the whole AMX group, and the skills in negotiating and leadership I learned there have helped me in my new position.

It's tough, but not impossible.

According to the Center for Research on Women in Senior Management ([CIMAD](#)), 18% work as Chief Financial Officers, while 14% work as Corporate Controllers in Mexico. Furthermore, women only account for 12% of Marketing Director roles and only 4% of CEO positions are occupied by [women](#). Holding a leadership role at Movile, particularly in Latin America, where women are underrepresented in senior management roles, can be very inspiring for many women to see a woman in a position of leadership. I'm showing them that it's possible. I want to show that you can leave the fear aside and live the experience of running a team.

More than anything, I'd like to send the message that it's okay to leave your comfort zone and to believe in yourself. Whatever you want to achieve, it's possible.

Success depends on teamwork.

I've learned that teamwork is critically important and that defined goals are keys to success. It's so crucial that all team members are united in their desire to work towards the common goal of making the company a success. The most important factor for teamwork is ensuring that the team communicates well. Without the right hand knowing what the left hand is doing, it's incredibly difficult to move forward towards a common goal. This is why effective communication in any team is vital to success.

Challenges and resolutions.

Mobile is a leader in mobile marketplaces, and our overarching dream is to make life better for 1 billion people through our apps. It's a company driven by big results and in a tech segment that changes very quickly, so new challenges are always cropping up. This has awakened my creativity to the maximum. I've had to learn to adapt and also to motivate my team to come up with creative solutions by working together. In my experience, I've found extreme situations are the ones that make you grow positively the most. If you lead a life where you don't take any risks, you'll never know if you can reach your full potential.

Tips and advice

What's important for women wanting to get into leadership to know is that it doesn't matter if you don't have a specific career track or niche. If you have management and leadership skills, you can achieve success in many ways. For example, you need to be able to tap into the talent and skills of your team. To get the best out of your team, it is important to focus on individuals within the team, making sure that you coach and mentor them as a constantly evolving process. In my case I wouldn't have succeeded without a strong team of skilled, talented and multidisciplinary people to work with.

To make it in business, there are several other tips and advices that I'd like to share with you. You have to possess the desire and drive to learn more and have a commitment to gain more knowledge - never settle!

It also helps massively to have supportive family members and friends to lean on. Having good people around outside of work is also important for work success. Being able to have great relationships with other women is super important as we can share our experiences and knowledge to help each other learn and grow. It's also very important that the company you work for respects you. Mobile is an amazing company to work for as we have the RESPECT group where we talk about important matters such as women empowerment, liberty of sexual orientation, race and religion. You need to align yourself with people who share your core values and support you. Being self-confident and having an upbeat and optimistic perspective is also invaluable when making your way to the top.

Finally, remembering that you always have options! This mantra helps me stay calm in any situation and motivates me to try my best.