

## MEMBER PROFILE

### PERSONAL EXPERIENCE

How did you become interested for the field of gender equality?

Probably due to my origins. I am coming from a small town in Aragón (Spain) where as a child I already experienced gender discrimination. As in several other Spanish towns women have been working under the sun, they have been unrecognized heads of the family, its big administrators, economists, nurses, ... they have been those who had spread values among their families, they have been the emotional center of the family, the base of the economy of the family... BUT all their efforts, all their knowledge and all their well doing, have never been recognized and obviously never been paid.

What is your greatest professional achievement?

To be able to set up my own business being myself. To get up each morning with the same thrill as when I started long time ago. To start new projects with the same tenacity and the same energy as at my beginnings. And to have been able to combine my personal and my professional life without scarifying my job or my family.

Which personal qualities/skills help you as a woman entrepreneur?

I guess I am an intuitive and perceptive person. I am how I am thanks to my education, my curiosity and my will to self-improve my capabilities. I am an optimist, very tenacious, curious and persistent. I am a good communicator. My slogan is: everything has a solution- in front of the bad things you can always choose the less worst.

What advice would you give to future women entrepreneurs?

To solve problems with optimism and humor and to dedicate time to training and to be well informed. To organize her time and not neglect her relations with family, friends... Both, business and friends/family are important.

### THE ASSOCIATION

Which are the most important achievements of the association?

We want to achieve an important position in the Directorate General for Women of the Government of Valencia in order to spread our voices and canalize the needs and problems of Valencian businesswomen since the public administration is not always aware of it. If someone knows which are the real problems our companies are facing, we are. We want to continue participating at the employment plans of the City Council of Castellón and at the implementation of gender equality in local companies. The Provincial Council of Castellón has helped us a lot with our projects.

What would be your "collective wish" for you, your collaborators and the association itself?

We have to stop being pessimists. We have to work with eagerness and tenacity, with thrill and effort, in order to consolidate our businesses. We can learn from our mistakes and also from living hard times as during the economic crisis. We are almost all responsible for this economic disaster- we have to assume this true and start working to solve the situation and improve.



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