

Female role models:

Meet Elisabet Fernández



Elisabet Fernández, director of the Technology Area of COMSA Corporación.

Elisabet Fernández joined the company in 2004 as Business Analysts and, two years later, she became head of the Information Systems Department, taking on the main challenge of integrating the applications of all the companies recently incorporated into the group. Finally, at the end of 2014, she took up her current position as director of the Technology Area, driving the company's digitalisation process and establishing a process of continuous improvement in the quality of the services offered.

Elisabet states that she has been very lucky to always have had bosses who have placed their trust in her, who have given her their support and freedom to make decisions. Moreover, she acknowledges she has always had a great vocation to serve, that is why her greatest satisfaction is to see how their work makes life easier for their colleagues, how they can help them to be more efficient using technology and how they can provide them with solutions that help them in their day-to-day work. "The main learning is that for things to go well, it is essential to have a fully committed and cohesive team like the one I am lucky enough to lead. Without their involvement, professionalism and teamwork, it would be impossible to provide a good service and meet the

needs of the business and the more than 3,000 users we provide support every day" says Elisabet.

She highlights her parents as her role models, whom she has always had very present throughout her professional career, whom have been able to pass on values such as the culture of hard work, honesty, humility and companionship.

Thus, she states that during her professional development as a woman, the challenge has been twofold, as she works in an area such as Information Technologies, traditionally occupied by men, and in a sector with little female presence. Despite this, she assures that when it comes to incorporating people into her team, "I always try to be as objective as possible and assess the person based on their experience, knowledge, skills and fit with the team". She considers that what is important for a team is that there should be a diversity of profiles, men, women, younger people, older people, different cultures, nationalities, etc.

Elisabet concludes claiming that "as women, we are the first ones who must eliminate these sectorial barriers and if there is something we are passionate about, then go for it, whatever it takes".

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